

Customer Service Performance March 2021

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.





- **While several attributes have remained relatively stable, the COVID-19 pandemic likely continues to impact WCE service ratings, due to riders' adjusted perceptions and expectations of transit service.** COVID-19 and the associated reduced number of trains (from five to three in each direction) continue to impact the general public's everyday routine. As a result, the proportion of Captive WCE Riders continues to increase (42%, up from 36% last period and 29% a year ago), which may have an impact on the results throughout the report.
- **Top ratings for Overall Service have increased slightly to 90%** from 88% last period (September 2020), the average score of 9.0 out of 10 has also improved.
- **There have been significant improvements for some attributes' good-to-excellent ratings** compared to last period, such as Convenient Hours of Operation (46% vs. 36%) and Trip Duration (91% vs. 85%). There are also significant jumps from a year ago for attributes such as Frequency of Service (52% vs. 68%) and Not Being Overcrowded (76% vs. 68%).

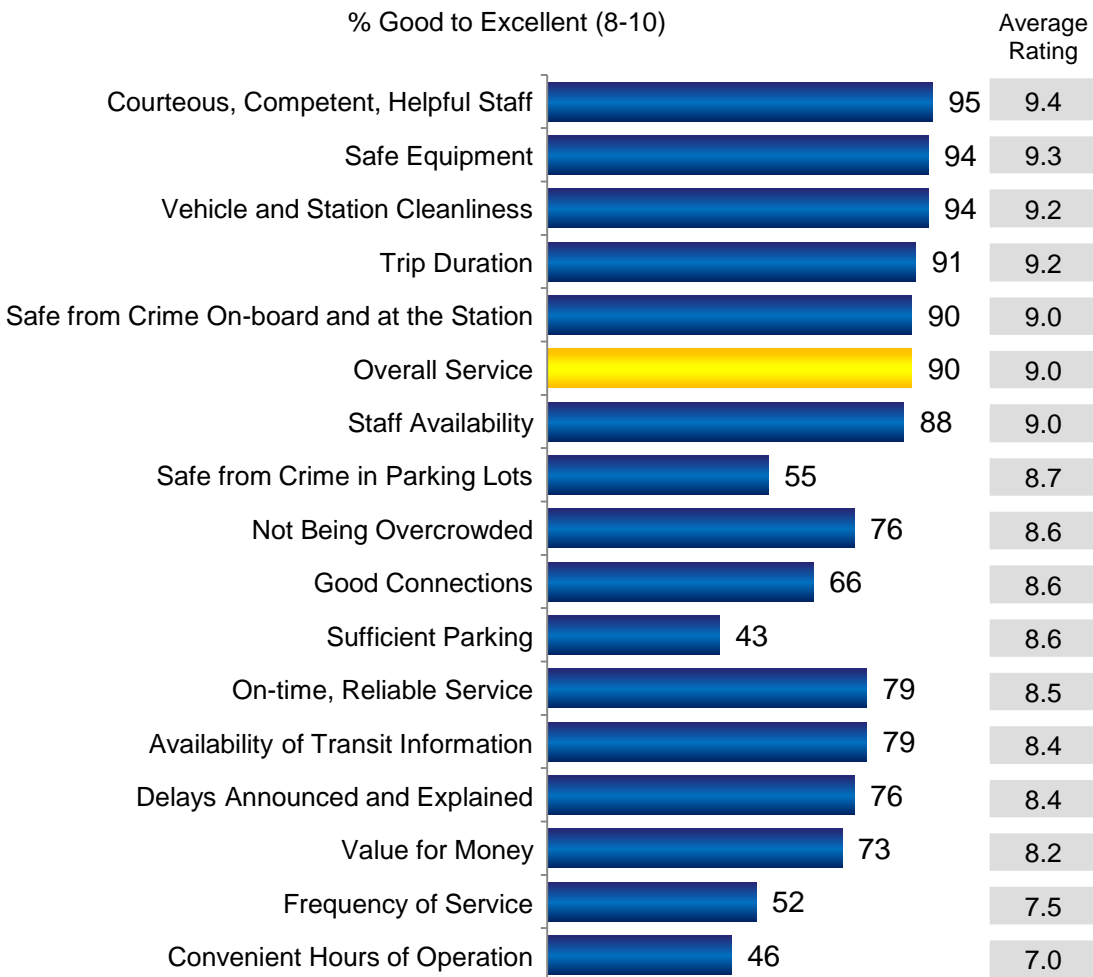


- **WCE riders indicate making an average of 6.9 transit trips in the past seven days (up directionally from 6.7 last period) and an average of 6.7 WCE trips in an average week (a slight drop from 6.9 last period but down significantly from 8.2 a year ago).** One-third (36%) of trips are made solely on WCE, slightly down from last period (39%). The proportion of transit trips on WCE in combination with Bus has decreased significantly to 14% (from 21% last period), while the proportion of trips on WCE and SkyTrain has jumped significantly (29%, up from 16% last period).
- **Two-in-ten riders (19%) indicate their usage of WCE has decreased compared to six months ago.** Although this is a significant decrease from 28% last period, it is still significantly up from 5% a year ago. Over seven-in-ten (73%) say their usage has stayed the same (up from 60% last period but significantly down from 83% a year ago), while the proportion indicating increased usage has decreased (8% vs. 13% last period). The top reasons mentioned for decreased WCE usage continue to include concern around COVID-19 and changing work circumstances.



