

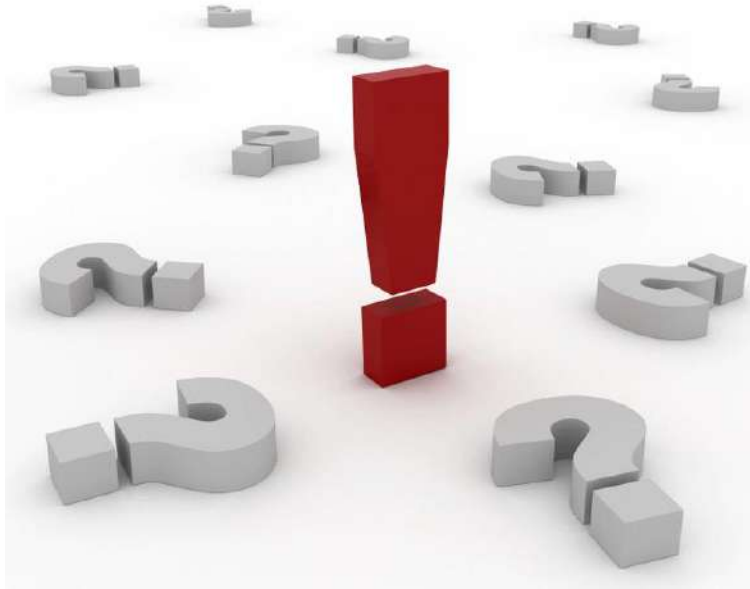


Customer Service Performance March 2020

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.





- **Ratings for Overall Service on WCE have remained consistent since last period at 90%.** Despite top scores softening from the peak in March 2019 (94%), the average score is unchanged at 8.9 out of 10.
- **Although average ratings for most attributes have remained stable from last wave, scores have dropped for two areas compared to a year ago.** On-Time, Reliable Service has dropped significantly compared to the last two periods, currently at 8.2 out of 10 compared to 8.8 for both March and September 2019. The average rating for Delays Announced and Explained also decreased to 8.4 (down from 8.6). However, scores for Sufficient Parking have rebounded back up to 7.9 from the all-time low of 7.6 last period.
- Similar to past waves, Convenient Hours of Operation is an opportunity for improvement. 48% of riders provide good-to-excellent ratings for this attribute and the average score is at 7.1, slightly up from 6.8 last wave.



- **WCE riders indicate they made an average of 8.5 transit trips in the past seven days and an average of 8.2 WCE trips in an average week, slightly up from the previous period.** One-third (34%) of trips continue to be made exclusively on WCE, up from a year ago (29%). The proportion of transit trips made using WCE in combination with SkyTrain & Bus has remained consistent over the last three waves at 13%. The proportion of trips on WCE along with SkyTrain has inched back up to 25% (from 22% in September 2019).
- **Eight-in-ten WCE riders (83%) continue to indicate that their usage of the service has remained unchanged compared to the past 6 months.** Just over one-in-ten (13%) say their usage has increased; however, this has been trending down compared to 18% a year ago.
- **The proportion of new WCE riders is similar to a year ago and has decreased directionally since last wave (39% currently vs. 45% last wave and 40% a year ago).** The proportion of those who have been WCE riders for 8 years or more has remained stable since last period, at 25%.

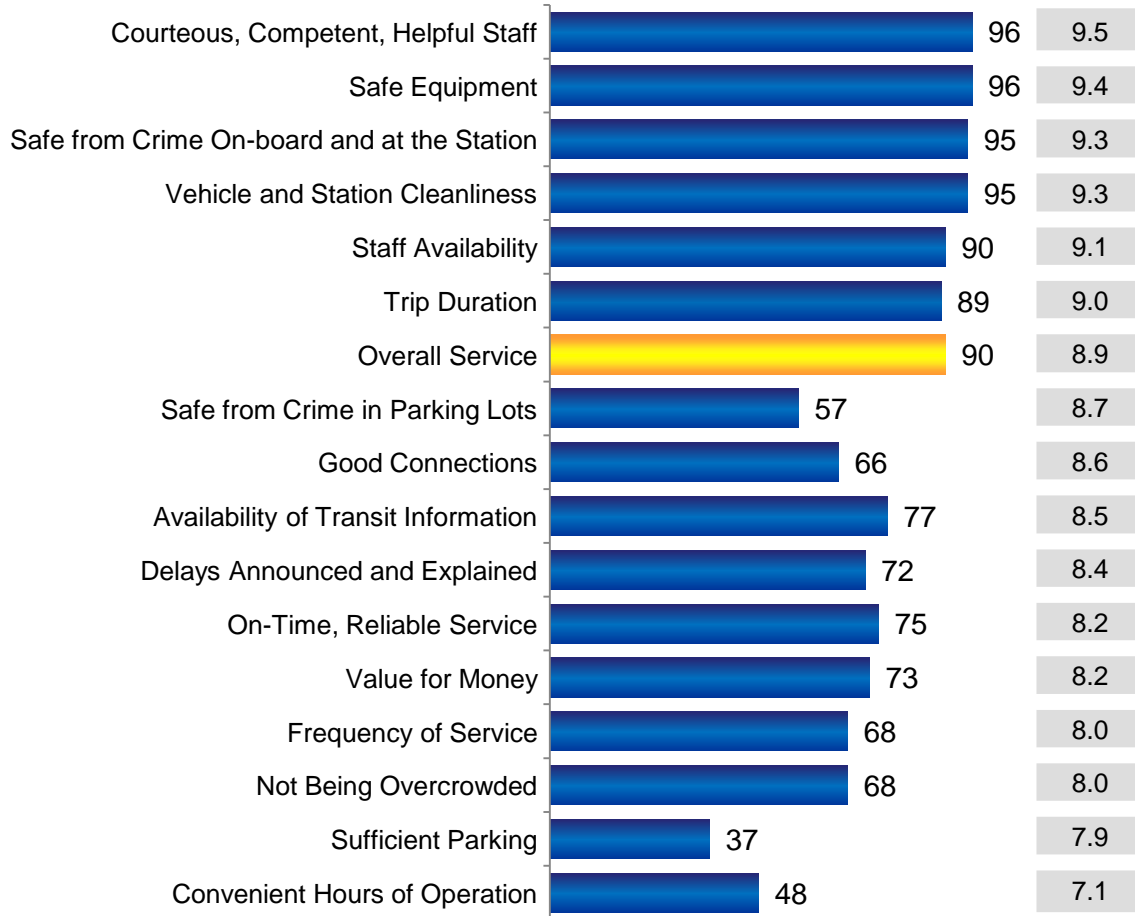


- **The WCE Monthly Pass is still the most commonly used payment method, and has been trending up from 58% a year ago to 67% currently.** Stored Value continues to be the next most used method of payment (23%); however, in contrast to the WCE Monthly Pass, usage of Stored Value has been trending down (vs. 34% a year ago).

Performance on West Coast Express Attributes

% Good to Excellent (8-10)

Average Rating



Mar 2020 Base = 292-307

Performance on Specific Attributes

- Nine-in-ten (90%) WCE riders award good-to-excellent ratings for Overall Service of WCE. This is consistent with last period (90%) and has stayed strong. The average score remains unchanged at 8.9 out of 10.
- Compared to last wave, average ratings have decreased for On-time Reliable Service (average of 8.2 out of 10, down from 8.8 in September 2019). Top ratings have also decreased for this attribute, down to 75% from 88% the last two periods.
- Similar to September 2019, four attributes of service earn an average score of 9.2 or above, namely Courteous, Competent and Helpful Staff, Safe Equipment, Safe From Crime On-Board and at the Station and Vehicle and Station Cleanliness.
- Convenient Hours of Operation remains the lowest rated service attribute; however, its average score has increased from 6.8 last period to 7.1 currently.

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.

Similar to September 2019, Convenient Hours of Operations has the most significant negative impact on Overall Service perceptions this period, with a negative impact score of 0.13. While the average score for this attribute has increased from 6.8 in last period to 7.1 out of 10, it is the lowest rated attribute. Riders who award a low rating of 1-5 for this attribute indicate they would like to have weekend service, mid-day service and later eastbound service available.

Not Being Overcrowded has the next most negative impact on perception of Overall WCE service, despite the score for this individual attribute improving significantly from last period (68% awarding good-to-excellent ratings this period from 57% in September).

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)
Convenient Hours of Operation	8.5	9.0	0.5	0.26	0.13
Not Being Overcrowded	8.0	8.9	0.9	0.07	0.07

West Coast Express Rider Profile



- Unchanged from past periods, seven-in-ten (72%) WCE riders are aged 25 to 54. The majority of WCE riders work full time (87%) and reside in Coquitlam East to Maple Ridge (85%, of which 42% reside in Coquitlam or Port Coquitlam). WCE riders tend to be more affluent than other transit riders (73% with an annual household income of \$65,000 or more vs. 54%).
- WCE riders are more likely to be Choice riders (71% have access to a vehicle) and High Frequency Riders (68% making 10 or more one-way transit trips in a week).



- Similar to a year ago, four-in-ten (39%) riders started taking WCE within the past year, slightly down from last wave (45%) and consistent with a year ago (40%). One-quarter (25%) indicate they started using WCE 8 or more years ago.
- Riders report making 8.5 transit trips in the past seven days, which has rebounded from 8.1 last period. They tend to make an average of 8.2 WCE trips in a typical week.
- The proportion of transit trips taken exclusively on WCE continues to increase, from 29% a year ago to 34% currently. The proportion of trips made using WCE in combination with SkyTrain & Bus has remained relatively consistent over the last three waves at 13%. The proportion of trips in combination with SkyTrain has ticked back up to 25% (+3ppt from last period).
- The majority of WCE riders (83%) continue to report that their WCE usage remains unchanged over the past 6 months. Those indicating an increase in usage continues to trend down (13%, down from 18% a year ago).



- WCE Monthly Pass continues to be the most used payment method (67%, trending up from 58% a year ago).
- Stored Value is the next most popular method of payment (23%); however, it has been trending down from a year ago (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 307 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 2nd to 13th, 2020.

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>
5:25AM	14	3:50PM	26
5:55AM	22	4:20PM	32
6:25AM	40	4:50PM	39
6:55AM	42	5:30PM	40
7:25AM	<u>36</u>	6:20PM	<u>16</u>
TOTAL	154	TOTAL	153

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	15	Mission City	12
Port Haney	14	Port Haney	13
Maple Meadows	20	Maple Meadows	21
Pitt Meadows	11	Pitt Meadows	11
Port Coquitlam	33	Port Coquitlam	30
Coquitlam	31	Coquitlam	31
Port Moody	<u>30</u>	Port Moody	<u>35</u>
TOTAL	154	TOTAL	153

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 15 minutes, with the first section being administered by the interviewer and the latter filled out by the respondent. The questionnaire can be found in Appendix A.

