

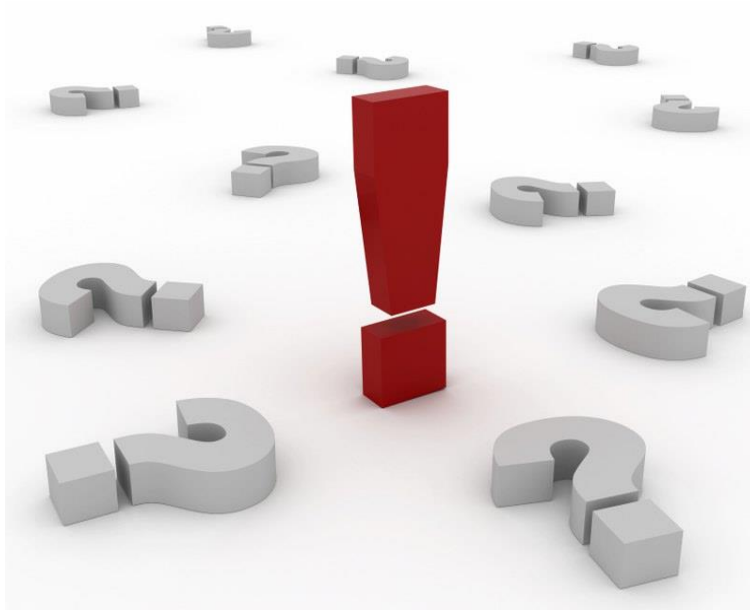


Customer Service Performance March 2019

West Coast Express



Highlights and Recommendations	3
Project Objectives	8
Methodology	9
Detailed Findings	12
WCE Performance	13
Trends in Transit Usage Among WCE Riders	22
Trends in WCE Usage	29
Customer Profiles	36
APPENDICES	
Appendix A – Survey Instrument	



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.





- **Overall WCE Service receives top ratings from nearly all WCE riders (94%) and its average score is sitting strong at 9.0 out of 10. This is the highest level observed in the reported period of the last 8 years.** The last time we saw an average rating of 9.0 was September 2008, and 94% was last achieved in December 2006.
- **This period, all the service attributes' ratings have either remained the same or have shown improvements from last wave and/or a year ago.** In particular, areas that have grown stronger include Good Connections, Delays Announced and Explained, On-Time Reliable Service, Frequency of Service and Availability of Transit Information.
- **Although Convenient Hours of Operation continues to earn the lowest average score (7.0 out of 10), its performance has been steadily improving over the past two waves, earning top ratings from 47% of riders.**



- **WCE riders report making an average of 8.4 transit trips in the past seven days and an average of 7.8 trips on WCE in a typical week.** They tend to make trips on WCE exclusively (29%) or on both WCE and SkyTrain (26%).
- **Eight-in-ten WCE riders (79%) continue to say that they have not changed their usage of WCE in the last six months.** However, a larger proportion of riders report that they have increased their usage of WCE over the past six months compared to a year ago (18% versus 6%).
- **In-line with historical trends, WCE riders are either new to WCE (started taking WCE within the past year, 40%), or they are long-term riders (began using it 8 or more years ago, 27%).**



- **Usage of WCE Monthly Pass continues to trend downward from 74% in March 2017 to 58% this period, but it is still the most commonly used method of payment.** Following next is Stored Value, where 34% of one-way trips were made using it.

Performance on West Coast Express Attributes

% Good to Excellent (8-10)

Average Rating



Mar 2019 Base = 293-309

Performance on Specific Attributes

- Close to all WCE riders (94%) give a good-to-excellent score to the Overall Service of WCE, which is up from last period. The average score has reached 9.0 out of 10 this wave. These are the highest WCE Overall Service ratings in the current reported period (since September 2011).
- A number of attributes have shown significant improvements this period, namely On-Time Reliable Service (88%, trending up since March 2017), Availability of Transit Information (84%, trending up since September 2017), Delays Announced and Explained (80%, trending up since September 2017), Good Connections (74%, up from last wave) and Frequency of Service (71%, up from both waves in 2018).
- No service attributes show a significant downward shift compared to the previous two waves.
- Similar to historical trends, the highest-rated attributes are Safe Equipment, Courteous, Competent, Helpful Staff and Vehicle and Station Cleanliness and Safe from Crime On-Board and at the Station, which have all received an average score of 9.4 out of 10.

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 period, Not Being Overcrowded has the most significant negative impact on Overall Service perceptions, although it received a fairly-low negative impact score of 0.06. This attribute has an average score of 7.9 out of 10. Among those who give a low rating to this area (11%), most of them say that it's always crowded and/or it's too crowded in the morning.

Attribute	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)
Not Being Overcrowded	8.6	9.1	0.5	0.11	0.06

West Coast Express Rider Profile



- Seven-in-ten WCE riders (68%) are between the ages of 25 and 54 years old and make an annual household income of \$65,000 or more (70%). They also tend to work full-time (85%) and reside in Port Coquitlam (43%).
- WCE riders are more likely to be Choice riders (72% have access to a vehicle) and High Frequency Riders (67% making 10 or more one-way transit trips in a week).



- Four-in-ten riders (40%) say they have only started taking WCE within the past year, which is similar to the previous two waves. Over one-quarter of WCE riders (27%) began using WCE 8 or more years ago.
- Trending up over the last two waves, WCE riders usually make 8.4 transit trips in the past seven days. Also, they tend to make an average of 7.8 trips on WCE in a week.
- Transit trips that were taken by WCE riders were likely to be made using WCE exclusively (29%) or using both WCE and SkyTrain (26%).
- A majority of WCE riders (79%) continue to report that they have been using WCE with the same frequency as six months ago. However, a higher proportion of riders say they have increased their usage of WCE in the last six months compared to a year ago while a smaller proportion indicate a lower usage this period.



- The most popular method of payment continues to be a WCE Monthly Pass, but its usage has been trending down over the last two years (from 74% of trips to 58% currently).
- Another commonly used method of payment is Stored Value (34%).



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 309 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 4th to 15th, 2019.

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	14	3:50PM	27
5:57AM	22	4:20PM	32
6:27AM	39	4:50PM	41
6:57AM	40	5:30PM	40
7:27AM	<u>38</u>	6:20PM	<u>16</u>
TOTAL	153	TOTAL	156

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	20	Mission City	15
Port Haney	15	Port Haney	13
Maple Meadows	20	Maple Meadows	23
Pitt Meadows	12	Pitt Meadows	11
Port Coquitlam	25	Port Coquitlam	30
Coquitlam	32	Coquitlam	31
Port Moody	<u>29</u>	Port Moody	<u>33</u>
TOTAL	153	TOTAL	156

Data Weighting

The stratified sampling plan necessitates the use of weights to bring the sample in line with the actual boardings and disembarkings at each station. For this wave, the weights were based on the average daily ridership collected from Compass Card taps between January 2 and October 31, 2018.

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 4th to 15th, 2019.

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.

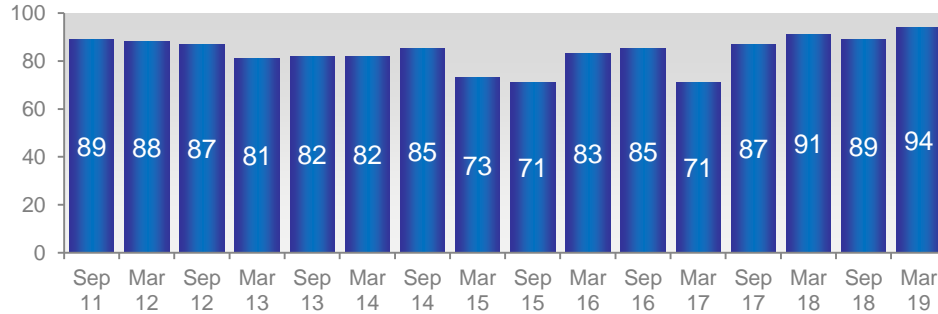


This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

- Overall Service Performance
- Performance on Specific Attributes

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

% Good to Excellent (8-10)

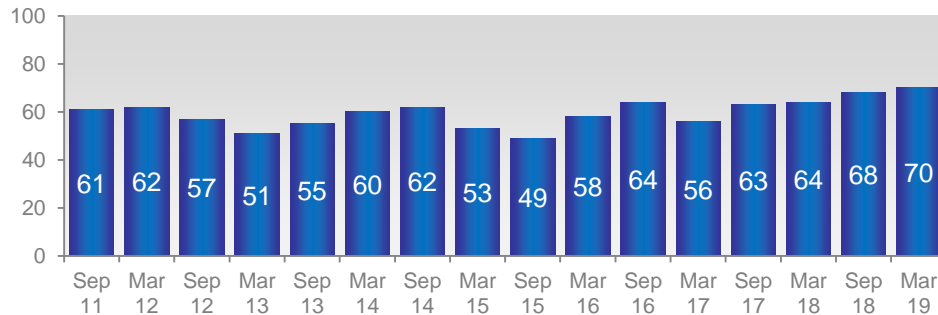


Avg Score 8.9 8.6 8.6 8.5 8.6 8.5 8.6 8.1 8.1 8.5 8.6 8.0 8.8 8.8 8.9 9.0

March 2019 Base = 309

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

% Good to Excellent (8-10)



Avg Score 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 8.0 8.3

March 2019 Base = 307

Overall Service

- Up from last September, over nine-in-ten WCE riders (94%) give top ratings to the Overall Service of WCE. The average score has been steadily increasing from 8.0 in March 2017 to 9.0 this period.

Good-to-Excellent ratings compared to: September 2018 March 2018
+5% +3%

- Riders from different stations tend to give similar ratings to the Overall Service provided by WCE.

Value for Money

- Ratings for Value for Money have been showing an upward trend since March 2017, from 56% to 70% this wave. The average score has reached a new all-time record high at 8.3 out of 10.