- **The WCE Monthly Pass is still the most commonly used payment method (52%), up significantly from last period (47%) but still down significantly from 67% a year ago.** The proportion of trips paid for using Stored Value remains steady at 40%, similar to 39% last period. However, this is a significant jump from 23% a year ago, likely due to Stored Value being a more economical option for reduced commuting compared to Monthly Passes.

Performance on West Coast Express Attributes



March 2021 Base = 289-296

Performance on Specific Attributes

- Nine-in-ten (90%) WCE riders award good-to-excellent ratings Overall Service of WCE, up slightly from last period (88%) and unchanged from a year ago (90%). The average score of 9.0 out of 10 has also risen slightly from 8.9 last wave.
- While many WCE service attributes have remained relatively consistent since March and September 2020, there have been significant shifts for some attributes. Convenient Hours of Operation has rebounded significantly by 10 ppt since last wave for a rating of 46% and nearing last year's rating of 48%. Ratings for Trip Duration have also increased significantly from 85% last period to 91% currently, returning to historical levels. Although there has been a directional increase for Frequency of Service compared to last period (52% vs. 47%), this is still a significant decline from a year ago (68%). The COVID-19 pandemic is likely going to continue impacting the shifts in ratings, as reduced WCE service, which began in April 2020, has not yet returned to pre-pandemic levels.
- Last wave saw some declines in top ratings for staff-related aspects of service. These have now received directional improvements and are moving closer to the ratings of March 2020. For example, Staff Availability has improved to 88%, up from 83% last wave but similar to a year ago (90%). Courteous, Competent and Helpful Staff has increased directionally to 95% (vs. 91% last wave and 96% a year ago). Despite top scores for feeling Safe From Crime On-Board and at the Station remaining stable wave-over-wave, this attribute has dropped significantly from a year ago (90% vs. 95%).
- As a result of the pandemic, reduced ridership has impacted scores for Not Being Overcrowded. Although top ratings have remained steady since last wave (76% currently vs. 75% last wave), this has jumped significantly compared to 68% a year ago.

Areas to be Addressed to Improve Perceptions of the WCE Service

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

This wave, the attribute that has the most significant negative impact on Overall Service perceptions is Frequency of Service. Although the average score for Frequency of Service has bumped up to 7.5 out of 10 from 7.3 last period, this is a drop from 8.0 a year ago. This remains the second-lowest rated service attribute, with over one-in-ten (13%) providing a low rating of 1 to 5.

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)
Frequency of Service	8.4	9.1	0.7	0.13	0.09

West Coast Express Rider Profile



- Six-in-ten (62%) WCE riders are aged 25 to 54, similar to 63% last period down from 73% a year ago. This period, there are slightly fewer younger riders aged 18-24 (10% vs. 15% last wave) and more older riders aged 65+ (8% vs. 6% last wave). The majority of WCE riders reside in Coquitlam East to Maple Ridge (76%).
- WCE riders are more likely to be Choice riders (58% have access to a vehicle), however this has continued to trend down over the last two waves and is a significant decline from 71% a year ago. While many are High Frequency Riders (38% making 10 or more one-way transit trips in a week), the proportion of Low Frequency Riders remains high at 30% (up from 11% in September 2019).



- Just under three-in-ten (28%) riders started taking WCE within the past year, down slightly from last wave (30%) and down significantly from a year ago (39%). The proportion of long-term riders who have taken WCE for 8+ years has increased slightly to 28% (up from 25% last wave).
- Riders indicate making 6.9 one-way transit trips in the past seven days, which is up slightly from 6.7 last period and down significantly from 8.5 last year.
- Over one-third (36%) of transit trips were made exclusively on WCE, down from last wave (39%) and up from a year ago (34%). The proportion of trips made using WCE in combination with Bus has decreased to 14% (from 21% last period), while the proportion of trips on WCE along with SkyTrain has increased (29%, up from 16% last period).
- Two-in-ten riders (19%) indicate their usage of WCE has decreased compared to six months ago. This is down significantly from 28% last period, but still remains high as compared to a year ago at 5%. Top reasons mentioned for decreased WCE usage include changing work circumstances and continued concern around COVID-19. Over seven-in-ten (73%) indicate their usage has stayed the same (up from 60% last wave, but still down from 83% a year ago), while those with increased usage has declined (8%, down from 13% last wave and a year ago).



- The WCE Monthly Pass remains the most commonly used method of payment (52%), up directionally from 47% last wave.
- The proportion of trips paid for using Stored Value has remained stable (39% currently and 40% last period). However, this proportion has increased significantly from 23% a year ago. The shift to using Stored Value from Monthly Passes is likely due to this method being the more economical choice for reduced commuting.



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 294 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 1st to 12th, 2021.