Fieldwork

All surveys were conducted during weekdays from March 2nd to 13th, 2020.

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.

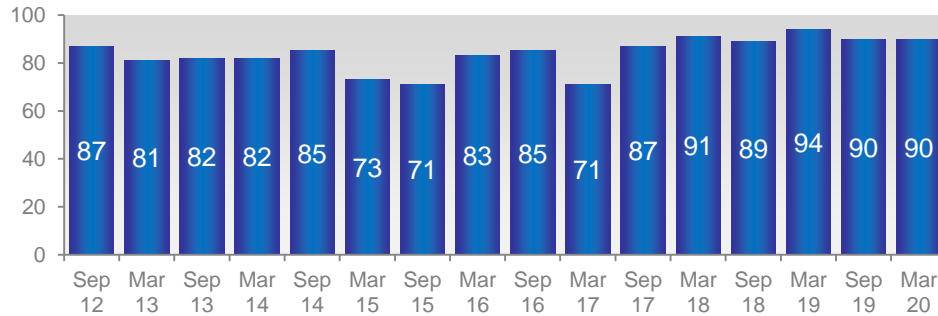


This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

- Overall Service Performance
- Performance on Specific Attributes

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

% Good to Excellent (8-10)

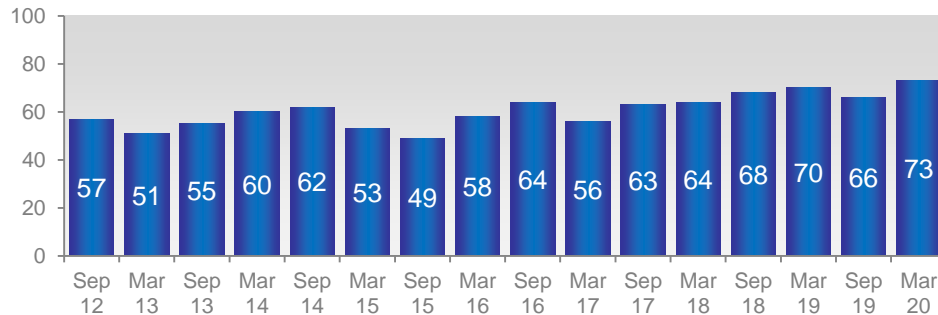


Avg Score 8.6 8.5 8.6 8.5 8.6 8.1 8.1 8.5 8.6 8.0 8.8 8.8 8.9 9.0 8.9 8.9

March 2020 Base = 307

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

% Good to Excellent (8-10)



Avg Score 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 7.9 8.2

March 2020 Base = 307

Overall Service

- Nine-in-ten (90%) WCE riders award good-to-excellent scores for Overall Service, unchanged from September 2019. The average score has remained stable at 8.9 out of 10.

Good-to-Excellent ratings compared to:

	<u>September 2019</u>	<u>March 2019</u>
	0%	-3%

- There are no significant differences in good-to-excellent ratings for Overall Service at the station level.

Value for Money

- Ratings for Value for Money have returned back up to levels seen a year ago, with 73% of riders awarding top ratings. The average score has increased back up to 8.2 out of 10, from 7.9 in September.

Good-to-Excellent ratings compared to:

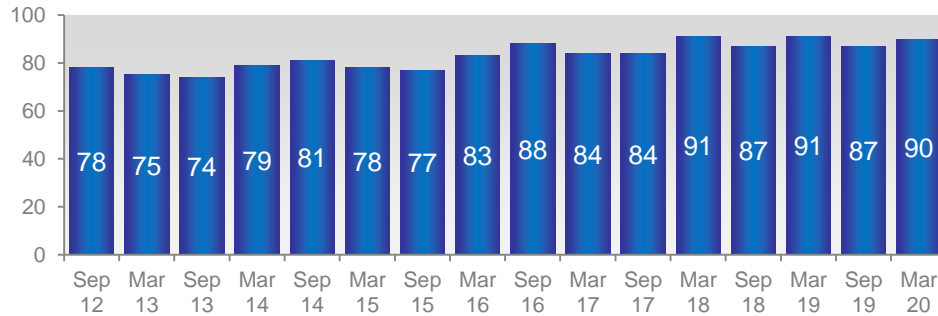
	<u>September 2019</u>	<u>March 2019</u>
	+7%	+3%

- Riders from Port Coquitlam are significantly more likely to award top scores for this service attribute compared to Maple Meadows riders.
- Among the 6% of riders who provide a score of 1 to 5 for this attribute, most of them indicate that WCE is too expensive.

● ● = Significant upward / downward shift

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

% Good to Excellent (8-10)

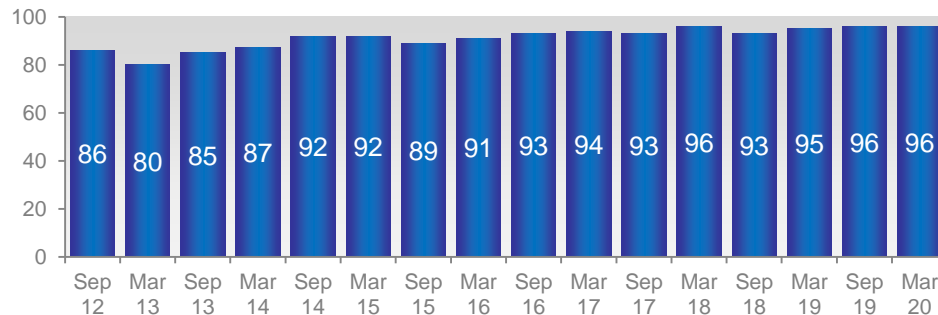


Avg Score 8.5 8.4 8.4 8.4 8.6 8.5 8.4 8.7 8.9 8.6 8.8 9.0 9.0 9.1 9.0 9.1

March 2020 Base = 302

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

% Good to Excellent (8-10)



Avg Score 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 9.4 9.5

March 2020 Base = 306

Staff Availability

- Nine-in-ten (90%) WCE riders award top ratings for Staff Availability. The average rating of 9.1 out of 10 has remained consistent for the past several waves.

Good-to-Excellent ratings compared to:	<u>September 2019</u>	<u>March 2019</u>
	+3%	-1%

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

Courteous, Competent And Helpful Staff

- Consistent over the last several waves, the majority of WCE riders indicate that WCE staff are Courteous, Competent and Helpful, with 96% awarding top scores on this attribute. The average rating remains strong at 9.5 out of 10.

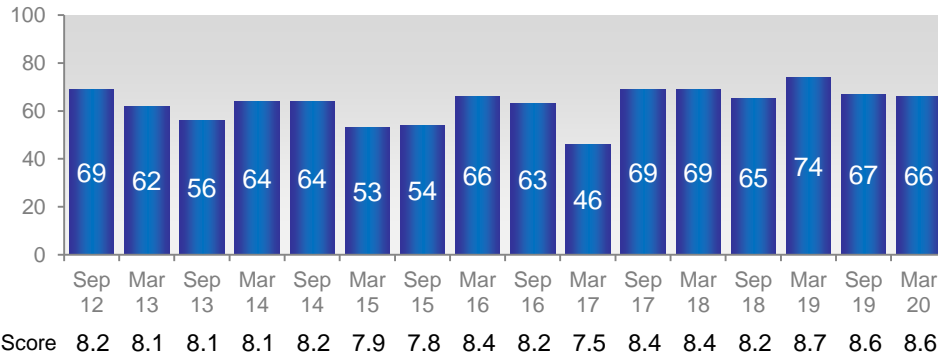
Good-to-Excellent ratings compared to:	<u>September 2019</u>	<u>March 2019</u>
	0%	+1%

- All riders from Port Haney award top ratings 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?

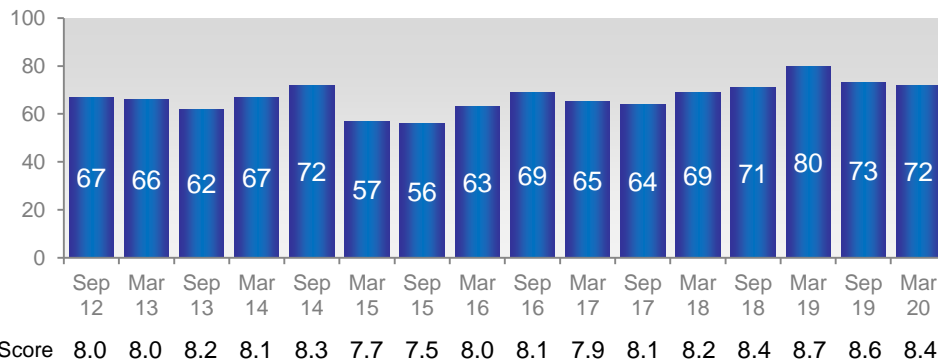
% Good to Excellent (8-10)



March 2020 Base = 307

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

% Good to Excellent (8-10)



March 2020 Base = 307

Good Connections

- Two-thirds (66%) of WCE riders provide good-to-excellent ratings for Good Connections, which is consistent year-over-year but significantly lower than a year ago. Similar to September, the higher proportion of “Not Applicable” responses (from 13% a year ago to 19% currently) has caused the top scores to remain at their current level.

Good-to-Excellent ratings compared to:

	September 2019	March 2019
	-1%	-8%

- Port Coquitlam and Coquitlam riders are more likely than those from Maple Meadows to award good-to-excellent scores for Good Connections.
- Among the small proportion of riders (4%) who gave a score of 1 to 5, primary reasons are regarding the shuttle/bus (e.g. shuttle/bus was late or didn't come).
- WCE riders who provided a rating of 1 to 5 out of 10 indicate that just over 11 minutes on average is a reasonable connection wait time.

Delays Announced and Explained

- Just over seven-in-ten (72%) WCE riders award top scores for Delays Announced and Explained, significantly down from a year ago. The average score is 8.4, a slight decrease from September and a year ago.

Good-to-Excellent ratings compared to:

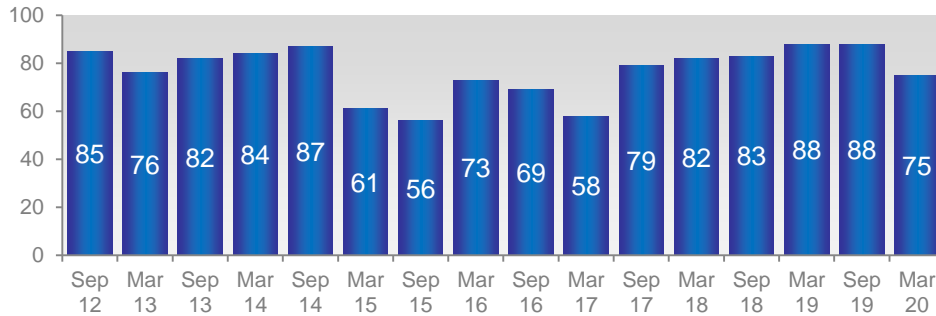
	September 2019	March 2019
	-1%	-8%

- Ratings do not differ significantly between the stations.
- While 6% of WCE riders provide ratings of 1 to 5 for this attribute, the main reason is due to not being able to hear/understand the announcements.