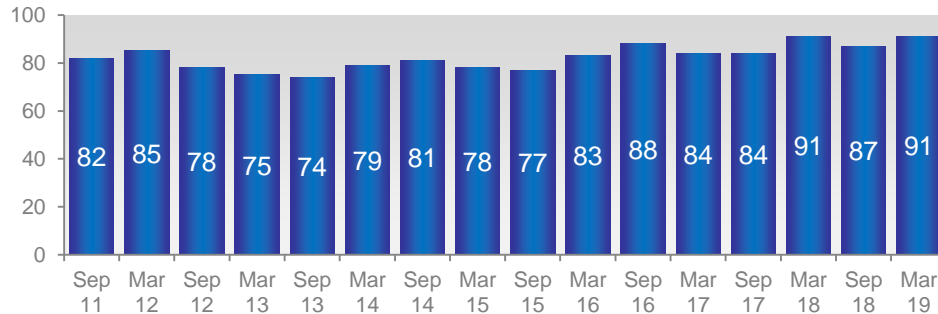
Good-to-Excellent ratings compared to: September 2018 March 2018
 +2% +6%

- There are no differences at the station level.
- Among the 4% of riders who give a score of 1 to 5 for this attribute, the top cited reason is 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)

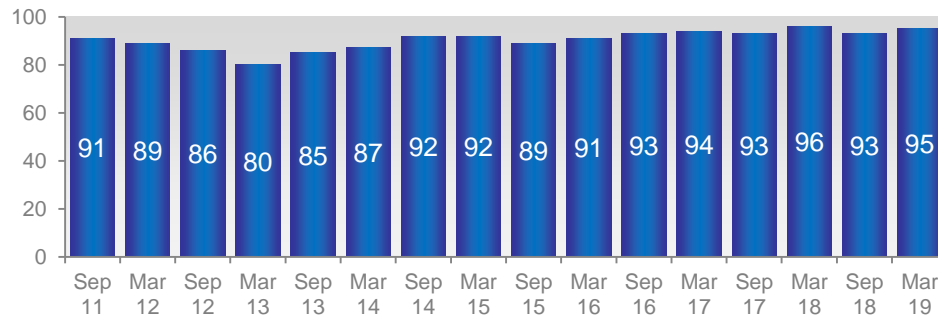


Avg Score 8.6 8.5 8.5 8.4 8.4 8.4 8.6 8.5 8.4 8.7 8.9 8.6 8.8 9.0 9.0 9.1

March 2019 Base = 298

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

% Good to Excellent (8-10)



Avg Score 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 9.3 9.4

March 2019 Base = 306

Staff Availability

- Nine-in-ten WCE riders (91%) award good-to-excellent scores to Staff Availability, which is consistent with the past two waves. The average score remains strong at 9.1 out of 10.

Good-to-Excellent ratings compared to:	<u>September 2018</u>	<u>March 2018</u>
	+4%	0%

- No differences are found between stations.

Courteous, Competent And Helpful Staff

- Unchanged from March and September of 2018, 95% of WCE riders give top scores to WCE staff for being Courteous, Competent and Helpful. The average score continues to grow stronger, moving up from 8.9 in September 2015 to 9.4 this period.

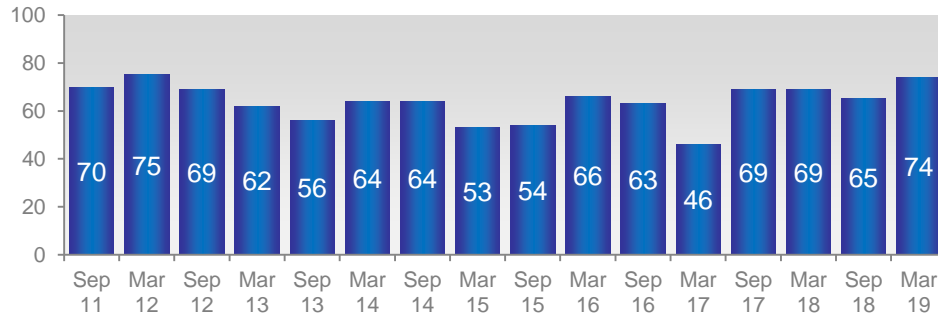
Good-to-Excellent ratings compared to:	<u>September 2018</u>	<u>March 2018</u>
	+2%	-1%

- All riders from the Pitt Meadows station give good-to-excellent scores 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)

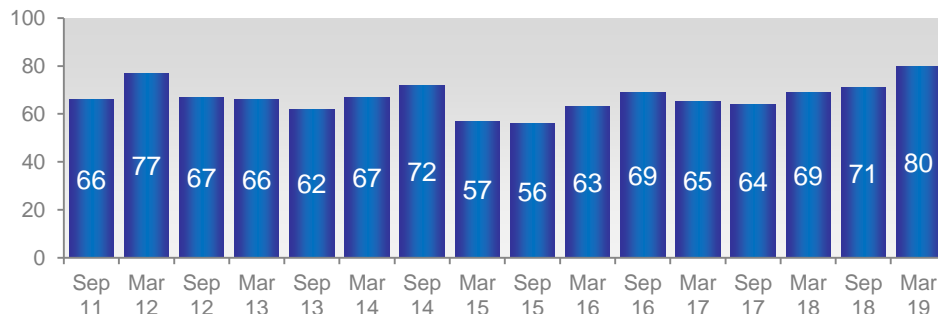


Avg Score 8.4 8.4 8.2 8.1 8.1 8.1 8.2 7.9 7.8 8.4 8.2 7.5 8.4 8.4 8.2 8.7

March 2019 Base = 308

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

% Good to Excellent (8-10)



Avg Score 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 8.4 8.7

March 2019 Base = 307

Good Connections

- Up from last period, Good Connections is rated highly by three-quarters of WCE riders (74%). The average score is at a new record high level this wave (8.7 out of 10).

Good-to-Excellent ratings compared to: September 2018 March 2018
+9% +5%

- No apparent differences are found at the station level.
- 6% of WCE riders give a score of 1 to 5 and their main reason for doing so is because shuttles/bus didn't wait for them to board.
- On average, WCE riders say that 10 minutes is a reasonable connection wait time.

Delays Announced and Explained

- This period, the proportion of WCE riders who give top scores to Delays Announced and Explained is at 80% with an average score of 8.7. These are the highest levels observed in the eight-year reported period. The last time this attribute had achieved 80% was in March 2009, and an average score of 8.7 was in March 2005.

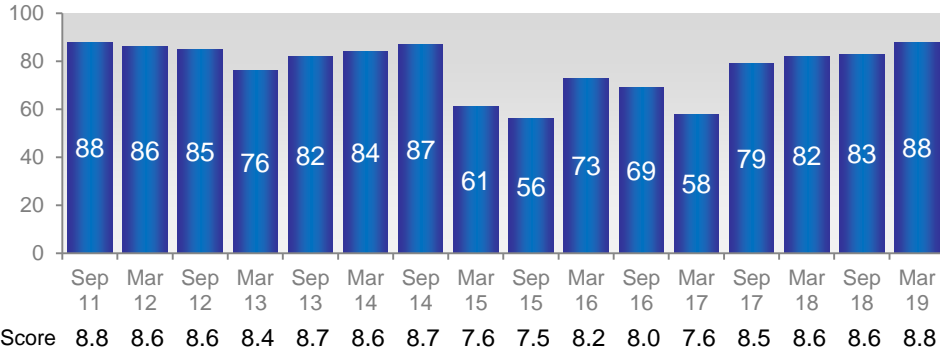
Good-to-Excellent ratings compared to: September 2018 March 2018
+9% +11%

- There are no significant differences within stations.

● ● = Significant upward / downward shift

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

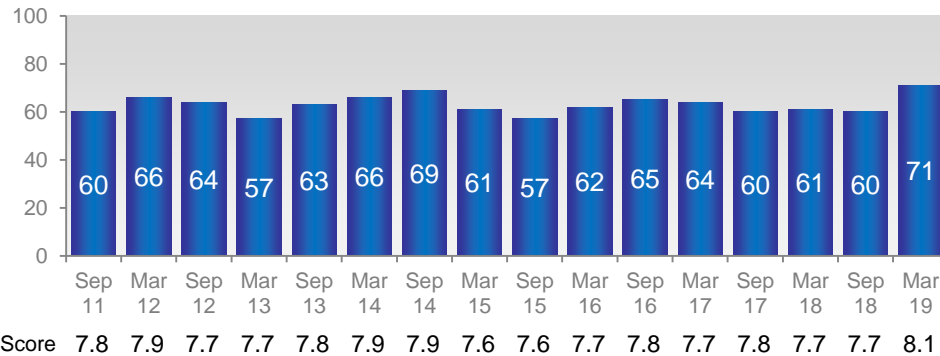
% Good to Excellent (8-10)



March 2019 Base = 308

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 2019 Base = 304

On-Time Reliable Service

- Ratings for On-Time Reliable Service have been steadily increasing since March 2017 from 58% to 88% this period. The average score is strong at 8.8 out of 10.

Good-to-Excellent ratings compared to:

	<u>September 2018</u>	<u>March 2018</u>
	+5%	+6%

- There are no apparent differences at the station level.

Frequency of Service

- Jumping up from the previous two waves, Frequency of Service is rated highly by seven-in-ten WCE riders (71%). The average score has reached a new record level for the reported period at 8.1 out of 10.

Good-to-Excellent ratings compared to:

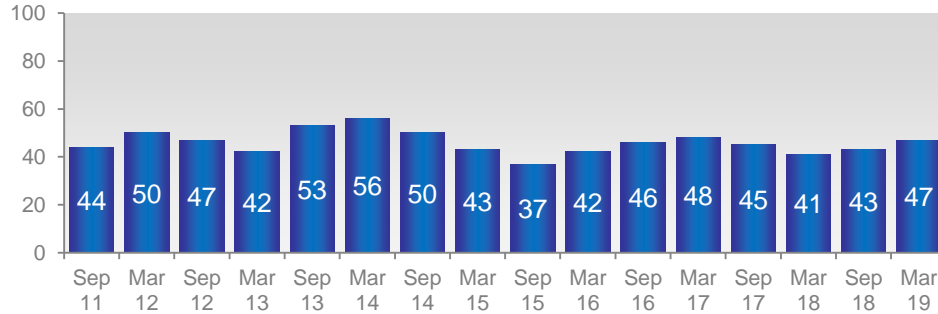
	<u>September 2018</u>	<u>March 2018</u>
	+11%	+10%

- Scores are similar across stations.