Quotas were set to reflect the actual number of riders that travel on each of the three* trains heading westbound in the morning and on each of the three 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	34	3:50PM	45
6:25AM	61	4:50PM	59
7:25AM	<u>54</u>	6:20PM	<u>41</u>
TOTAL	149	TOTAL	145

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	19	Mission City	17
Port Haney	18	Port Haney	17
Maple Meadows	20	Maple Meadows	21
Pitt Meadows	11	Pitt Meadows	12
Port Coquitlam	27	Port Coquitlam	25
Coquitlam	28	Coquitlam	27
Port Moody	<u>26</u>	Port Moody	<u>26</u>
TOTAL	149	TOTAL	145

**Note: West Coast Express has been operating under reduced service due to lower ridership levels caused by the COVID-19 pandemic; Trains W2 (5:55AM), W4 (6:55AM), E2 (4:20PM) and E4 (5:30PM) have been suspended since April 2020.*

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 September 8 and 21, 2020.

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 1st to 12th, 2021.

Implementation of FTA Impact Score Method

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

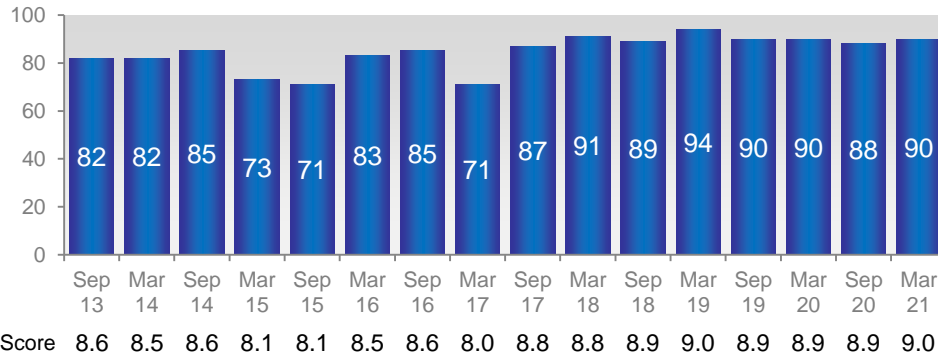


This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

- Overall Service Performance
- Performance on Specific Attributes

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

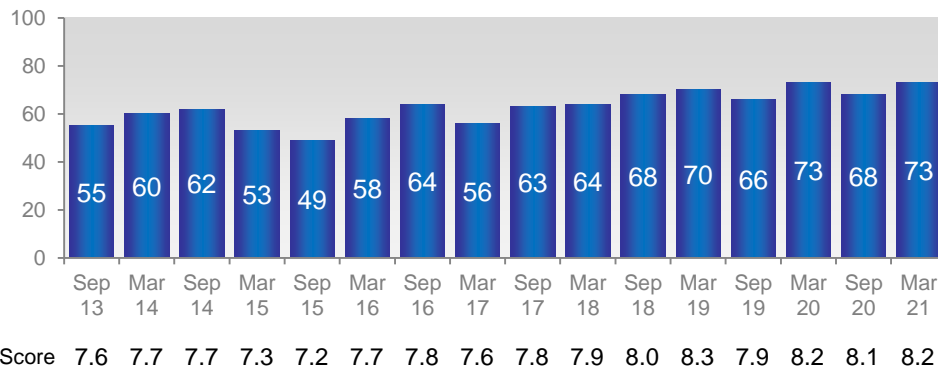
% Good to Excellent (8-10)



March 2021 Base = 294

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

% Good to Excellent (8-10)



March 2021 Base = 294

Overall Service

- Nine-in-ten (90%) WCE riders award good-to-excellent scores for Overall Service, up slightly from 88% last period and similar to a year ago. The average score has inched up from 8.9 out of 10 last period to 9.0 currently.

<i>Good-to-Excellent ratings compared to:</i>	<u>September 2020</u>	<u>March 2020</u>
	+2%	0%

- Riders from Coquitlam are significantly more likely than Port Haney riders to provide top scores for Overall Service.

Value for Money

- Value for Money scores have rebounded directionally from last wave to over seven-in-ten (73%) riders providing top ratings for this metric. Top scores for this attribute have been fluctuating up and down over the last two years, however the average score is stable at 8.2 out of 10.

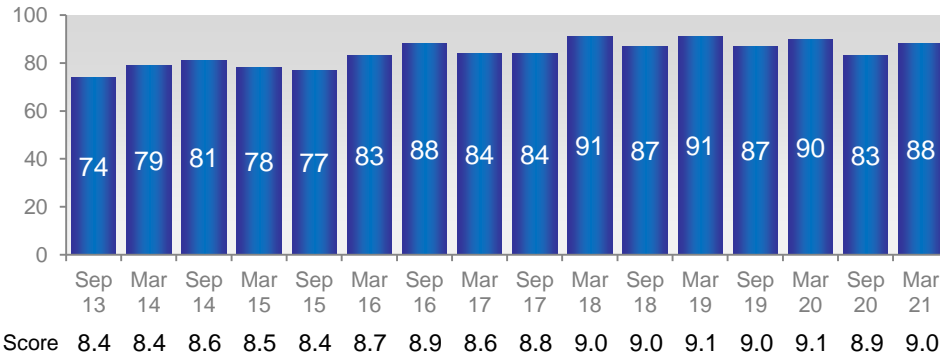
<i>Good-to-Excellent ratings compared to:</i>	<u>September 2020</u>	<u>March 2020</u>
	+5%	0%

- There are no significant differences in top scores by station.
- Among the small proportion (3%) who provided a score of 1 to 5 for Value for Money, most indicate that WCE is too expensive, which is similar to previous waves.