● ● = Significant upward / downward shift

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

% Good to Excellent (8-10)

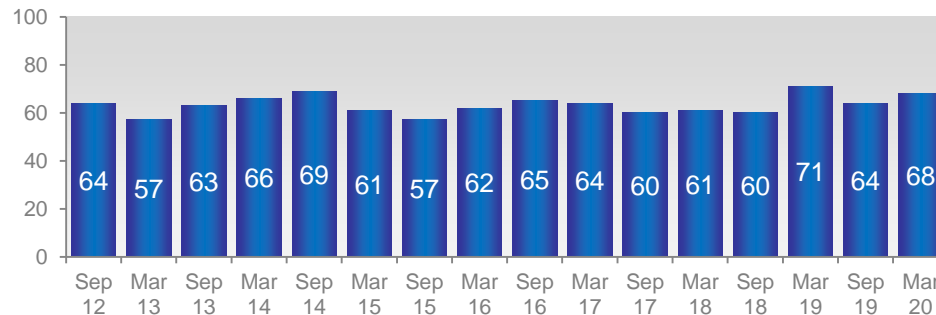


Avg Score 8.6 8.4 8.7 8.6 8.7 7.6 7.5 8.2 8.0 7.6 8.5 8.6 8.6 8.8 8.8 8.2

March 2020 Base = 307

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)



Avg Score 7.7 7.7 7.8 7.9 7.9 7.6 7.6 7.7 7.8 7.7 7.8 7.7 7.7 8.1 7.8 8.0

March 2020 Base = 306

On-Time Reliable Service

- Top ratings for On-Time Reliable Service dropped significantly this period, from 88% in September to 75% currently. A larger proportion of riders provided ratings of 6 or 7 out of 10 this period compared to last wave. WCE riders rate this attribute 8.2 out of 10 on average, compared to 8.8 in the last two periods.

Good-to-Excellent ratings compared to: September 2019 March 2019
-13% -13%

- There are no significant differences in top ratings between the stations on this attribute.
- Among the 5% of riders who provided low ratings for this attribute, trains breaking down/running late as well as services having worsened lately are the top issues.

Frequency of Service

- Over two-thirds (68%) of WCE riders award top ratings to Frequency of Service, a slight increase from last wave but still marginally lower than a year ago. The average score is at 8.0 out of 10 this period, slightly up from September.

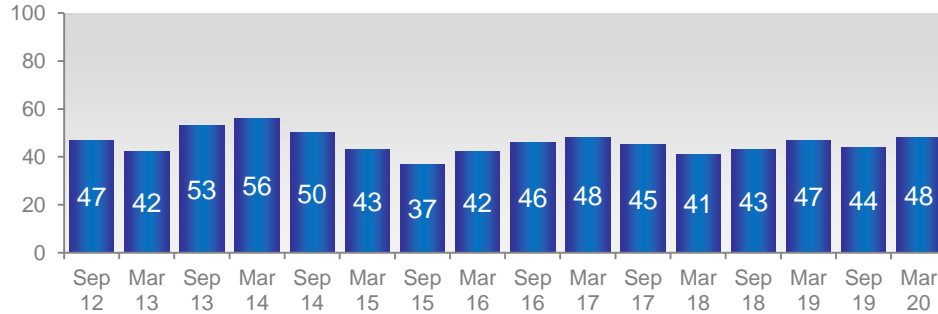
Good-to-Excellent ratings compared to: September 2019 March 2019
+4% -3%

- Top scores do not differ significantly at the station level 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)

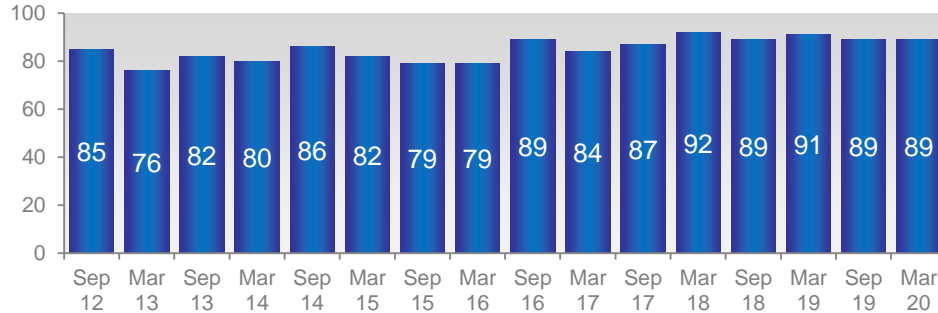


Avg Score 7.1 7.0 7.3 7.4 7.1 6.7 6.5 6.7 7.0 7.1 6.9 6.6 6.9 7.0 6.8 7.1

March 2020 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 8.7 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 8.9 9.0

March 2020 Base = 307

Convenient Hours of Operation

- Just under half (48%) of WCE riders provide top ratings for Convenient Hours of Operation, similar to the last several waves. With an average score of 7.1 out of 10, this continues to be the lowest-rated attribute.

Good-to-Excellent ratings compared to:	<u>September 2019</u>	<u>March 2019</u>
	+4%	+1%

- Coquitlam riders are more likely to award top ratings to Convenient Hours of Operation compared to Maple Meadows riders and Port Coquitlam riders. Those from Port Moody are also more likely than those from Maple Meadows to award top scores.
- The one-quarter (26%) of riders who provide a rating of 1-5 to this attribute indicate that they would want to be able to ride the WCE on the weekend, during mid-day hours and/or later eastbound.

Trip Duration

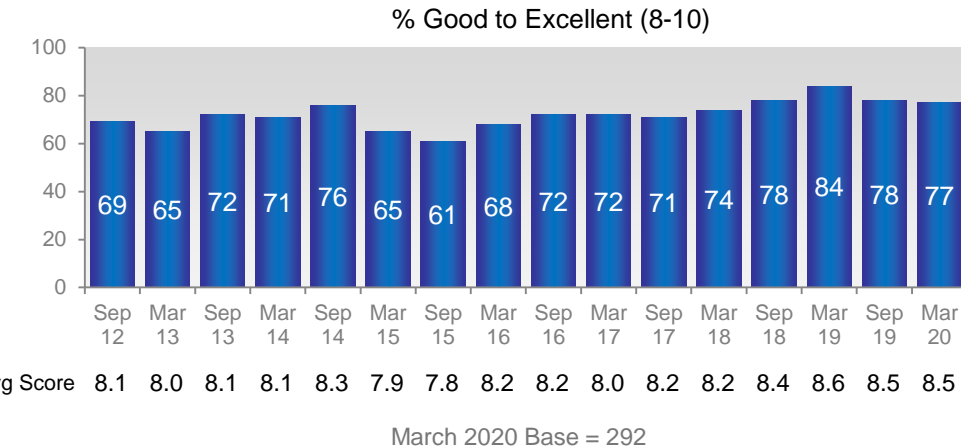
- Trip Duration ratings have continued to be stable this period, earning top scores from 89% of WCE riders. The average score remains consistent at 9.0 out of 10.

Good-to-Excellent ratings compared to:	<u>September 2019</u>	<u>March 2019</u>
	0%	-2%

- There are no significant differences in ratings between stations this period.

● ● = Significant upward / downward shift

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



Availability of Transit Information

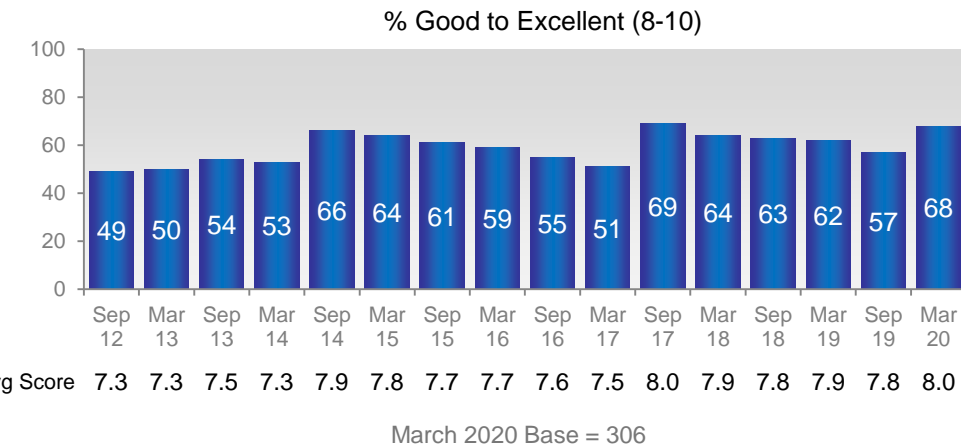
- 77% of riders award good-to-excellent scores for Availability of Transit Information, which has remained steady since last wave and significantly down from the peak of 84% a year ago. The average score has also remained stable at 8.5 out of 10.

Good-to-Excellent ratings compared to:

	<u>September 2019</u>	<u>March 2019</u>
	-1%	-7%

- Top ratings do not differ significantly at the station level.

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



Not Being Overcrowded

- Ratings for Not Being Overcrowded have rebounded from the downward trend seen over the last few waves, with just over two-thirds (68%) of WCE riders awarding top scores for this attribute. While this is a significant increase from last period, the average score remains relatively stable at 8.0 out of 10.

Good-to-Excellent ratings compared to:

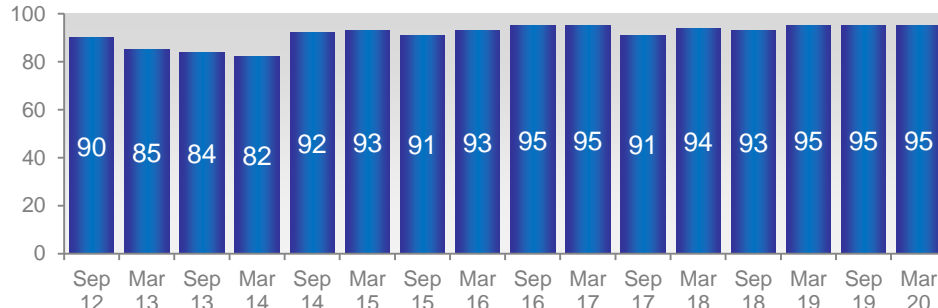
	<u>September 2019</u>	<u>March 2019</u>
	+11%	+6%

- At the station level, there are no significant differences in ratings.
- Among the 7% who provide low scores for this attribute, most riders report trains being crowded in the morning. Afternoon/evening was also mentioned, but less frequently.