= Significant upward / downward shift

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

% Good to Excellent (8-10)

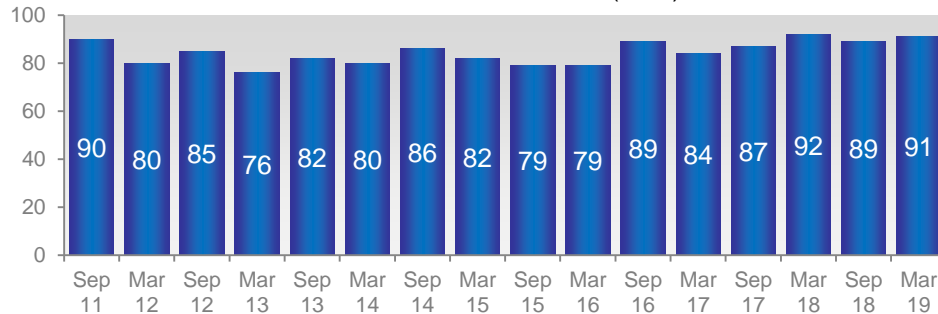


Avg Score 6.8 7.1 7.1 7.0 7.3 7.4 7.1 6.7 6.5 6.7 7.0 7.1 6.9 6.6 6.9 7.0

March 2019 Base = 307

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)



Avg Score 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 8.8 9.1

March 2019 Base = 307

Convenient Hours of Operation

- Trending up over the last two waves, Convenient Hours of Operation earns top scores from 47% of WCE riders. This continues to be the lowest-rated attribute, earning an average score of 7.0 out of 10.

Good-to-Excellent ratings compared to: September 2018 +4% March 2018 +6%

- There are no differences in the scores at the station level.
- Among the 27% who award a low rating to this attribute, most of them would want to be able to ride on WCE in the weekend and/or later eastbound hours.

Trip Duration

- Ratings for Trip Duration remain consistent at 91%, but the average score has improved to 9.1 out of 10.

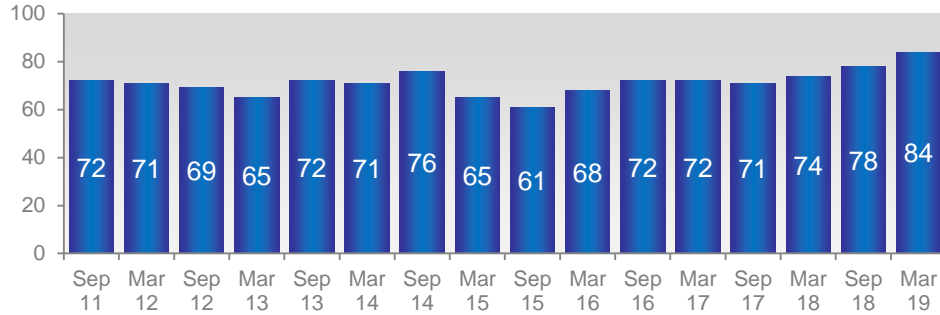
Good-to-Excellent ratings compared to: September 2018 +2% March 2018 -1%

- Maple Meadows station riders tend to give lower ratings to this attribute compared to riders from some of the other stations.

● ● = 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)

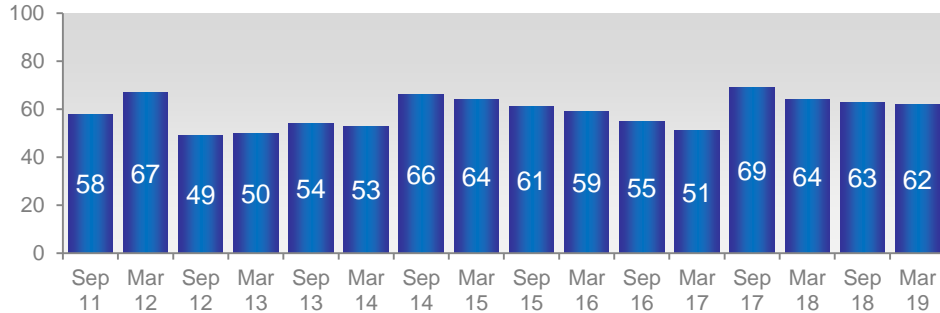


Avg Score 8.2 8.2 8.1 8.0 8.1 8.1 8.3 7.9 7.8 8.2 8.2 8.0 8.2 8.2 8.4 8.6

March 2019 Base = 293

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

% Good to Excellent (8-10)



Avg Score 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 7.8 7.9

March 2019 Base = 307

Availability of Transit Information

- Since September 2017, scores for Availability of Transit Information have been steadily increasing from 71% to 84% this period. The average score has also improved to 8.6 out of 10.

Good-to-Excellent ratings compared to: September 2018 +6% March 2018 **+10%**

- There are no significant differences in the ratings at the station level.
- Among the 3% who give a low score, most of them say they haven't seen any information.

Not Being Overcrowded

- Trending down over the last two years, Not Being Overcrowded earns top scores from 62% of WCE riders. The average score is stable at 7.9 out of 10.

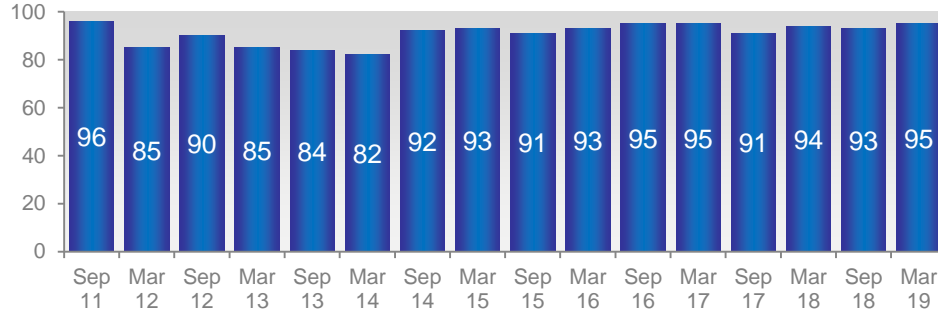
Good-to-Excellent ratings compared to: September 2018 -1% March 2018 -2%

- Maple Meadows station riders tend to give lower ratings than those who are from the Mission or Port Coquitlam station.
- Of the 11% who give a low score in this area, many of them say that it's always crowded and/or 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)

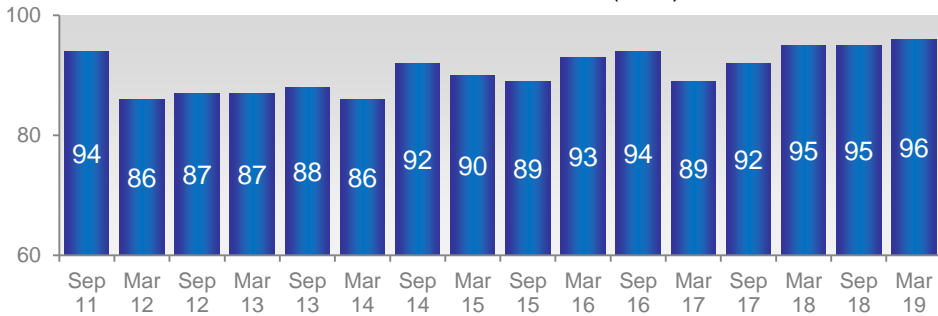


Avg Score 9.3 8.7 9.0 8.9 8.7 8.6 9.0 9.2 9.1 9.2 9.3 9.1 9.1 9.2 9.3 9.4

March 2019 Base = 307

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)



Avg Score 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 9.3 9.4

March 2019 Base = 307

Clean, Graffiti-Free Vehicles and Stations

- Unchanged from the previous two waves, a large majority of WCE riders (95%) continue to give top scores to WCE for being Clean and Graffiti-Free, and the average score has been steadily increasing to 9.4 out of 10.

Good-to-Excellent ratings compared to:	<u>September 2018</u>	<u>March 2018</u>
	+2%	+1%

- All riders from the Pitt Meadows station have awarded a high score to this area.

Safe WCE Equipment Provides a Safe Ride

- Similar to the last two periods, nearly all WCE riders (96%) award a high score to WCE for having Safe Equipment. The average score has been growing stronger over the past two years from 8.9 in March 2017 to 9.4 this period.

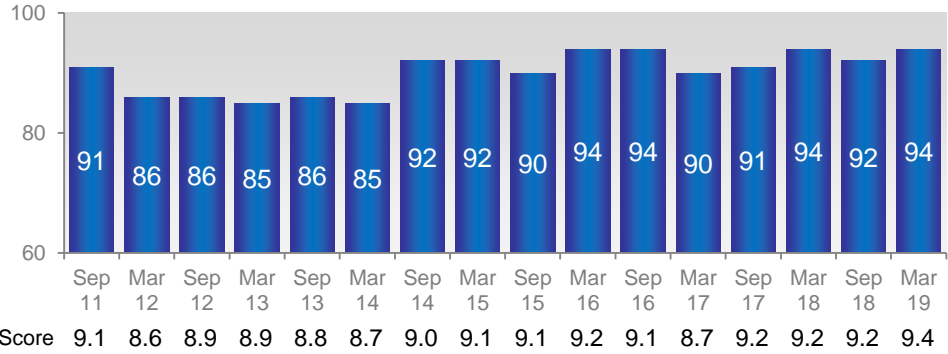
Good-to-Excellent ratings compared to:	<u>September 2018</u>	<u>March 2018</u>
	+1%	+1%

- At the station level, there are no significant differences found.

● ● = 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?

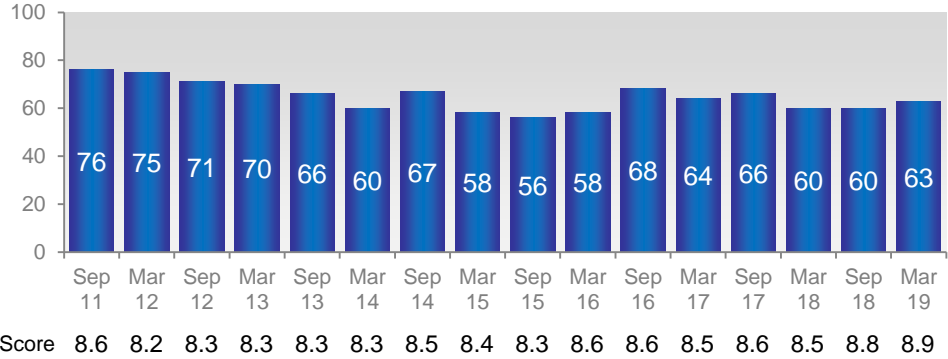
% Good to Excellent (8-10)



March 2019 Base = 306

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

% Good to Excellent (8-10)



March 2019 Base = 308

Safe From Crime On-Board and at the Station

- Consistent with the last two periods, Safe From Crime On-Board and at the Station is rated highly by 94% of WCE riders. The average score is at a new record level at 9.4 out of 10.