● ● = Significant upward / downward shift

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

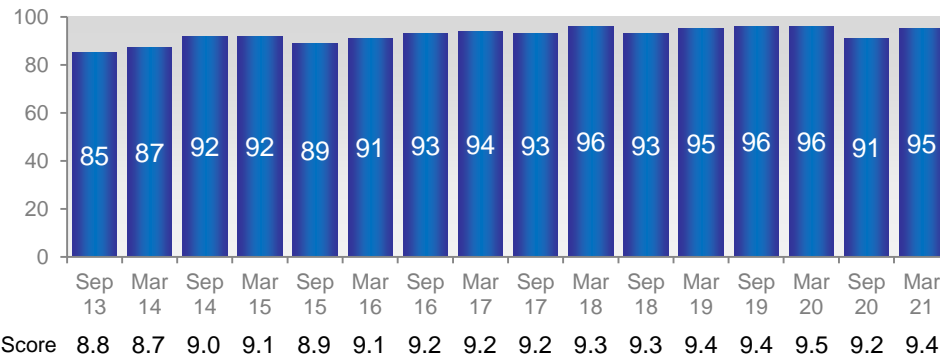
% Good to Excellent (8-10)



March 2021 Base = 293

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

% Good to Excellent (8-10)



March 2021 Base = 293

Staff Availability

- Just under nine-in-ten (88%) riders award good-to-excellent ratings for Staff Availability, a directional increase compared to 83% in September 2020. The average score of 9.0 out of 10 is up slightly from 8.9 last wave.

Good-to-Excellent ratings compared to:	<u>September 2020</u>	<u>March 2020</u>
	+5%	-2%

- Riders are rating Staff Availability consistently across all stations, with no significant differences between locations.

Courteous, Competent And Helpful Staff

- Returning to pre-pandemic scores, over nine-in-ten (95%) WCE riders award top ratings for Courteous, Competent and Helpful Staff, up directionally from the previous wave (91%). This attribute is the top rated among all service attributes, with the average score increasing to 9.4 out of 10, nearing the high score of 9.5 observed a year ago.

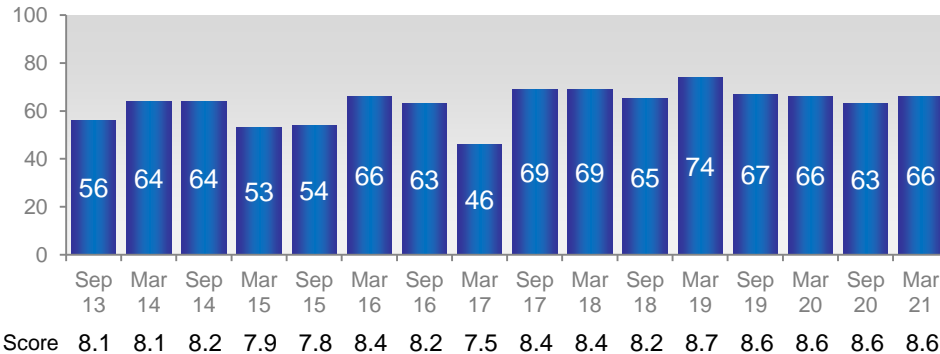
Good-to-Excellent ratings compared to:	<u>September 2020</u>	<u>March 2020</u>
	+4%	-1%

- There are no significant differences between stations when it comes to good-to-excellent scores for Courteous, Competent and Helpful Staff.
- All riders from Pitt Meadows 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?

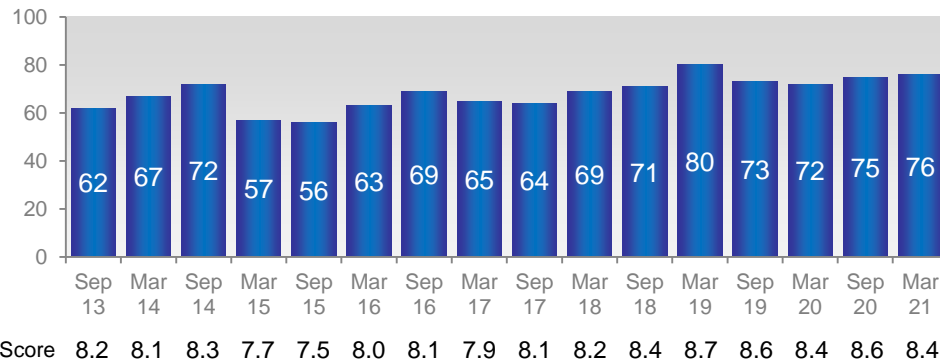
% Good to Excellent (8-10)



March 2021 Base = 294

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

% Good to Excellent (8-10)



March 2021 Base = 294

Good Connections

- Two-thirds (66%) of WCE riders provide good-to-excellent ratings for Good Connections, directionally up by 3 ppt compared to last wave and returning to March 2020 levels. The proportion of riders providing "Not Applicable" responses has remained similar to last period (20% currently vs. 22% in September 2020). The average score of 8.6 out of 10 continues to remain stable.