● ● = 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)

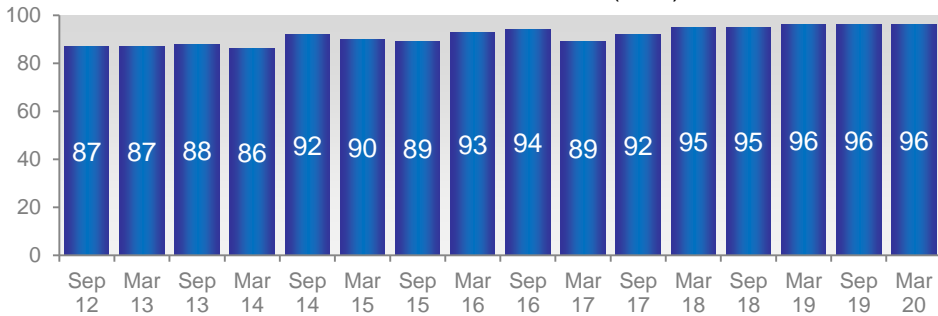


Avg Score 9.0 8.9 8.7 8.6 9.0 9.2 9.1 9.2 9.3 9.1 9.1 9.2 9.3 9.4 9.2 9.3

March 2020 Base = 306

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 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 9.3 9.4

March 2020 Base = 306

Clean, Graffiti-Free Vehicles and Stations

- Unchanged from last period, the vast majority of WCE riders (95%) award top ratings for vehicles and stations being Clean and Graffiti-Free, consistent over the last several waves. The average score has also remained consistent at 9.3 out of 10.

Good-to-Excellent ratings compared to: September 2019 0% March 2019 0%

- All riders from the Pitt Meadows station award top scores for this attribute.

Safe WCE Equipment Provides a Safe Ride

- Ratings for Safe Equipment have remained strong over several periods, with 96% awarding good-to-excellent scores in this area. The average score has stayed consistent at 9.4 out of 10.

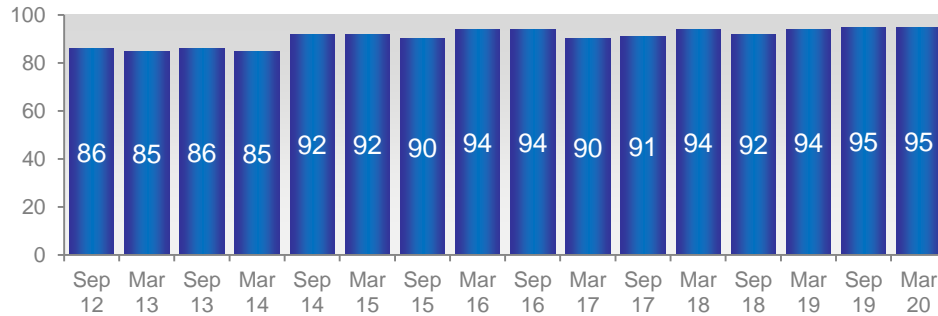
Good-to-Excellent ratings compared to: September 2019 0% March 2019 0%

- Those who use the Mission station all provide top ratings for Safe Equipment.

● ● = Significant upward / downward shift

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

% Good to Excellent (8-10)

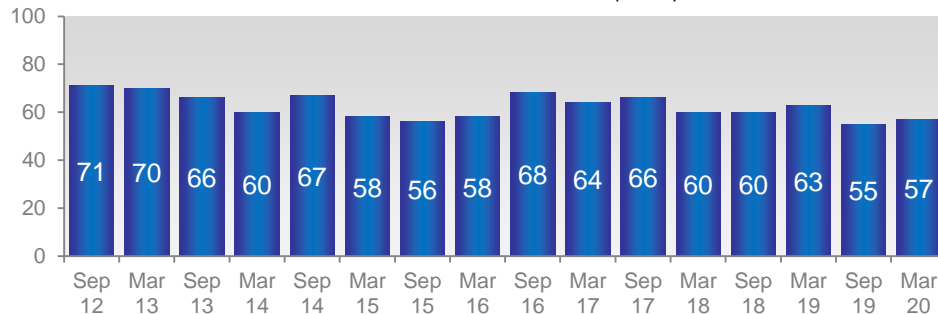


Avg Score 8.9 8.9 8.8 8.7 9.0 9.1 9.1 9.2 9.1 8.7 9.2 9.2 9.2 9.4 9.3 9.3

Mar 2020 Base = 307

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

% Good to Excellent (8-10)



Avg Score 8.3 8.3 8.3 8.3 8.5 8.4 8.3 8.6 8.6 8.5 8.6 8.5 8.8 8.9 8.7 8.7

March 2020 Base = 307

Safe From Crime On-Board and at the Station

- Similar to the past few waves, 95% of riders award top scores for WCE being Safe From Crime On-Board and at the Station. Unchanged from last period and a year ago, the average score remains high at 9.3 out of 10.

<i>Good-to-Excellent ratings compared to:</i>	<u>September 2019</u>	<u>March 2019</u>
	0%	+2%

- All riders from Pitt Meadows station award good-to-excellent ratings to this attribute.

Safe From Crime in WCE Parking Lots

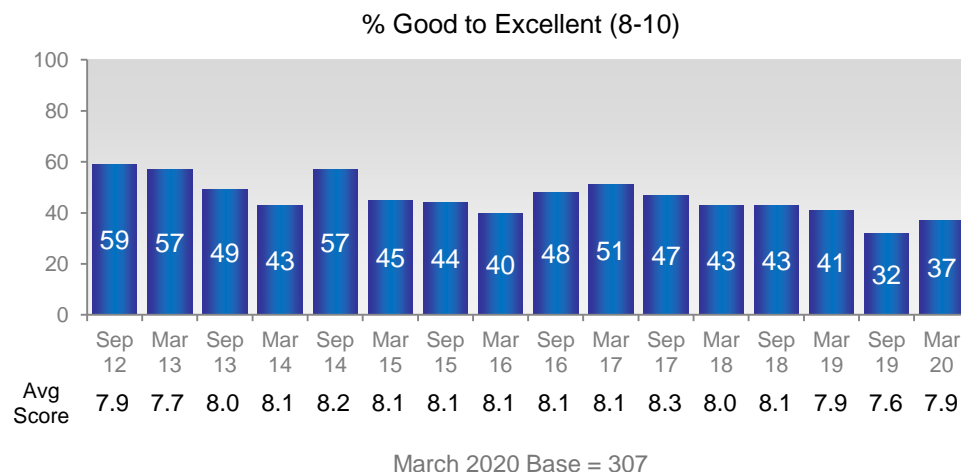
- Similar to last period, Feeling Safe From Crime in WCE Parking Lots is rated highly by 57% of riders, and the average score is consistent at 8.7 out of 10. While good-to-excellent ratings are directionally down from a year ago, the proportion who did not provide an answer has increased (34%, up from 26% in March 2019), which has led to the top rating percentage being lower this wave.

<i>Good-to-Excellent ratings compared to:</i>	<u>September 2019</u>	<u>March 2019</u>
	+2%	-6%

- Port Coquitlam and Port Moody riders are more likely than those from Coquitlam to provide top scores for this attribute.

● ● = 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

- While ratings for Having Sufficient Parking have rebounded slightly up to 37% who award good-to-excellent scores with an average rating of 7.9 out of 10, this is still among the lowest levels observed for this attribute over the past several waves.
- 45% of WCE riders did not provide an answer to this question, which is similar to last period (50%) and up from last March (38%). This has caused the top ratings to decrease.

Good-to-Excellent ratings compared to:	<u>September 2019</u>	<u>March 2019</u>
	+5%	-4%

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

1. Mission	9.5
2. Maple Meadows	8.8
3. Pitt Meadows	8.6
4. Port Coquitlam	7.7
5. Coquitlam	7.6
6. Port Moody	7.1
7. Port Haney*	6.3

* Port Haney does not have a parking lot

● ● = Significant upward / downward shift



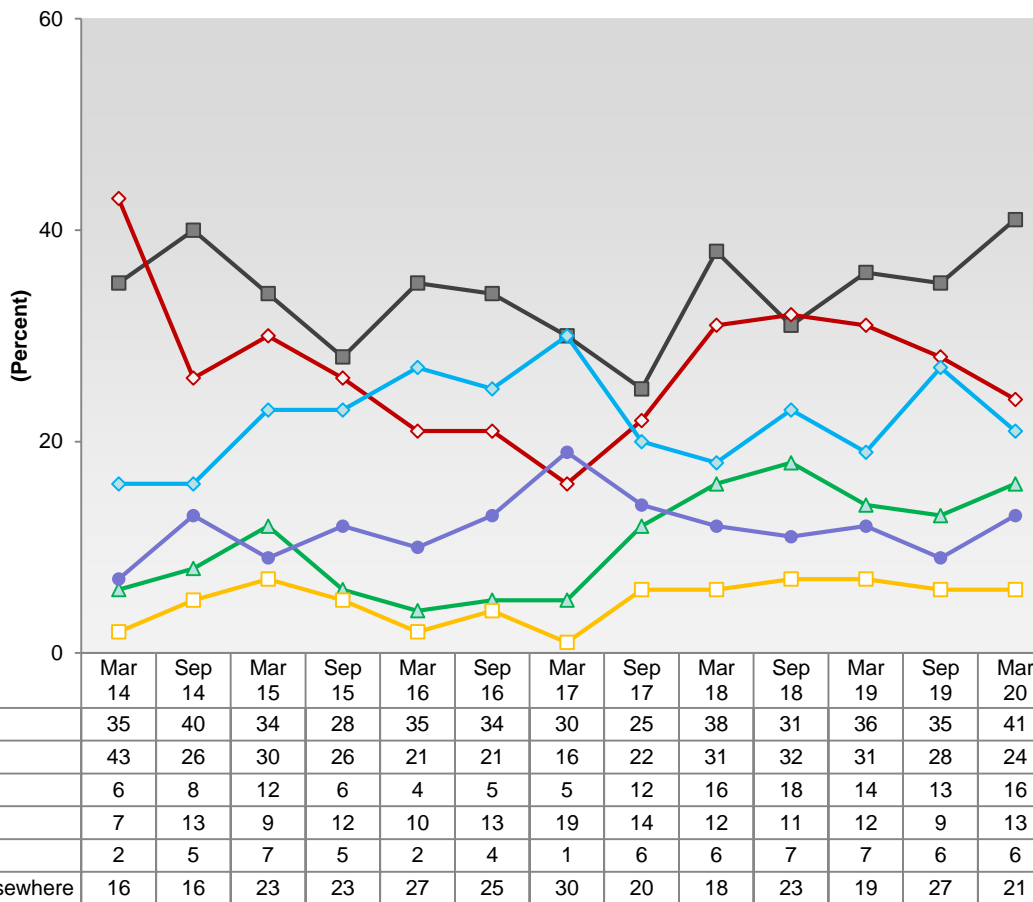
This section presents trends in the motivation and behaviour of WCE customers. It illustrates trends in the following areas:

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

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



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

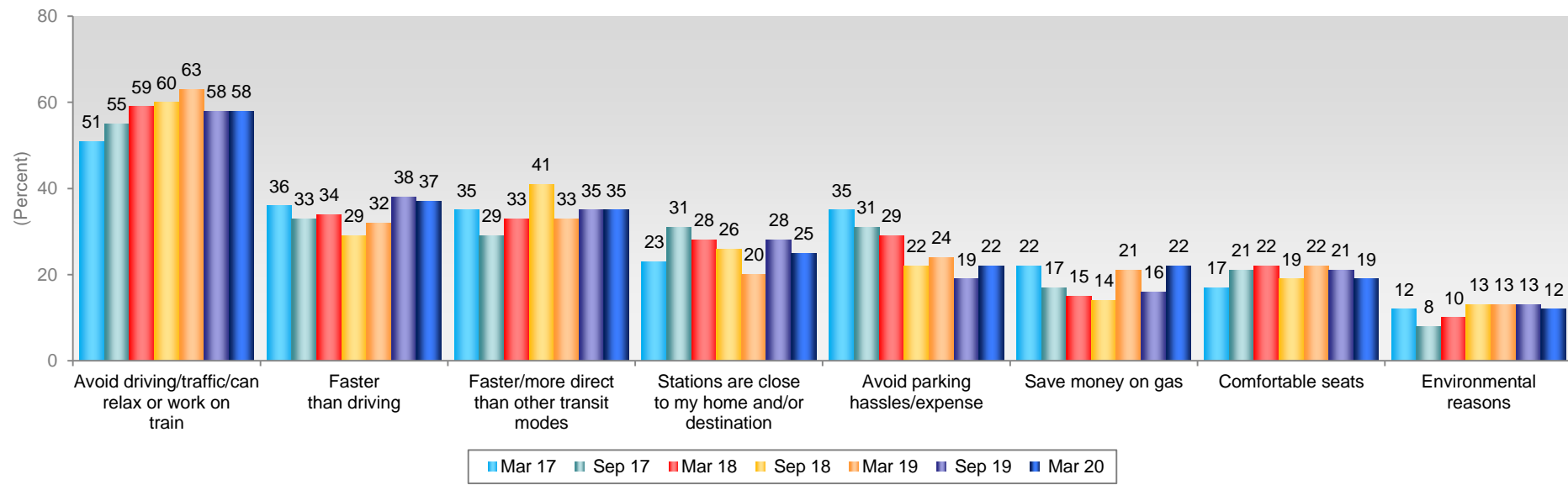


March 2020 Base = 307

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".

- Unchanged over the last three waves, SOV continues to be the most common mode of transportation that WCE riders used prior to taking WCE (41%, directionally up from 35% in September).
- Bus was the next most common mode (24%).
- 16% indicate they took the SkyTrain before starting to take WCE, slightly up from 13% last period.
- One-in-five (21%) WCE riders did not provide an answer, said they are new to the area or did not previously have to reach the same destination. This is down from September (27%) but consistent with a year ago (19%).

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.

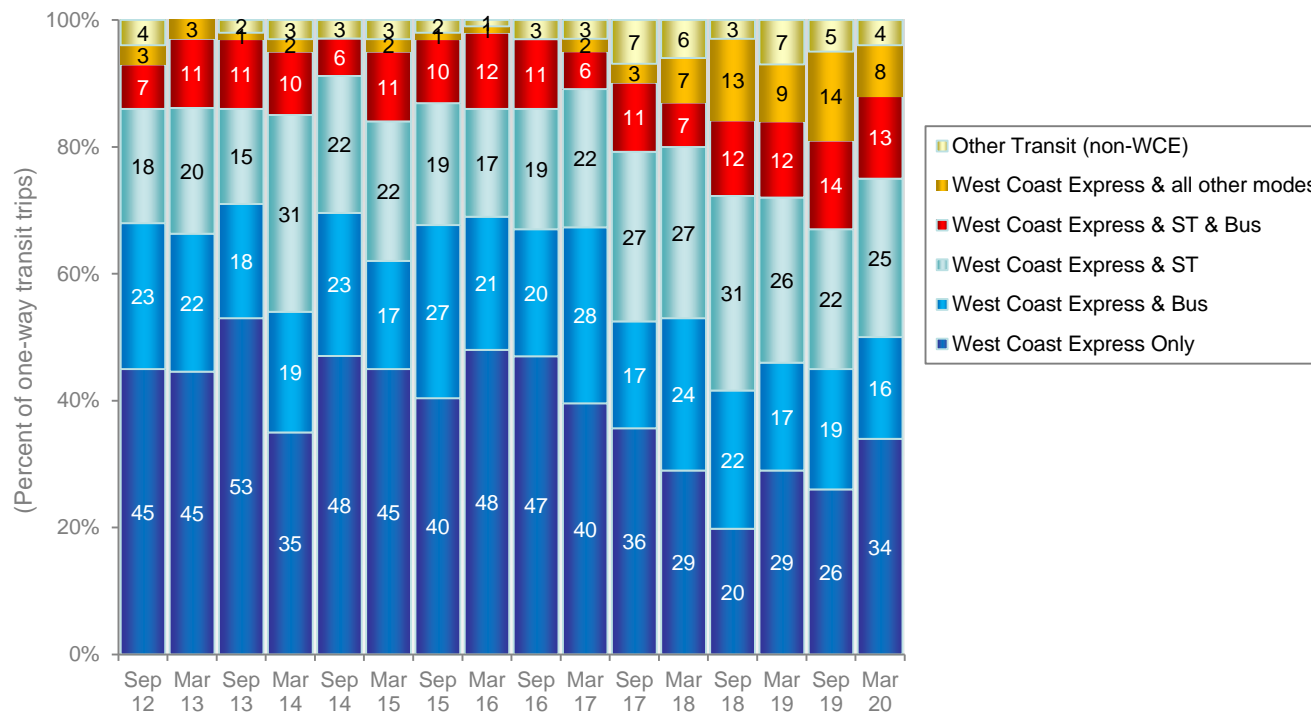
March 2020 Base = 307

- Similar to previous waves, avoiding driving/traffic is the top reason for riders to take WCE rather than other modes of transportation (58%). This is consistent with last period and directionally down from a year ago.
- Being faster than driving (37%, similar to September) and faster/more direct than other transit modes (35%) are additional reasons mentioned by WCE riders.

Trends in Transit Usage Among WCE Riders: Modes Used



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



March 2020 Base = 2,601 trips

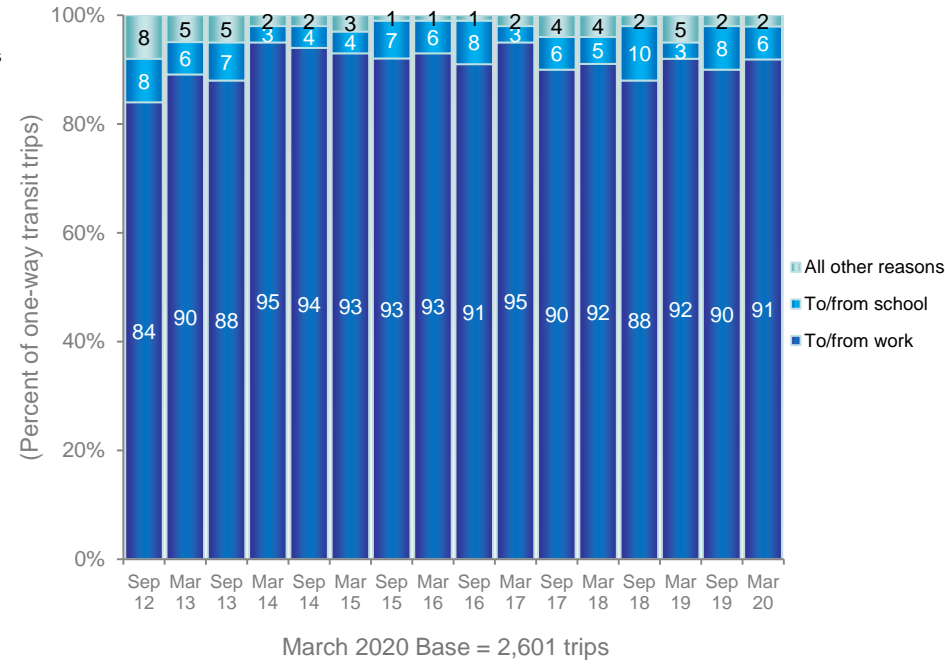
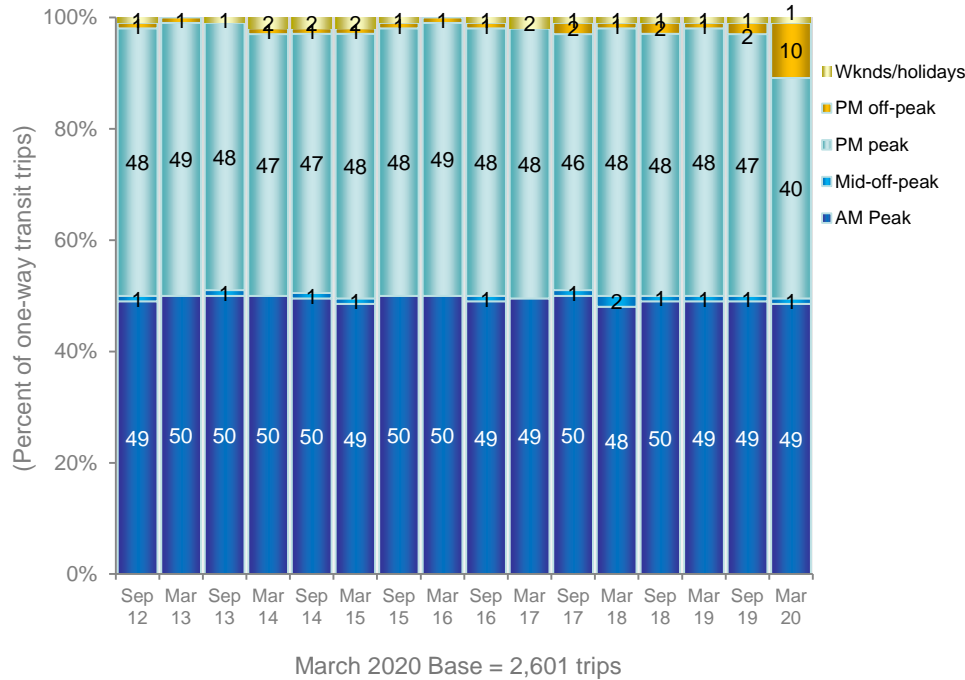
- One-third (34%) of transit trips were made solely on WCE this wave, up from last wave and a year ago.
- The proportion of transit trips that were made using a combination of WCE and Bus is similar to a year ago at 16%. One-quarter (25%) of transit trips using WCE and SkyTrain are also similar compared to a year ago (26%).
- Consistent with last wave, 13% of transit trips were made using WCE in combination with SkyTrain and Bus.