Good-to-Excellent ratings compared to:

	<u>September 2018</u>	<u>March 2018</u>
	+2%	0%

- No significant variations are found across the different stations.

Safe From Crime in WCE Parking Lots

- Safe From Crime in WCE Parking Lots continues to earn top ratings from 63% of WCE riders and the average score continues to push higher this wave (8.9 out of 10).
- However, it is important to note that one-quarter of WCE riders (26%) did not provide a rating for this question.

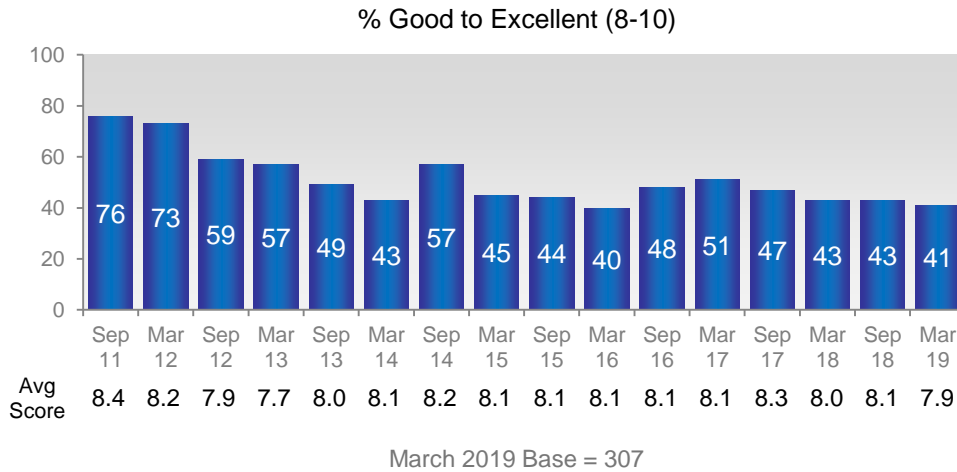
Good-to-Excellent ratings compared to:

	<u>September 2018</u>	<u>March 2018</u>
	+3%	+3%

- Riders from the Mission station generally give lower ratings compared to riders from some of the other stations.

● ● = Significant upward / downward shift

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



Sufficient Parking at WCE Parking Lots

- Trending down over the past two years, 41% of WCE riders give good-to-excellent scores to WCE for Having Sufficient Parking.
- However, only six-in-ten WCE riders (62%) provided an answer to this question.

Good-to-Excellent ratings compared to:

<u>September 2018</u>	<u>March 2018</u>
-2%	-2%

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

- | | |
|-------------------|-----|
| 1. Maple Meadows | 63% |
| 2. Coquitlam | 50% |
| 3. Pitt Meadows | 44% |
| 4. Mission | 43% |
| 5. Port Coquitlam | 37% |
| 6. Port Moody | 27% |
| 7. Port Haney* | 26% |

* Port Haney does not have a parking lot

● ● = Significant upward / downward shift



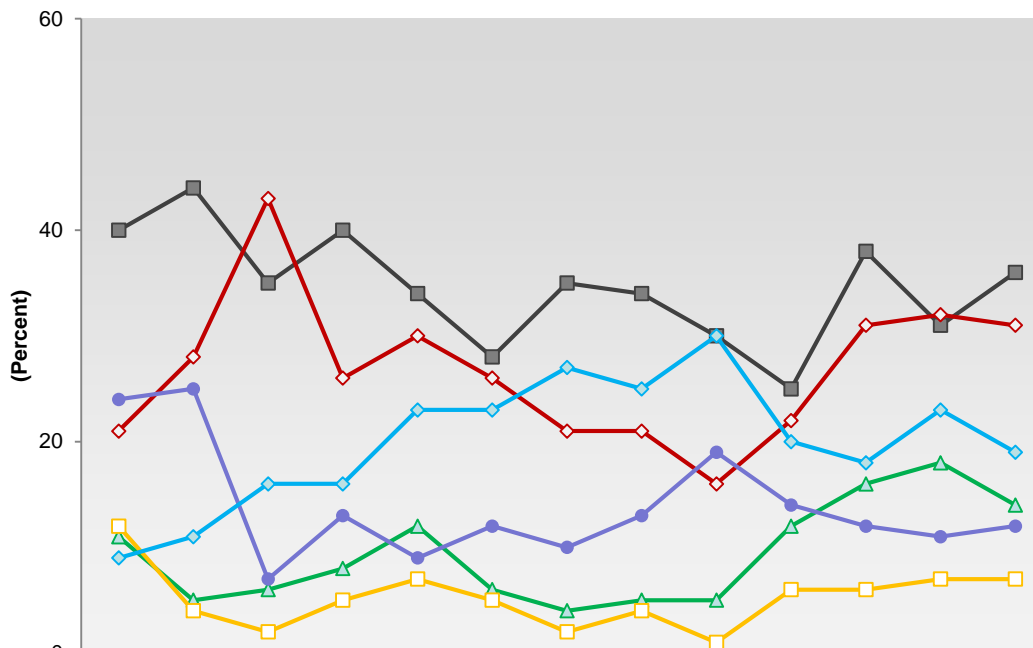
This section presents trends in the motivation and behaviour of WCE customers. It illustrates trends in the following areas:

- 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?



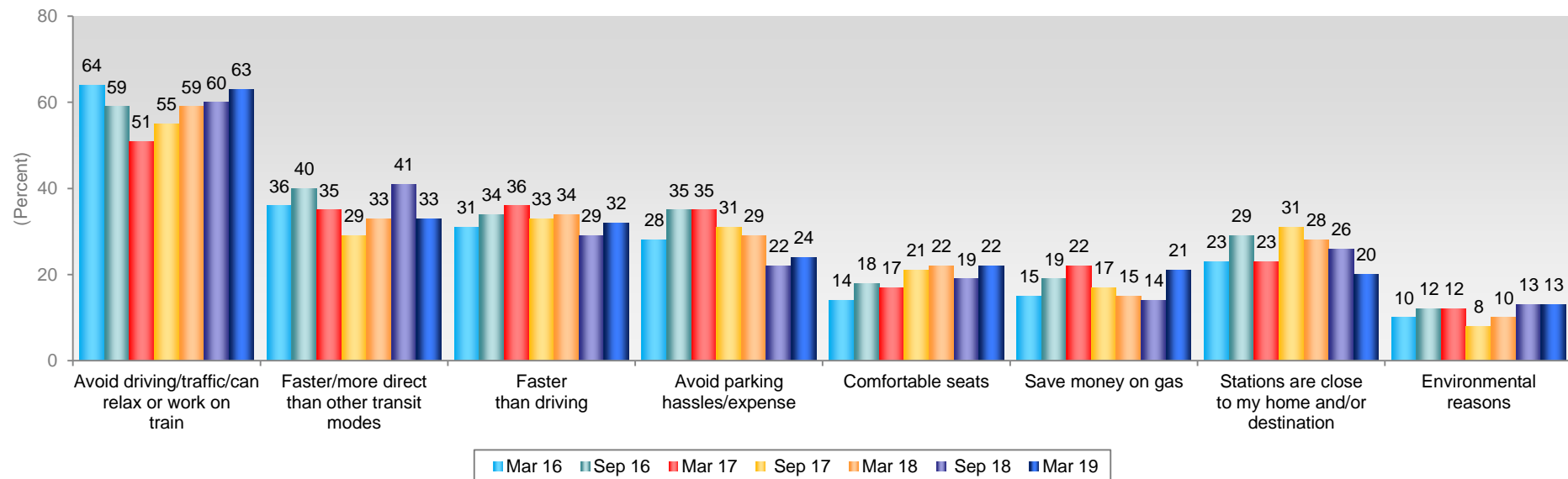
	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17	Mar 18	Sep 18	Mar 19
SOV	40	44	35	40	34	28	35	34	30	25	38	31	36
Bus	21	28	43	26	30	26	21	21	16	22	31	32	31
SkyTrain	11	5	6	8	12	6	4	5	5	12	16	18	14
Car/vanpool	24	25	7	13	9	12	10	13	19	14	12	11	12
Other	12	4	2	5	7	5	2	4	1	6	6	7	7
None/live/worked elsewhere	9	11	16	16	23	23	27	25	30	20	18	23	19

- The most common mode of transportation that WCE riders used to use prior to taking WCE was SOV, which is marginally up from last wave.
- Another common mode continues to be the Bus (31%).
- Approximately the same proportion of WCE riders say SkyTrain (14%) or carpooling (12%).
- 19% of WCE riders did not provide an answer or they say they are new to the area or that they did not have to reach the same destination in the past.

March 2019 Base = 309

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?*

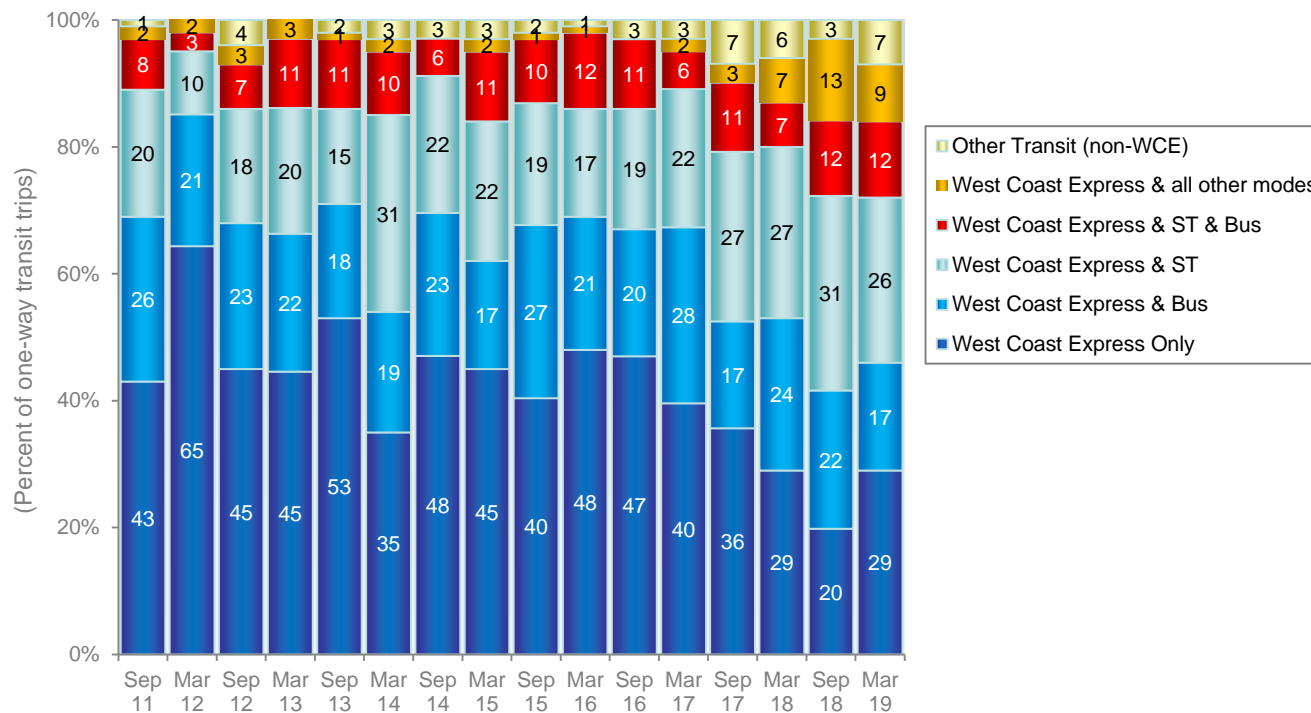


* Respondents are provided a list and asked to choose up to 3 reasons.