<i>Good-to-Excellent ratings compared to:</i>	<u>September 2020</u>	<u>March 2020</u>
	+3%	0%

- Port Moody riders are significantly more likely to provide good-to-excellent ratings than riders from other stations.
- Among the small proportion of riders (3%) who gave a score of 1 to 5, top reasons involve the shuttle/bus (e.g. shuttle/bus was late or didn't come).
- Those who provided a rating of 1 to 5 indicate that just under 11 minutes on average is a reasonable connection wait time; this is similar to a year ago.

Delays Announced and Explained

- Ratings for Delays Announced and Explained continue to rise directionally with three-quarters (76%) of riders providing top scores for this attribute. However, the average score has dropped slightly to 8.4 out of 10, compared to 8.6 last period.

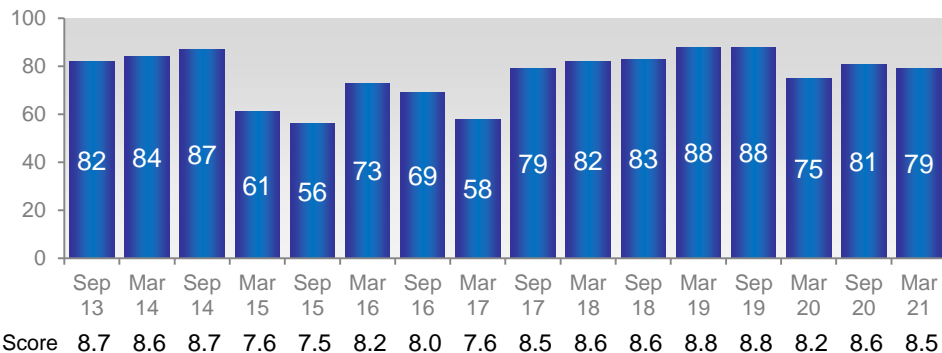
<i>Good-to-Excellent ratings compared to:</i>	<u>September 2020</u>	<u>March 2020</u>
	+1%	+4%

- There are no significant differences in ratings between the stations.
- The 5% who rated this attribute between 1 to 5 indicate that delays are announced late or are unexplained.

● ● = Significant upward / downward shift

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

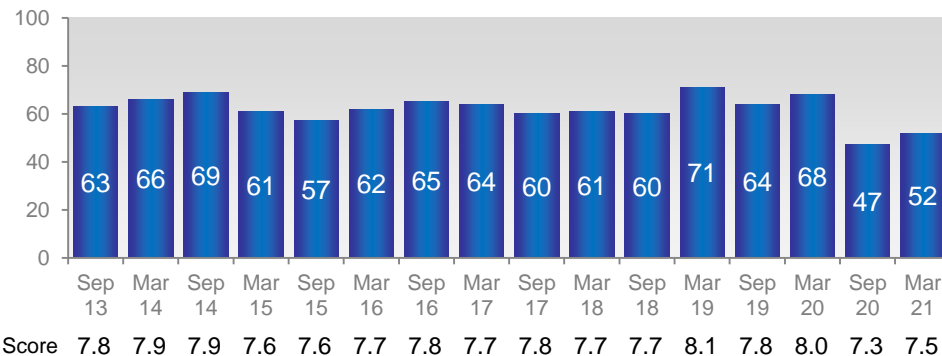
% Good to Excellent (8-10)



March 2021 Base = 294

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 2021 Base = 293

On-Time Reliable Service

- On-Time Reliable Service earns top ratings from eight-in-ten riders (79%), which has declined slightly from last wave's improvement (81% in September 2020) but is up 4 ppt from 75% a year ago. The average score has remained stable at 8.5 out of 10 currently.

Good-to-Excellent ratings compared to:	<u>September 2020</u>	<u>March 2020</u>
	-2%	+4%

- Top ratings do not differ significantly between the stations on this attribute.
- Among the 4% who provided a low rating of 1 to 5 for On-Time Reliable Service, the top mentioned issues are trains breaking down or an overall recent decline in services.

Frequency of Service

- Good-to-excellent scores for Frequency of Service have improved directionally since last wave, with over half (52%) of WCE riders providing top ratings for this attribute. The reduction from five to three daily trains in each direction led to an all-time low in September 2020 (47%). With WCE still running three trains, ratings have not returned to pre pandemic levels. The average score of 7.5 out of 10 has improved from the lowest level observed in recent years (7.3 in September 2020).

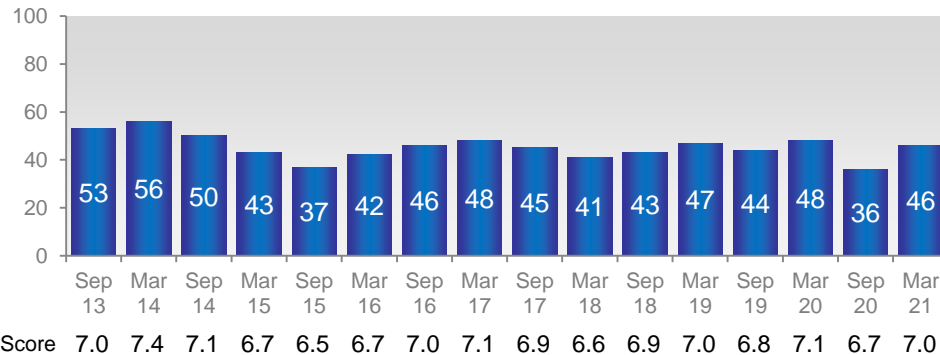
Good-to-Excellent ratings compared to:	<u>September 2020</u>	<u>March 2020</u>
	+5%	-16%

- Riders from Maple Meadows are significantly more likely to provide good-to-excellent ratings for this attribute than those from other stations.