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...?

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



Transit Trip Timing

- Unchanged over the last several waves, half (49%) of transit trips were taken during the AM Peak hours. However, four-in-ten riders indicate they took transit during PM Peak hours, which has dropped from September. The proportion of riders who took transit during PM off-peak hours (after 6:30pm) reached an all-time high at 10%, compared to 2% last period.

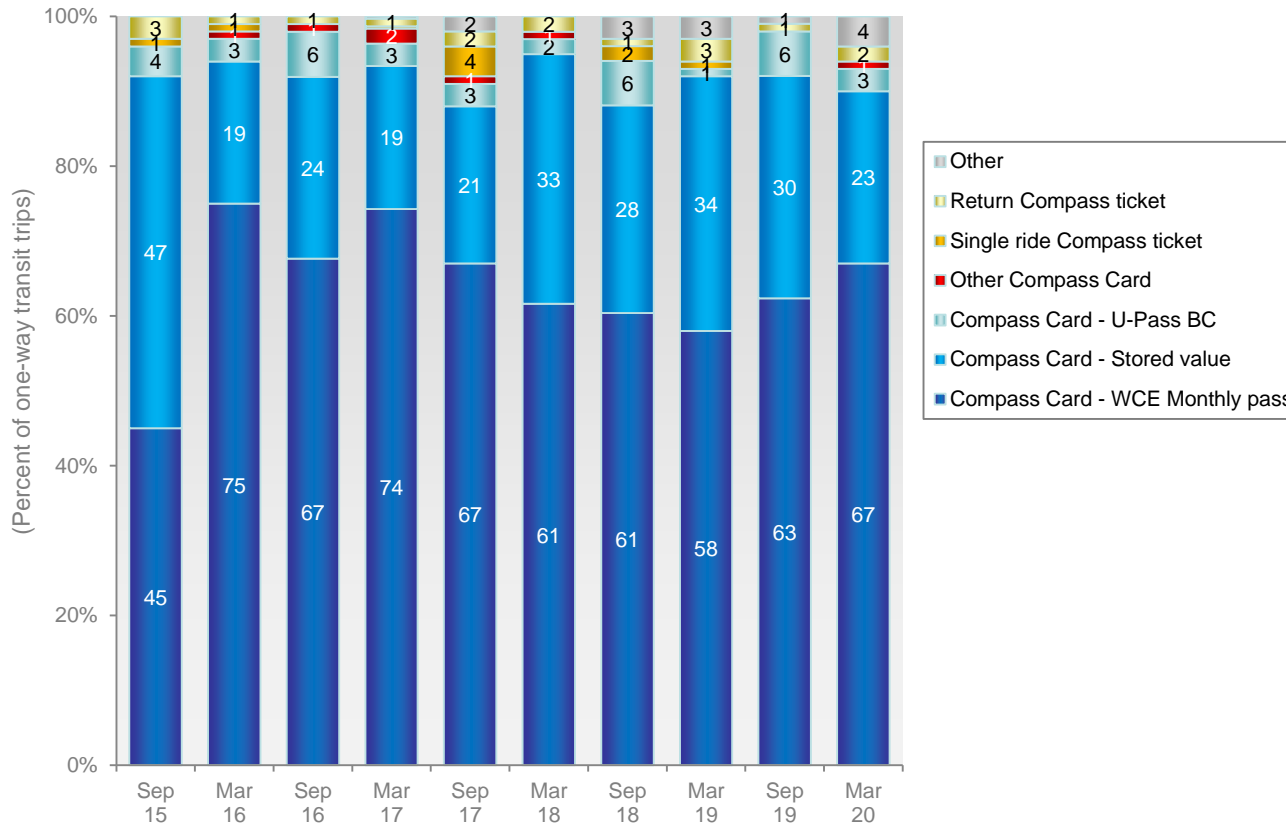
Transit Trip Purpose

- Unchanged from last period, nine-in-ten (91%) transit trips were taken for work purposes.

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 2020 Base = 2,601 trips

Fare Payment Method Used

- Two-thirds (67%) of transit trips were paid using a WCE Monthly Pass, which has been trending up since a year ago.
- Stored Value is the next most used payment method at 23%, trending down compared to a year ago.

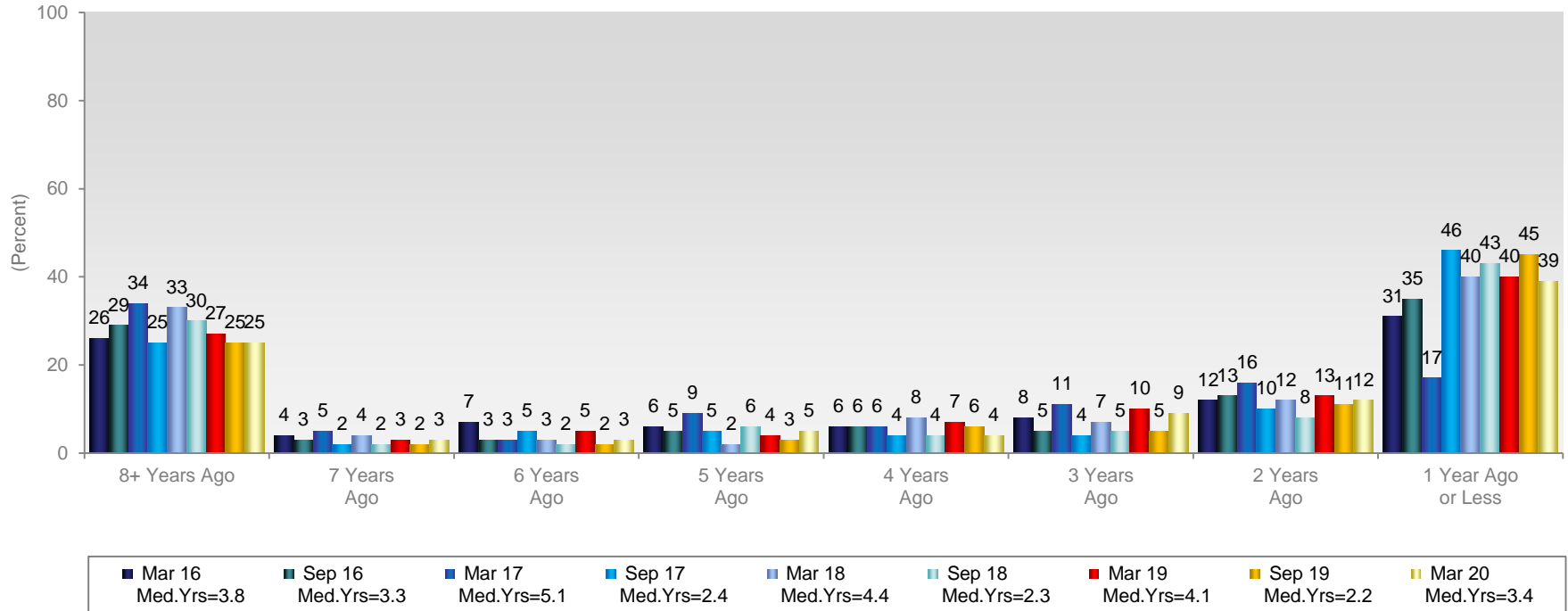
Note: Due to fare payment method changes in September 2015, prior historical data is no longer comparable.



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?

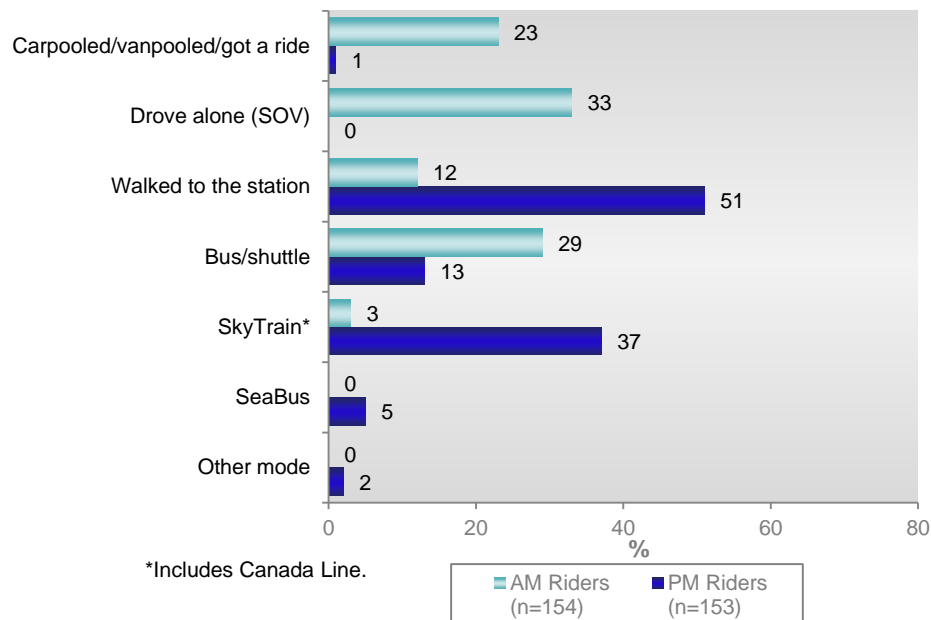


March 2020 Base = 304

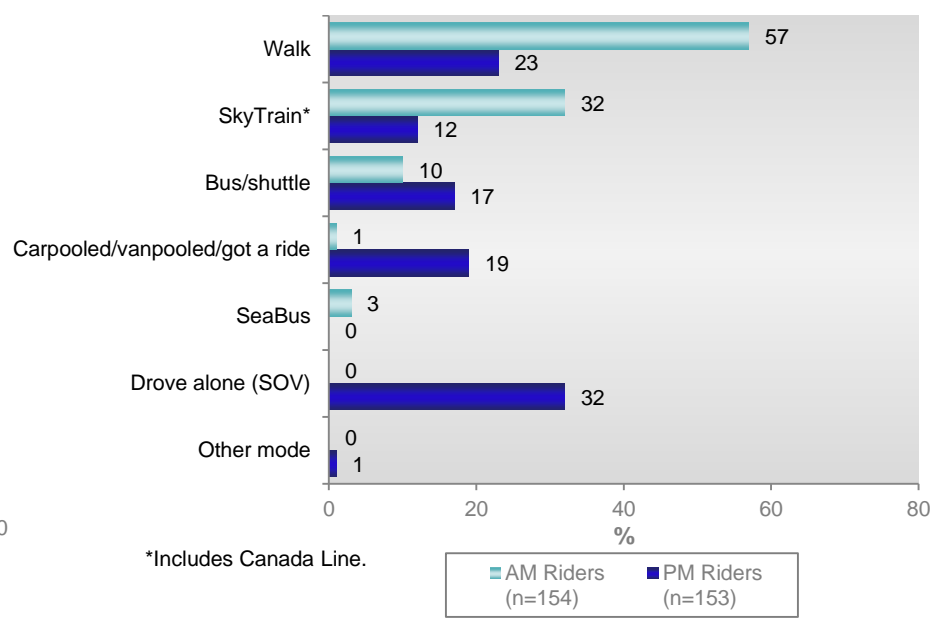
Duration of WCE Usage

- Directionally down from last period and similar to a year ago, four-in-ten (39%) riders indicate they started using WCE in the past year.
- Unchanged since September, an additional one-quarter (25%) of WCE riders say they have taken WCE for 8 or more years.