March 2019 Base = 309

- Similar to historical trends, the main reason why WCE riders take WCE instead of other modes of transportation is to avoid driving (63%). The proportion of those who mention this reason has been steadily increasing since March 2017.
- Other common reasons include WCE being faster/more direct than other transit modes (33%, down from last wave) and faster than driving (32%).

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



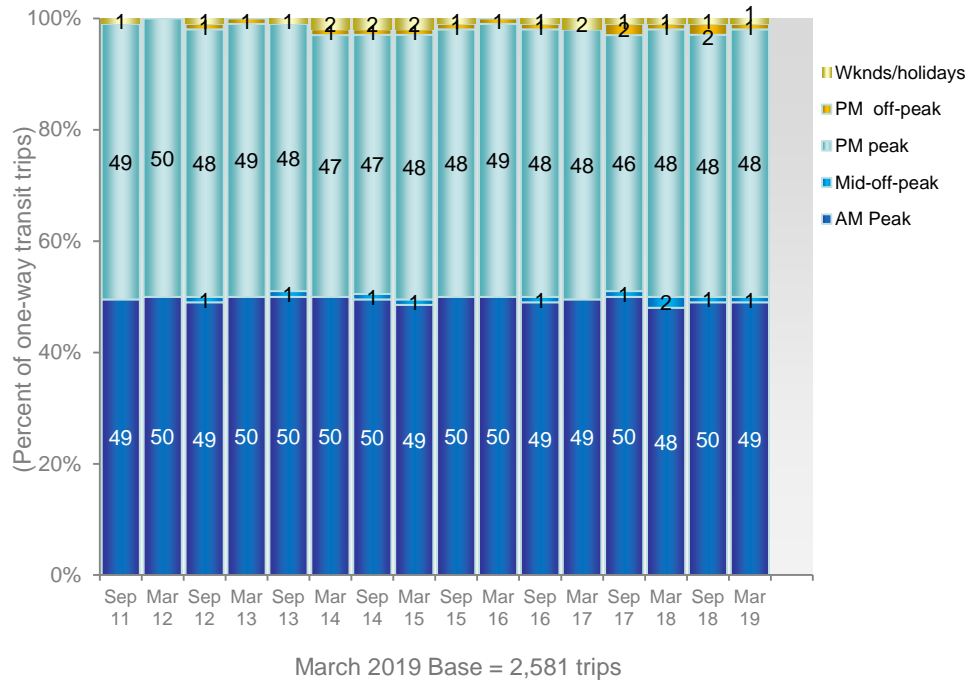
March 2019 Base = 2,581 trips

- After showing a steady decline for five consecutive waves, transit trips that were made exclusively on WCE have rebounded to 29% this period.
- One-quarter of transit trips (26%) were made using a combination of WCE and SkyTrain, which is directionally down from last September.
- Trips using both WCE and the Bus have been trending down over the last two waves, from 24% in March 2018 to 17% this period.

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



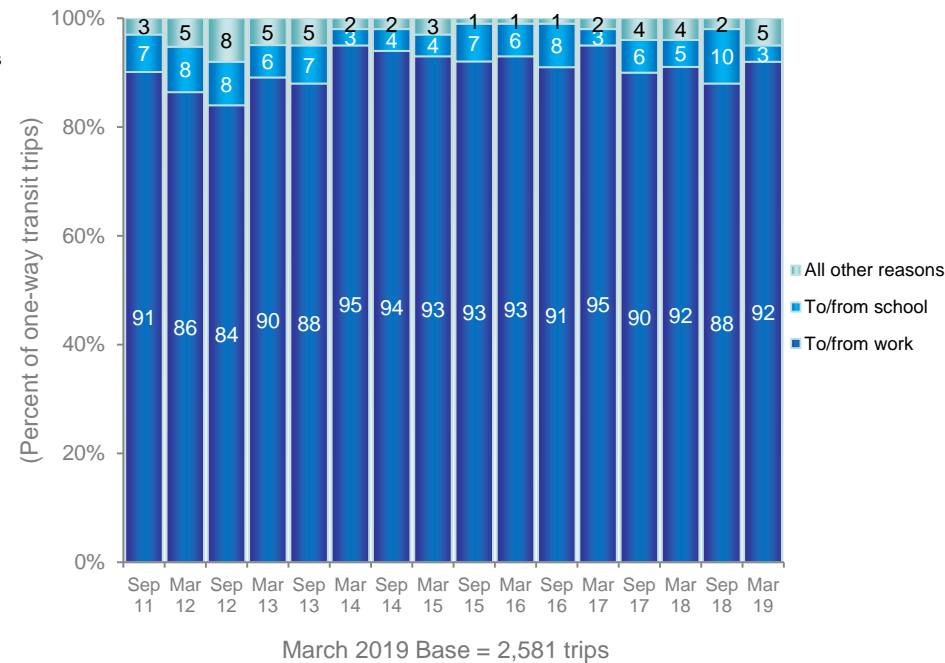
Q4. Of the one-way transit trips you made in the last seven days, how many did you make...?



Transit Trip Timing

- Unchanged from historical 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...?

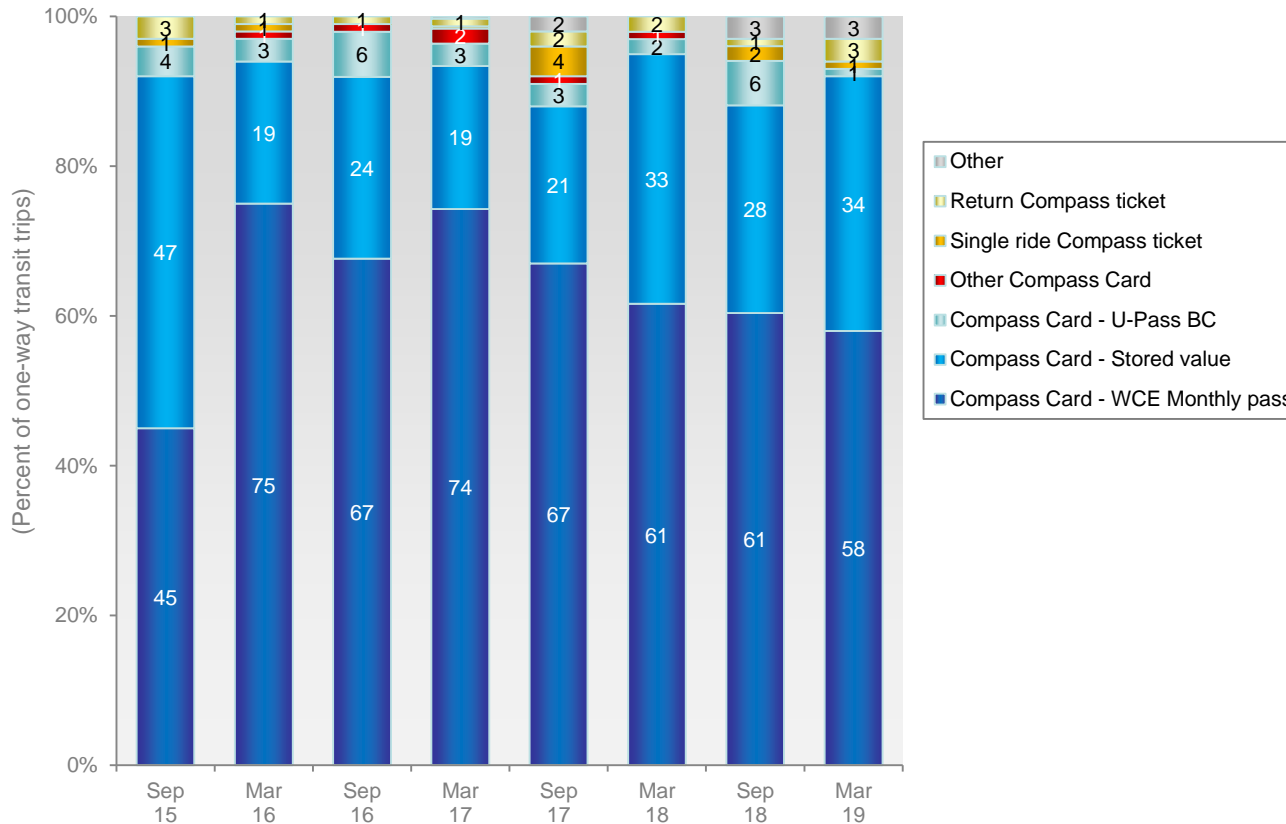


Transit Trip Purpose

- The main reason why WCE riders take the transit continues to be for work purposes (92%, up from September 2018).

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 2019 Base = 2,581 trips

Fare Payment Method Used

- Although WCE Monthly Pass remains to be the most popular fare payment method, its usage has been trending down over the past two years (from 74% in March 2017 to 58% this period).
- Another commonly used method of payment is Stored Value (34%, marginally up from last wave).