● ● = Significant upward / downward shift

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

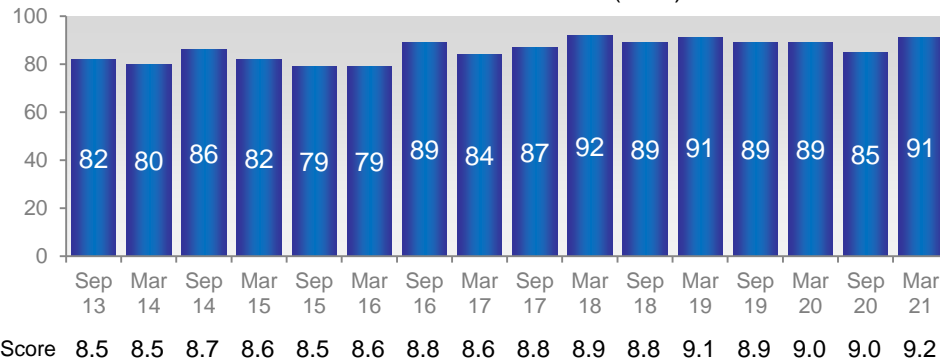
% Good to Excellent (8-10)



March 2021 Base = 294

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

% Good to Excellent (8-10)



March 2021 Base = 294

Convenient Hours of Operation

- Rebounding near to March 2020 levels (48%), top scores for Convenient Hours of Operation have increased significantly, from 36% last period to 46% currently. The average score of 7.0 out of 10 has also increased since last wave, and is now similar to March 2020 (7.1) and March 2019 (7.0).

Good-to-Excellent ratings compared to:

	<u>September 2020</u>	<u>March 2020</u>
	+10%	-2%

- No significant differences can be observed for this attribute among the different stations.
- Just over one-quarter (26%) of riders provided a low rating of 1 to 5 for this attribute, similar to last period. Among them, most would like more service to be available on weekends, mid-day and later eastbound.

Trip Duration

- Trip Duration earns good-to-excellent ratings from nine-in-ten (91%) WCE riders, which is up significantly from 85% last wave and back to levels last seen in March 2019.

Good-to-Excellent ratings compared to:

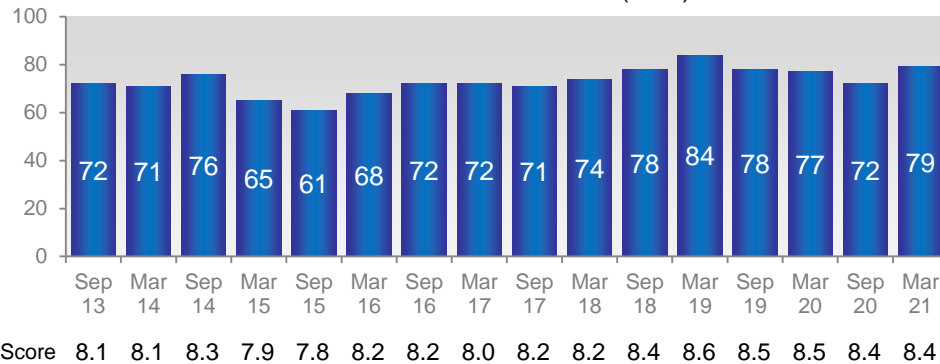
	<u>September 2020</u>	<u>March 2020</u>
	+6%	-2%

- In the current period, there are no significant differences in ratings between stations.

● ● = Significant upward / downward shift

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

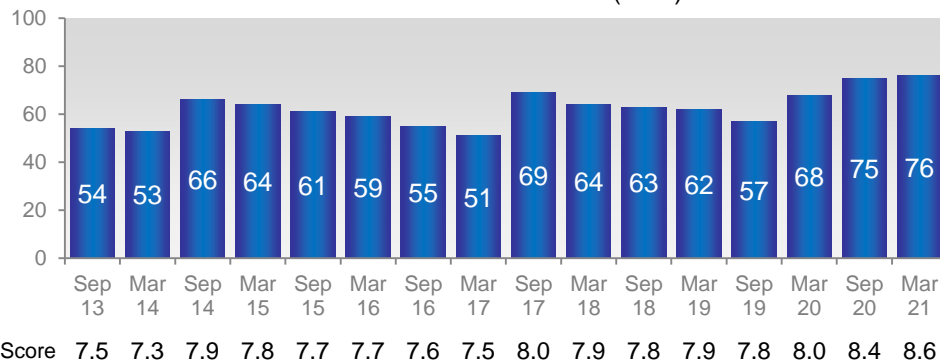
% Good to Excellent (8-10)



March 2021 Base = 289

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

% Good to Excellent (8-10)



March 2021 Base = 294

Availability of Transit Information

- Just under eight-in-ten (79%) riders provide top ratings for Availability of Transit Information at WCE stations, which has increased directionally compared to last period (72%) and is slightly up from a year ago (77%). The average score is stable at 8.4 out of 10.