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



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



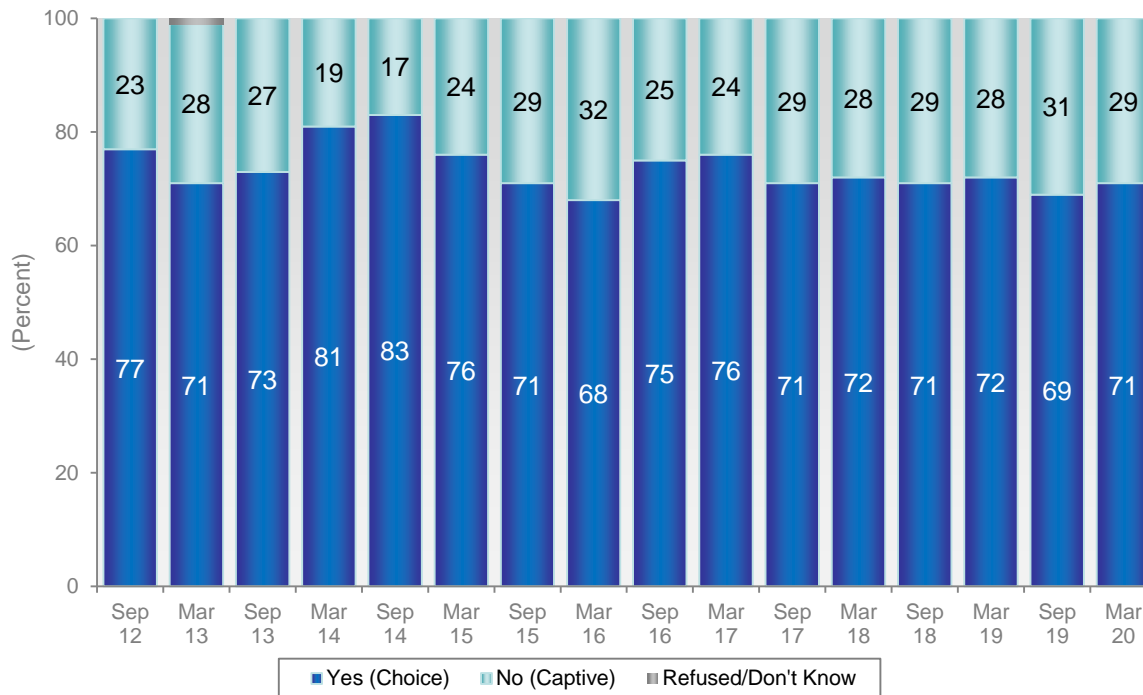
Mode to the Boarding Station

- Similar to last period, riders who take WCE in the morning typically get to the station by driving (33%), by bus/shuttle (29%) or by carpooling (23%).
- Afternoon riders indicate they walk to the station (51%) or take SkyTrain (37%).

Mode after Disembarking

- After disembarking the WCE, morning riders usually walk (57%) or take the SkyTrain (32%) to arrive at their final destination.
- Afternoon riders tend to drive (32%), walk (23%) or carpool (19%) to their final destination.

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



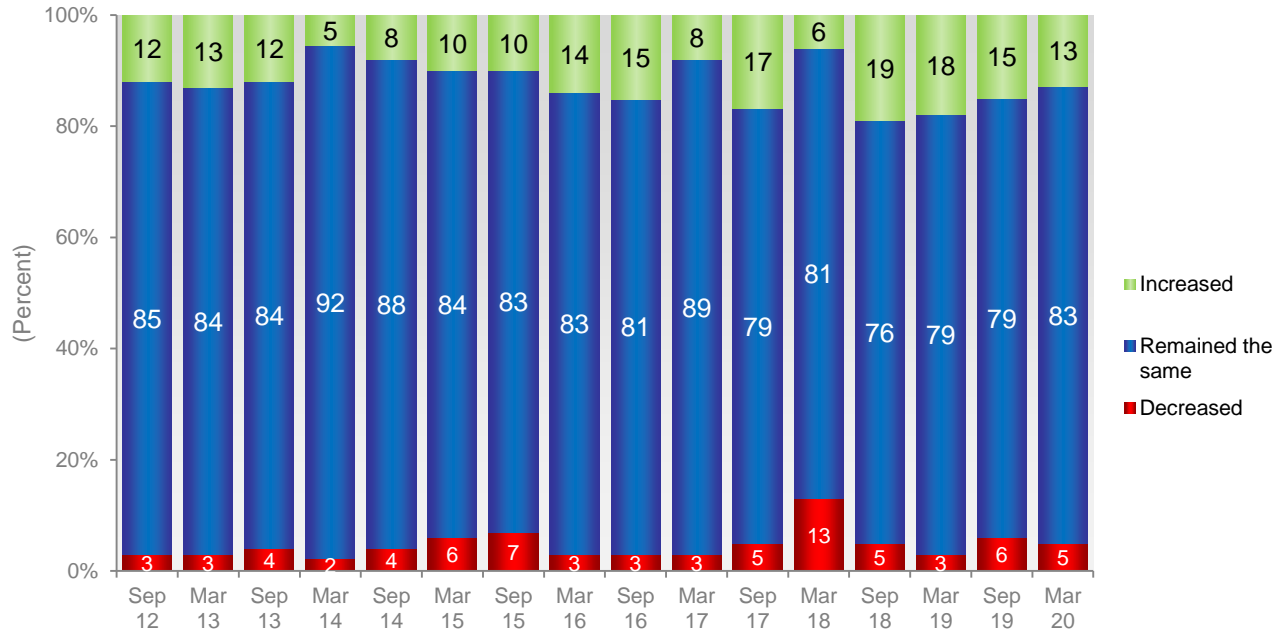
March 2020 Base = 303

Choice vs. Captive

- Consistent with the past several waves, seven-in-ten (71%) WCE riders are Choice riders, meaning they have access to a vehicle for the WCE trip they made.
- The remaining three-in-ten (29%) are Captive riders, or those without vehicle access.

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 2020 Base = 301

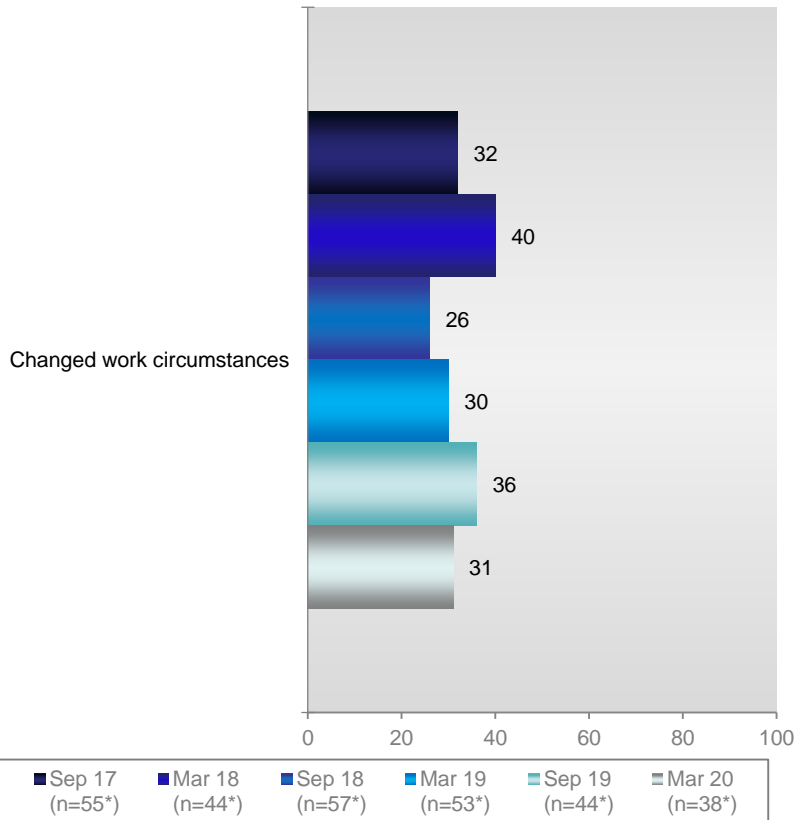
Changes in Usage Over Last Six Months

- Over eight-in-ten (83%) WCE riders indicate their usage of WCE has remained the same over the past six months.
- 13% of WCE riders say their WCE usage has increased, which has been trending down since September 2018. Similar to last period, a small proportion (5%) report using WCE less frequently.

Reasons for Riding More Often

- Unchanged from previous waves, changes in work circumstances is the primary reason for taking WCE more often (31%), directionally down from last period (36%) but similar to a year ago (30%).