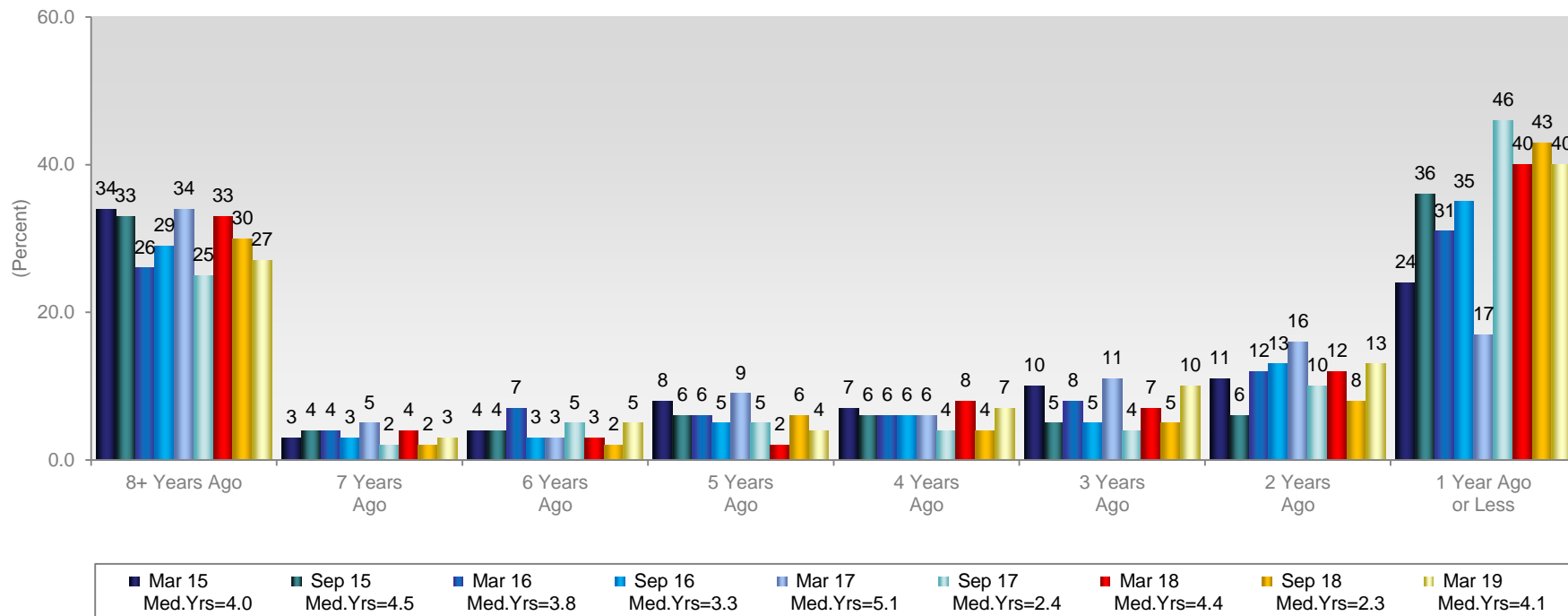
Note: Due to fare payment method changes in September 2015, prior historical data is no longer comparable.



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

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

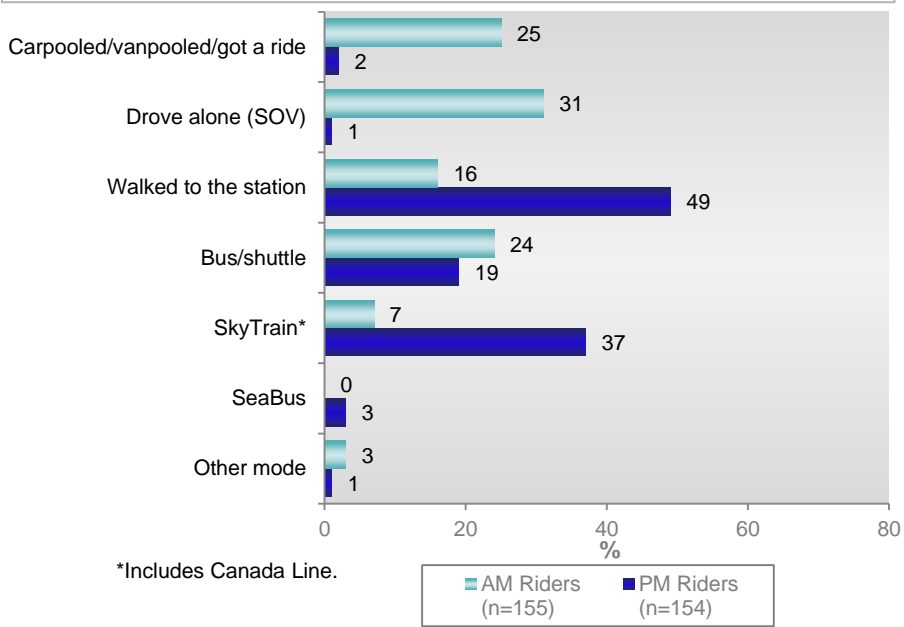


March 2019 Base = 305

Duration of WCE Usage

- Four-in-ten WCE riders (40%) continue to say that they have started taking WCE within the past year.
- Another one-quarter of WCE riders (27%) indicate they have taken WCE for 8 or more years.

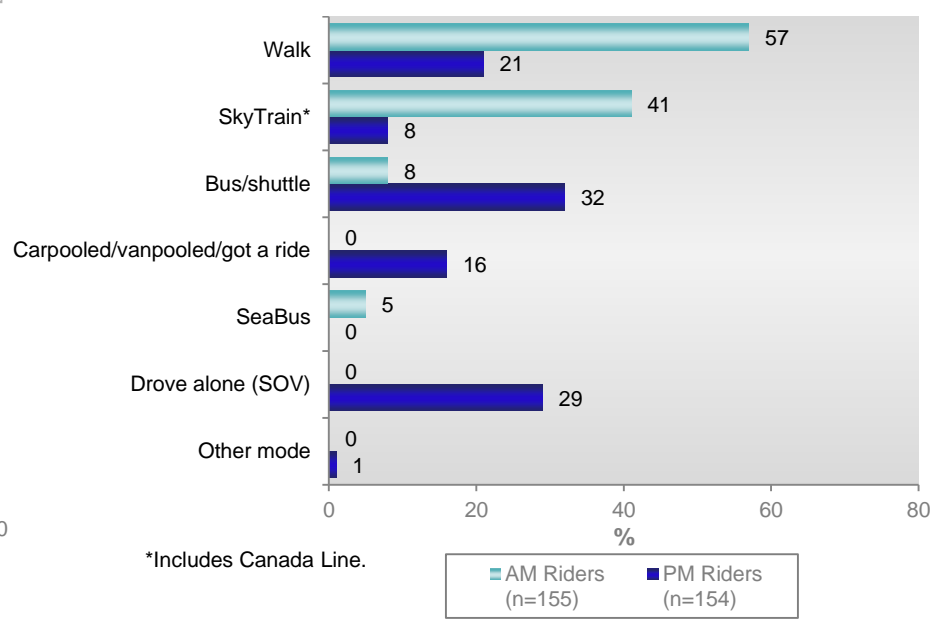
Q1c. This morning/afternoon how did you get to the station to board the train?



Mode to the Boarding Station

- Morning WCE riders tend to get to the station by driving (31%), carpooling (25%) or Bus/shuttle (24%).
- For afternoon riders, they usually walk to the station (49%) or take the SkyTrain (37%).

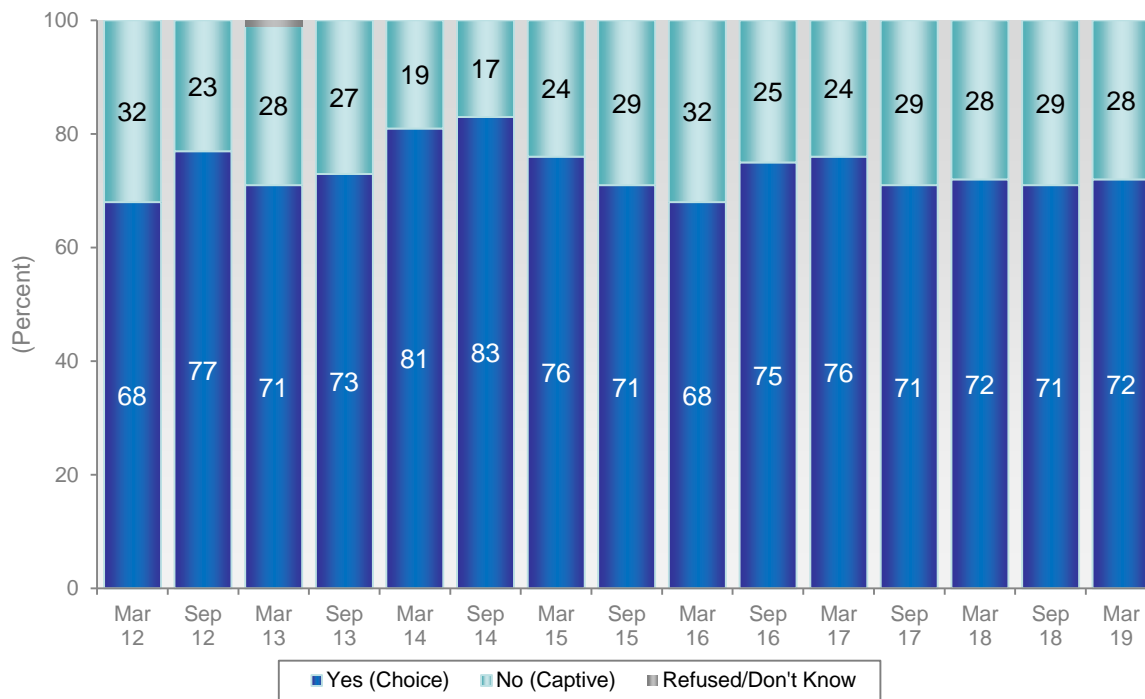
Q1d. And when you get off the train this morning/afternoon, how will you get from the station to your destination?



Mode after Disembarking

- Riders who take WCE in the morning generally walk (57%) or take the SkyTrain (41%) to reach to their final destination after they get off from the station .
- Afternoon riders tend to take the Bus/shuttle (32%), drive alone (29%) or walk (21%) to their destination.