Good-to-Excellent ratings compared to:	<u>September 2020</u>	<u>March 2020</u>
	+7%	+2%

- No significant differences can be observed for this attribute among the different stations.

Not Being Overcrowded

- Just over three-quarters (76%) of WCE riders provide top ratings for Not Being Overcrowded, a marginal 1 ppt increase from last period and a significant 8 ppt jump since a year ago (68%). This continues to be the highest level observed, likely due to reduced ridership on WCE trains throughout the COVID-19 pandemic leading to perceptions of less overcrowding.

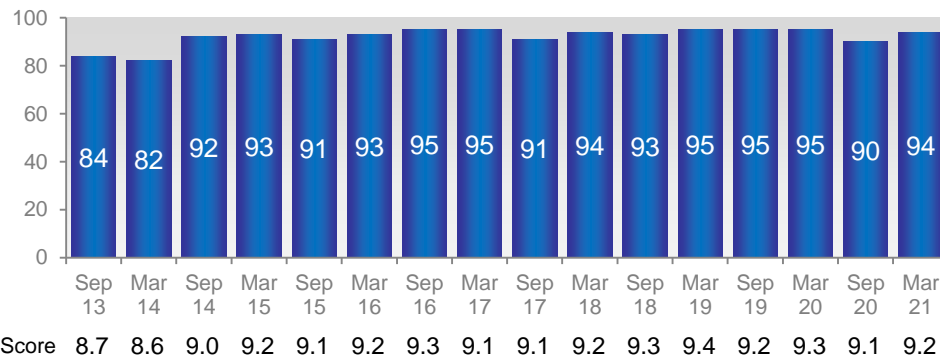
Good-to-Excellent ratings compared to:	<u>September 2020</u>	<u>March 2020</u>
	+1%	+8%

- Those from Mission are significantly more likely than riders from Port Coquitlam and Coquitlam to award good-to-excellent ratings.
- Among the low proportion of those rating 1 to 5 for this attribute (3%), most indicate needing more trains in general.

● ● = Significant upward / downward shift

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

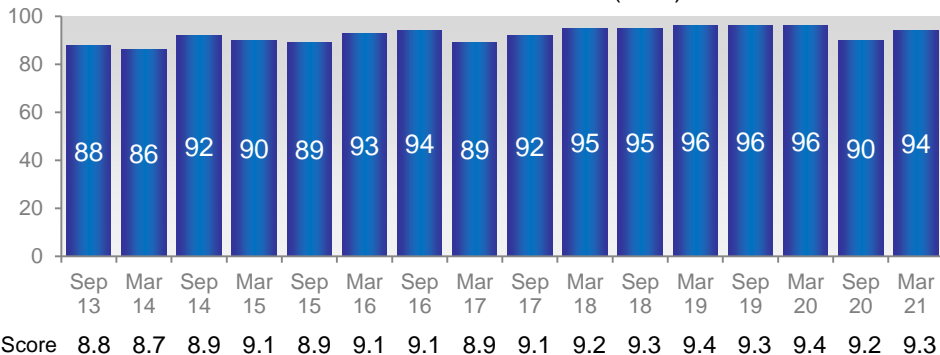
% Good to Excellent (8-10)



March 2021 Base = 293

Q9n. How would you rate West Coast Express in terms of: Safe West Coast Express equipment provides a safe ride?

% Good to Excellent (8-10)



March 2021 Base = 294

Clean, Graffiti-Free Vehicles and Stations

- Over nine-in-ten (94%) WCE riders award good-to-excellent ratings for Clean and Graffiti-Free Vehicles and Stations, a directional increase compared to last period (90%) and returning to ratings from a year ago (95%). The average score has increased slightly to 9.2 out of 10, up from 9.1 in the previous period.

<i>Good-to-Excellent ratings compared to:</i>	<u>September 2020</u>	<u>March 2020</u>
	+4%	-1%

- There are no significant differences between stations.

Safe WCE Equipment Provides a Safe Ride

- More than nine-in-ten (94%) riders provide top scores for Safe Equipment. This has increased directionally from last wave (90%) and is now more in line with scores from 2018 and 2020. The average score of 9.3 out of 10 has increased slightly from 9.2 in March 2020.

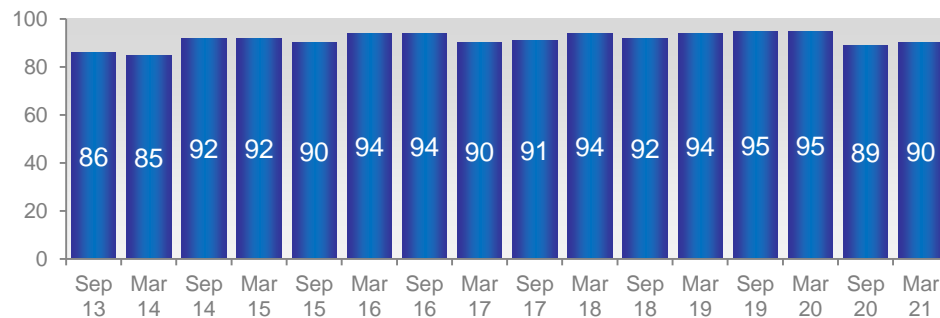
<i>Good-to-Excellent ratings compared to:</i>	<u>September 2020</u>	<u>March 2020</u>
	+4%	-2%

- No significant differences can be observed between stations.