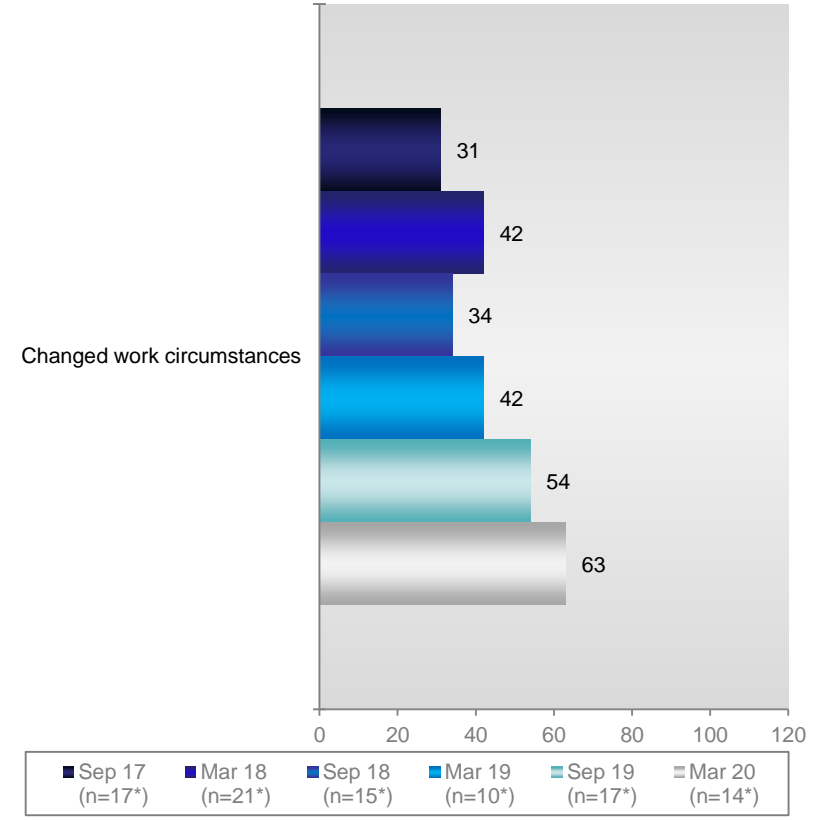
Q16b. Why are you riding more often?
(Showing top reasons only)



Reasons for Riding Less Often

- Similarly, riders who report taking WCE less often compared to six months ago indicate this is due to changes in their work situation (63%, trending up over the last four waves).

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 (71%) WCE riders have access to a vehicle for the WCE trip they make and are classified as Choice riders. The remaining three-in-ten (29%) are Captive riders with no vehicle access.

The characteristics of Choice and Captive riders are as follows:

Choice Riders (71%):

- Choice Riders are more likely to be employed full time compared to Captive Riders (90% vs. 79% respectively); therefore, they are more likely to be taking transit for work purposes (95% vs. 83%)
- Are more affluent than Captive Riders (57% with a household income of \$95,000 or more vs. 30%)
- More likely to have paid with a WCE Monthly Pass (71% vs. 59%) and have taken WCE only in the past 7 days (39% vs. 22%)
- More likely than Captive Riders to provide good-to-excellent ratings for Staff Availability to assist with problems (92% vs. 84%) and having Courteous, Competent and Helpful staff (98% vs. 92%)
- More likely to award top ratings to Having Enough Parking at the WCE Parking Lots compared to Captive Riders (42% vs. 25%)
- More likely than Captive riders to provide top scores for Feeling Safe From Crime On-board and at the Station (97% vs. 91%), Feeling Safe From Crime in WCE Parking Lots (63% vs. 42%), Clean and Graffiti-Free Vehicles and Stations (97% vs. 90%)

Captive Riders (29%):

- In comparison to Choice Riders, Captive Riders are more likely to be 18 to 24 (18% vs. 9%) and a full time student (14% vs. 3%)
- More likely to have used U-Pass BC to pay for their fare (6% vs. 2%)
- Among the trips taken in the past 7 days, Captive Riders' trips are more likely to have been a combination of WCE and Bus (22% vs. 13%) or WCE and SkyTrain and Bus (22% vs. 9%). Their trips are also more likely to be for school purposes (13% vs. 4%)

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 (68%):

- Made the most one-way trips in an average week (10.2 trips vs. 6.7 trips for Medium Frequency Riders and 1.7 trips for Low Frequency Riders)
- More likely to be employed full time (93% vs. 74% for Medium Frequency Riders and 73% for Low Frequency Riders) and travel for work purposes (93% vs. 87% for Medium Frequency Riders and 71% for Low Frequency Riders)
- More likely to use a Compass Card loaded with WCE Monthly Pass (77% vs. 32% for Medium Frequency Riders and none for Low Frequency Riders)

Medium Frequency Riders (21%):

- Are more affluent (60% with an annual household income of \$95,000 or more vs. 50% overall)
- More likely to have paid with Stored Value (49% vs. 23% overall)
- More likely to award good-to-excellent ratings for Enough Parking at WCE Parking Lots (52% vs. 33% for High Frequency Riders and 32% for Low Frequency Riders)

Low Frequency Riders (11%)

- More likely to be employed part time (21% vs. 5% overall) or retired (3% vs. 1% overall)
- More likely to have paid for their fare with Stored Value (48% vs. 23% overall)
- More likely to rate WCE highly as providing On-Time, Reliable Service (91% vs. 68% for Medium Frequency Riders and 74% for High Frequency Riders)
- Transit trips made in the past week are more likely to have been paid using a Compass Ticket (33% vs. 2% overall) and for personal (11% vs. 1% overall) or entertainment/social purposes (4% vs. 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 55 to 54 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 2019	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	WCE Riders Sep 2019	WCE Riders Mar 2020
BASE	2,004	2,100	317	321	333	322	338	337	314	309	304	307
Age³:	%	%	%	%	%	%	%	%	%	%	%	%
18 – 24	13	20	12	10	10	5	12	8	13	10	13	11
25 – 34	17	18	15	22	20	18	26	21	24	19	21	30
35 – 44	18	15	25	25	30	28	24	26	25	22	26	22
45 – 54	20	20	27	24	21	32	21	23	22	27	23	21
55 – 64	16	10	19	18	17	15	14	17	12	17	12	14
65 and older	17	16	3	2	1	3	3	5	4	5	6	2
Gender³:	%	%	%	%	%	%	%	%	%	%	%	%
Male	48	49	48	49	51	50	43	38	41	39	42	41
Female	52	51	52	51	49	50	58	62	59	61	58	59
Employment³:	%	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	51	47	87	87	85	93	85	84	84	85	83	87
Employed part-time	15	17	2	5	6	4	6	9	3	6	6	5
Student (FT/PT)	6	16	9	7	7	3	7	5	10	4	8	7
Homemaker	4	3	-	-	-	-	-	<1	-	1	-	-
Retired	18	16	1	1	1	-	2	2	1	3	3	1
Not employed	5	5	0	<1	1	<1	1	-	2	1	1	1
Refused	1	1	-	-	-	-	-	-	-	-	-	-
Education³:	%	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	23 ²	3	1	2	2	1	1	4	1	<1	2	2
Graduated high school		15	11	9	13	14	8	9	10	11	13	12
Voc./college/tech.	25	18	24	25	27	27	18	24	27	27	18	23
Some university	10	13	17	20	15	21	17	26	15	10	11	9
Graduated university	41	50	48	45	43	38	56	38	48	51	58	54
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 2019	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	WCE Riders Sep 2019	WCE Riders Mar 2020
BASE	2,004	2,100	317	321	333	322	338	337	314	309	304	307
Household Income² :	%	%	%	%	%	%	%	%	%	%	%	%
Less than \$25,000	7	n/a	6	7	3	3	6	6	5	2	4	5
\$25,000 - \$44,999	11	n/a	13	11	9	6	10	12	10	9	7	6
\$45,000 - \$64,999	10	n/a	13	22	17	22	20	19	17	19	22	16
\$65,000 or more	54	n/a	68	61	70	70	64	64	67	70	66	73
\$65,000 - \$84,999	n/a	n/a	17	16	15	24	14	12	17	11	16	16
\$85,000 or more	n/a	n/a	52	45	55	46	50	51	50	59	51	57
\$85,000 - \$94,999	n/a	n/a	8	8	13	16	8	7	11	10	8	7
\$95,000 or more	n/a	n/a	44	37	42	30	43	44	39	49	43	50
Refused/Don't know	18	n/a	-	-	-	-	-	-	-	-	-	-
Municipality of Residence² :	%	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	13	9	82	82	88	86	84	86	87	83	83	85
Port Coquitlam/Coquitlam	n/a	7	39	34	45	45	41	45	48	44	40	42
Maple Ridge	n/a	³ 20	20	14	18	17	17	19	20	21	20	21
Port Moody/Belcarra/Anmore	n/a	1	13	13	16	16	13	11	13	11	15	15
Pitt Meadows	n/a	n/a	7	8	8	7	7	6	7	7	8	7
Unspecified	-	-	4	13	-	3	6	5	-	-	-	-
Surrey/North Delta/Langley/White Rock	28	19	2	2	3	2	3	1	3	4	3	4
Vancouver	28	38	1	2	1	1	-	1	<1	<1	1	1
Burnaby/New Westminster	13	15	1	<1	1	1	1	2	1	<1	3	-
Richmond/South Delta	11	11	-	-	-	-	-	-	-	-	-	-
North Shore	8	10	<1	-	-	-	<1	-	-	-	-	-
Outside Metro Vancouver	n/a	n/a	13	13	8	7	8	9	8	10	9	9
Mission	n/a	n/a	7	9	6	6	5	5	4	4	4	5
Abbotsford	n/a	n/a	4	3	1	1	2	3	3	4	5	3
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	-	-	-	-	-	-	-	-	-	-	-	-
Refused	n/a	n/a	-	2	-	3	4	3	2	2	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 2020

Interviewer Name: _____

A1. Date:

	<u>M</u>	<u>T</u>	<u>W</u>	<u>Th</u>	<u>F</u>
Mar	2	3	4	5	6
Mar	9	10	11	12	13

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 2019?

- 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

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

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 2020

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:

- | | |
|--|--|
| <input type="checkbox"/> ¹ Some high school or less | <input type="checkbox"/> ³ Vocational / college / technical |
| <input type="checkbox"/> ² Graduated high school | <input type="checkbox"/> ⁴ Some university |
| <input type="checkbox"/> ⁵ Graduated university | |

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

- | | |
|--|--|
| <input type="checkbox"/> ¹ Under \$15,000 | <input type="checkbox"/> ⁶ \$55,000 to under \$65,000 |
| <input type="checkbox"/> ² \$15,000 to under \$25,000 | <input type="checkbox"/> ⁷ \$65,000 to under \$75,000 |
| <input type="checkbox"/> ³ \$25,000 to under \$35,000 | <input type="checkbox"/> ⁸ \$75,000 to under \$85,000 |
| <input type="checkbox"/> ⁴ \$35,000 to under \$45,000 | <input type="checkbox"/> ⁹ \$85,000 to under \$95,000 |
| <input type="checkbox"/> ⁵ \$45,000 to under \$55,000 | <input type="checkbox"/> 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.