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



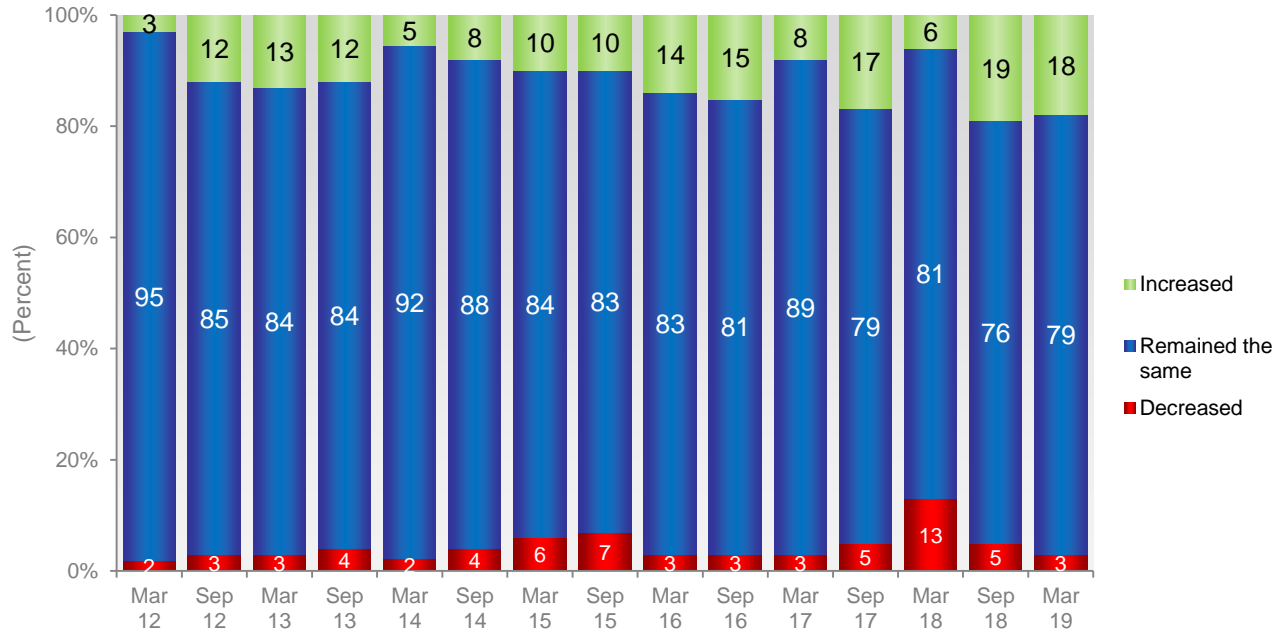
March 2019 Base = 302

Choice vs. Captive

- Seven-in-ten WCE riders (72%) say they have access to access to a vehicle for the trip that they made on WCE and they are known as Choice riders.
- The proportion of Captive riders, or those who have no vehicle access remains the same at 28%.

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 2019 Base = 302

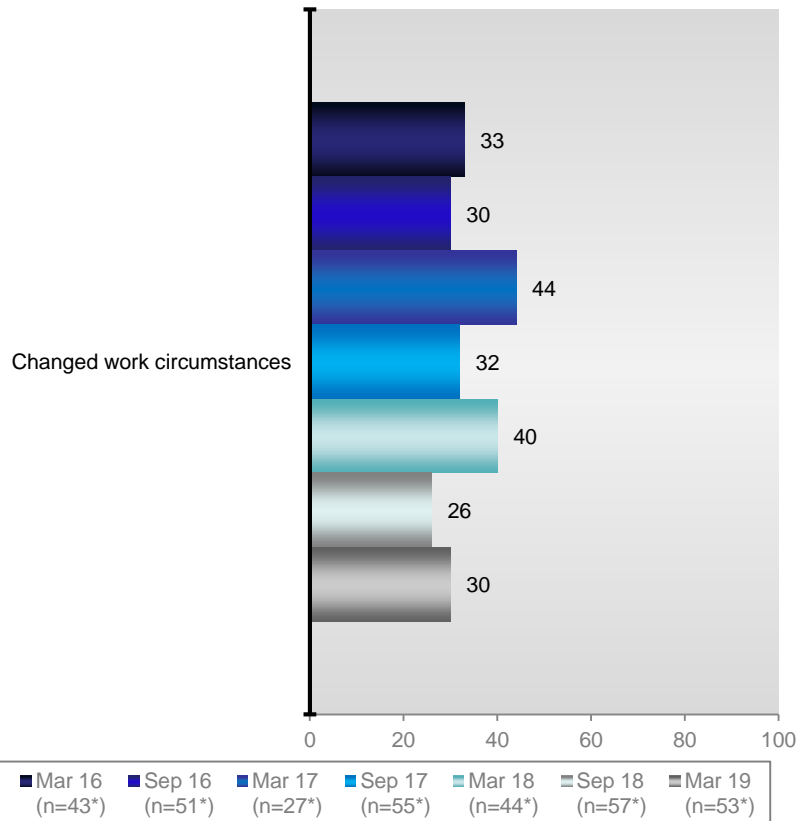
Changes in Usage Over Last Six Months

- Eight-in-ten WCE riders (79%) indicate that their usage of WCE remains the same in the past 6 months.
- The proportion of riders who say they have increased their usage of WCE (18%) has gone up from a year ago. On the other hand, the proportion of WCE riders who report using WCE less frequently continues to trend downward from 13% in March 2018 to 3% this period.

Reasons for Riding More Often

- The main reason why riders have been taking WCE more often are because of changes in their work circumstances (30%).

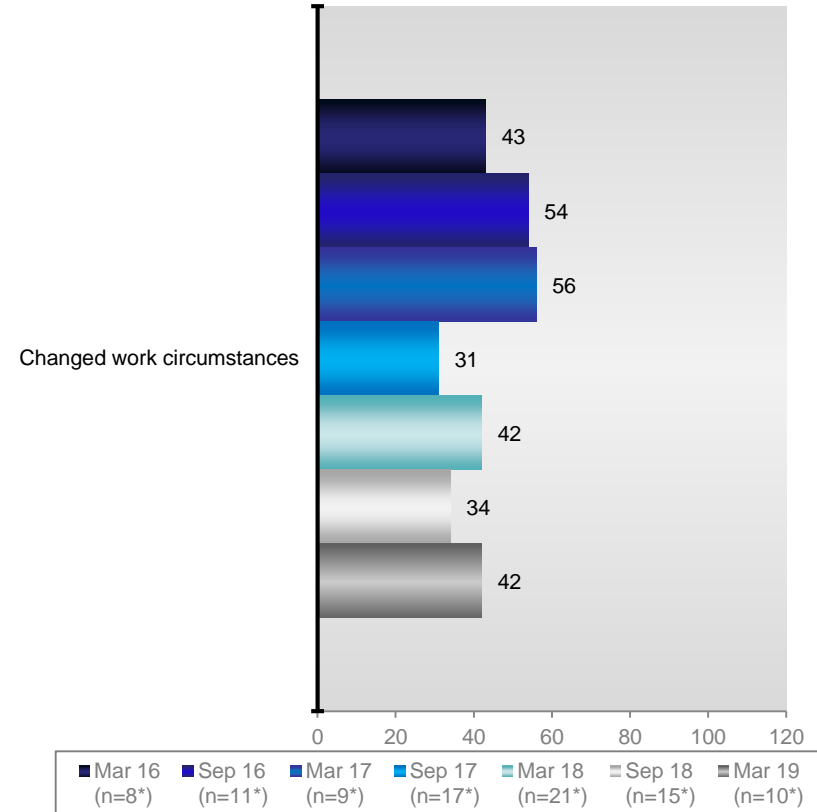
Q16b. Why are you riding more often?
(Showing top reasons only)



Reasons for Riding Less Often

- Similarly, the top reason why WCE riders have been taking WCE less often is also because of work changes (42%).

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

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%):

- Compared to Captive riders, they are more likely work full-time (90% versus 74%) and make an annual household income of \$95k or more (55% versus 34%)
- Past-week transit trips made by Choice Riders are more likely to be for work purposes (95% versus 84%) and using WCE exclusively (32% versus 19%) 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 WCE Monthly Pass (61% versus 48%)
- More likely than Captive riders to give top ratings to the Overall WCE Service (96% versus 89%), Clean & Graffiti Free Stations and Vehicles (97% versus 91%), and On-Time Reliable Service (92% versus 81%)

Captive Riders (28%):

- More likely to be 18-24 years old (21% versus 5%) and female (75% versus 55%)
- More likely to have paid with Stored Value (40% versus 32%) and have taken WCE with SkyTrain and Bus (21% versus 8%) in the past 7 days
- Compared to Choice Riders, Captive Riders are more likely to give top scores to Having Enough Parking at the WCE Parking Lots (61% versus 30%)

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 (67%):

- Are more likely to work full-time (95% versus 85% overall) and travel for work purposes (93% versus 89% for Medium Frequency Riders and 56% for Low Frequency Riders)
- Are more likely to make more one-way WCE trips in an average week (9 trips versus 6 for Medium Frequency Riders versus 2 for Low Frequency Riders)
- Are more likely to use a Compass Card loaded with the WCE Monthly Pass (65% versus 58% overall)
- Are more likely to give a higher rating to Convenient Hours of Operation (7.3 versus 7.0 overall)

Medium Frequency Riders (20%):

- Are more likely to pay with Stored Value (64% versus 34% overall)

Low Frequency Riders (12%)

- Are more likely to be retired (15% versus 3% overall)
- Transit trips made in the past week are more likely to have been paid using a Compass Ticket (42% versus 4% overall) and for personal purposes (20% versus 1% 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 45 to 64 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, 18+ Years Q4 2018	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 2018	WCE Riders Sep 2018	WCE Riders Mar 2019
BASE	2,004	2,100	325	317	321	333	322	338	337	314	309
Age³:	%	%	%	%	%	%	%	%	%	%	%
18 – 24	13	22	7	12	10	10	5	12	8	13	10
25 – 34	17	16	21	15	22	20	18	26	21	24	19
35 – 44	18	16	27	25	25	30	28	24	26	25	22
45 – 54	20	18	26	27	24	21	32	21	23	22	27
55 – 64	16	10	15	19	18	17	15	14	17	12	17
65 and older	17	16	4	3	2	1	3	3	5	4	5
Gender³:	%	%	%	%	%	%	%	%	%	%	%
Male	48	49	46	48	49	51	50	43	38	41	39
Female	52	51	54	52	51	49	50	58	62	59	61
Employment³:	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	51	45	87	87	87	85	93	85	84	84	85
Employed part-time	15	18	5	2	5	6	4	6	9	3	6
Student (FT/PT)	6	17	7	9	7	7	3	7	5	10	4
Homemaker	4	4	-	-	-	-	-	-	<1	-	1
Retired	18	17	2	1	1	1	-	2	2	1	3
Not employed	5	4	-	0	<1	1	<1	1	-	2	1
Refused	1	1	-	-	-	-	-	-	-	-	-
Education³:	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	23 ²	3	1	1	2	2	1	1	4	1	<1
Graduated high school		15	8	11	9	13	14	8	9	10	11
Voc./college/tech.	25	19	26	24	25	27	27	18	24	27	27
Some university	10	12	18	17	20	15	21	17	26	15	10
Graduated university	41	50	47	48	45	43	38	56	38	48	51
Refused	1	2	-	-	-	-	-	-	-	-	-

¹ Source: Mustel – 2,004 surveys conducted among Metro Vancouver residents in March, May, September and December 2014 Omnibus waves.

² Category includes both high school or less and graduated high school.

³ Percentaged among those who gave a response (i.e., not the full sample).

Customer Profiles: Demographic Profile of WCE Customers

	Metro Van Pop. 18 Years Or Older ¹	Bus, SeaBus, SkyTrain Riders, 18+ Years Q4 2018	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 2018	WCE Riders Sep 2018	WCE Riders Mar 2019
BASE	2,004	2,100	325	317	321	333	322	338	337	314	309
Household Income² :	%	%	%	%	%	%	%	%	%	%	%
Less than \$25,000	7	n/a	5	6	7	3	3	6	6	5	2
\$25,000 - \$44,999	11	n/a	9	13	11	9	6	10	12	10	9
\$45,000 - \$64,999	10	n/a	19	13	22	17	22	20	19	17	19
\$65,000 or more	54	n/a	67	68	61	70	70	64	64	67	70
\$65,000 - \$84,999	n/a	n/a	13	17	16	15	24	14	12	17	11
\$85,000 or more	n/a	n/a	54	52	45	55	46	50	51	50	59
\$85,000 - \$94,999	n/a	n/a	9	8	8	13	16	8	7	11	10
\$95,000 or more	n/a	n/a	45	44	37	42	30	43	44	39	49
Refused/Don't know	18	n/a	1	-	-	-	-	-	-	-	-
Municipality of Residence² :	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	13	10	83	82	82	88	86	84	86	87	83
Port Coquitlam/Coquitlam	n/a	6	40	39	34	45	45	41	45	48	44
Maple Ridge	n/a	2 ³	20	20	14	18	17	17	19	20	21
Port Moody/Belcarra/Anmore	n/a	1	13	13	13	16	16	13	11	13	11
Pitt Meadows	n/a	n/a	6	7	8	8	7	7	6	7	7
Unspecified	-	-	4	4	13	-	3	6	5	-	-
Surrey/North Delta/Langley/White Rock	28	19	2	2	2	3	2	3	1	3	4
Vancouver	28	38	1	1	2	1	1	-	1	<1	<1
Burnaby/ New Westminster	13	16	1	1	<1	1	1	1	2	1	<1
Richmond/South Delta	11	10	-	-	-	-	-	-	-	-	-
North Shore	8	10	<1	<1	-	-	-	<1	-	-	-
Outside Metro Vancouver	n/a	n/a	13	13	13	8	7	8	9	8	10
Mission	n/a	n/a	7	7	9	6	6	5	5	4	4
Abbotsford	n/a	n/a	4	4	3	1	1	2	3	3	4
Chilliwack	n/a	n/a	<1	-	<1	<1	-	1	1	<1	1
Other	n/a	n/a	1	1	<1	1	<1	-	1	-	1
Unspecified	-	-	<1	-	-	-	-	-	-	-	-
Refused	n/a	n/a	-	-	2	-	3	4	3	2	2

¹ Source: Mustel – 2,004 surveys conducted among metro Vancouver residents in March, May, September and December 2014 Omnibus waves.

² Percentaged among those who gave a response (i.e., not the full sample).

³ Includes both Maple Ridge and Pitt Meadows.



TransLink Customer Service Performance March 2019

Interviewer Name: _____

A1. Date:

	<u>M</u>	<u>T</u>	<u>W</u>	<u>Th</u>	<u>F</u>
March	4	5	6	7	8
March	11	12	13	14	15

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 2018?

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

AM SURVEYING:

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

PM SURVEYING:

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

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

- ¹ Walked to the station
- ² Carpooled / vanpooled / got a ride
- ³ Bicycle
- ⁴ Motorcycle
- ⁵ Taxi
- ⁶ Drove alone (SOV)
- ⁷ Bus / shuttle → **specify route #:** _____
- ⁸ SkyTrain → Was it the Canada Line?
 - ¹ Yes
 - ² No
- ⁹ Other (specify) _____

AM SURVEYING:

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

PM SURVEYING:

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

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

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

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

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

TOTAL NUMBER OF ONE-WAY TRIPS _____

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

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

- Q4. Of the [# FROM Q2] one-way transit trips you made in the last seven days, how many did you make...? READ [Q4a-d MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2]
- _____ a. Monday to Friday, between 5am and 9:30am
 - _____ b. Monday to Friday, between 9:30am to 3pm
 - _____ c. Monday to Friday, between 3pm and 6:30pm
 - _____ d. Monday to Friday, after 6:30pm
 - _____ e. On a Saturday, Sunday or statutory holiday

- Q5. Of [# FROM Q2] one-way transit trips you made in the last seven days, how many did you make... READ [Q5a-f MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2]
- _____ a. To or from work
 - _____ b. To or from school
 - _____ c. To or from shopping
 - _____ d. For personal business such as the doctor or bank
 - _____ e. For entertainment or social reasons
 - _____ f. For any other purpose

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

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

- _____ a. Cash

Compass Ticket Options:

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



Compass Card Options:

_____ f. Return Pass

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

_____ g. Stored Value

_____ h. U-Pass BC

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

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

Other:

_____ k. Other (specify) _____

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

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

NAME _____ PHONE # _____

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

HAND THE REMAINDER OF THE QUESTIONNAIRE TO THE RESPONDENT



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

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

Very Poor Excellent

¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰

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

a) Staff available to assist with problems

Very Poor Excellent

¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰

↓

Why do you give that rating? PLEASE BE SPECIFIC

b) Providing on-time, reliable service

Very Poor Excellent

¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰

↓

Why do you give that rating? PLEASE BE SPECIFIC

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

Very Poor Excellent N/A

¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰ [?]

↓

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

- ¹ Shuttle / bus didn't stop because it was full
- ² Shuttle / bus didn't come
- ³ Shuttle / bus was late getting to the station
- ⁴ Shuttle / bus didn't wait for me to board
- ⁵ Other (specify) _____

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

_____ MINUTES

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

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

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 ¹⁰ Excellent [?] 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 ¹⁰ Excellent [?] 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 ¹⁰ Excellent

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 ¹⁰ Excellent

When would you like the service to be available?

- ¹ Earlier westbound
- ² Later westbound
- ³ Mid-day
- ⁴ Earlier eastbound
- ⁵ Later eastbound
- ⁶ Weekends

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

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



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

i) Availability of transit information at the stations

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



Why do you give that rating? PLEASE BE SPECIFIC

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

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



Why do you give that rating? PLEASE BE SPECIFIC

k) Delays are announced and explained

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



Why do you give that rating? PLEASE BE SPECIFIC

l) Clean and graffiti-free vehicles and stations

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



Why do you give that rating? PLEASE BE SPECIFIC

m) Courteous, competent and helpful staff

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



Why do you give that rating? PLEASE BE SPECIFIC

n) Safe West Coast Express equipment provides a safe ride

Very Poor Excellent

¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰

↓

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

o) Not being overcrowded

Very Poor Excellent

¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ 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: Jan¹ Feb² Mar³ Apr⁴ May⁵ Jun⁶ Jul⁷ Aug⁸ Sep⁹ Oct¹⁰ Nov¹¹ Dec¹²

YEAR: 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009
 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

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?

- | | |
|---|---|
| <input type="checkbox"/> ¹ Carpool/vanpool | <input type="checkbox"/> ⁷ Bus |
| <input type="checkbox"/> ² Walk | <input type="checkbox"/> ⁸ Other (specify) _____ |
| <input type="checkbox"/> ³ Bicycle | <input type="checkbox"/> ⁹ N/A - New to the area served by WCE |
| <input type="checkbox"/> ⁴ Motorcycle | |
| <input type="checkbox"/> ⁵ Taxi | |
| <input type="checkbox"/> 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:

- | | |
|---|---|
| <input type="checkbox"/> ¹ 18-24 | <input type="checkbox"/> ⁴ 45-54 |
| <input type="checkbox"/> ² 25-34 | <input type="checkbox"/> ⁵ 55-64 |
| <input type="checkbox"/> ³ 35-44 | <input type="checkbox"/> ⁶ 65 and over |

D2. Please indicate your present employment status:

- | | |
|---|--|
| <input type="checkbox"/> ¹ Employed full time (30+ hours/week) | <input type="checkbox"/> ⁵ Not Employed |
| <input type="checkbox"/> ² Employed part time (<30 hours/week) | <input type="checkbox"/> ⁶ Homemaker |
| <input type="checkbox"/> ³ Full time student | <input type="checkbox"/> ⁷ Retired |
| <input type="checkbox"/> ⁴ Part time student | |



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

- ¹ Some high school or less
- ² Graduated high school
- ³ Vocational / college / technical
- ⁴ Some university
- ⁵ Graduated university

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

- ¹ Under \$15,000
- ² \$15,000 to under \$25,000
- ³ \$25,000 to under \$35,000
- ⁴ \$35,000 to under \$45,000
- ⁵ \$45,000 to under \$55,000
- ⁶ \$55,000 to under \$65,000
- ⁷ \$65,000 to under \$75,000
- ⁸ \$75,000 to under \$85,000
- ⁹ \$85,000 to under \$95,000
- ¹⁰ \$95,000 or over

D5a. What is your home postal code? V____ - _____

(If you cannot remember your full postal code please write in the first three digits)

D5b. **IF CANNOT RECALL POSTAL CODE:** Can you indicate the two major cross-streets nearest to your home? _____ and _____

On behalf of TransLink and West Coast Express, thank you very much for your time and assistance.