● ● = 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)

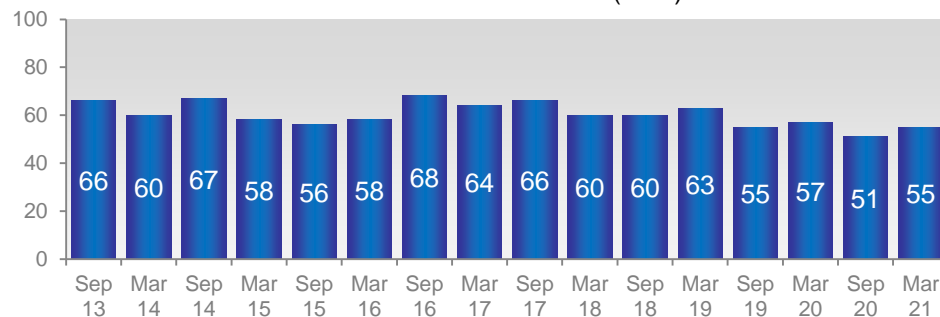


Avg Score 8.8 8.7 9.0 9.1 9.1 9.2 9.1 8.7 9.2 9.2 9.2 9.4 9.3 9.3 9.1 9.0

March 2021 Base = 294

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 8.5 8.4 8.3 8.6 8.6 8.5 8.6 8.5 8.8 8.9 8.7 8.7 8.5 8.7

March 2021 Base = 294

Safe From Crime On-Board and at the Station

- Nine-in-ten (90%) riders provide good-to-excellent ratings for WCE being Safe From Crime On-Board and at the Station, similar to 89% last wave, yet still below the high rating in March 2020 (95%). The proportion of riders rating 6 or 7 for this attribute remains steady this period (9%) compared to last period (9%), which may be contributing to the lower top ratings, as compared to March 2020 (95%). The average score is at 9.0 out of 10, slightly down from 9.1 last wave.

Good-to-Excellent ratings compared to:	<u>September 2020</u>	<u>March 2020</u>
	+1%	-5%

- No significant differences can be observed between stations.

Safe From Crime in WCE Parking Lots

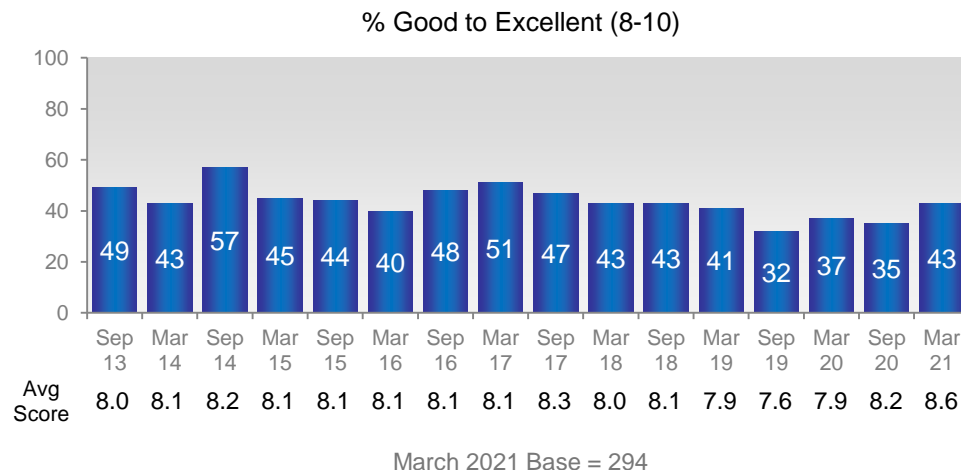
- Over half (55%) of WCE riders award good-to-excellent ratings for Feeling Safe From Crime in WCE Parking Lots, levelling out from the significant decline last wave (51%, down from 57% in March 2020). The average score has increased back to 8.7 out of 10 from 8.5 last period.

Good-to-Excellent ratings compared to:	<u>September 2020</u>	<u>March 2020</u>
	+4%	-2%

- Riders from Mission, Port Haney, Port Coquitlam, Coquitlam and Port Moody are all significantly more likely than those from Maple Meadows to provide top scores.

● ● = 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

- Over four-in-ten (43%) WCE riders award good-to-excellent ratings for Having Sufficient Parking, which has increased significantly to levels not last seen since September 2018. The average score has increased for the third wave moving to 8.6 out of 10, up from 8.2 in March 2020, 7.9 in September 2020 and 7.6 in September 2019.

Good-to-Excellent ratings compared to:

	September 2020	March 2020
	+8%	+6%

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

1. Pitt Meadows	9.3
2. Port Moody	9.3
3. Maple Meadows	8.9
4. Mission	8.9
5. Coquitlam	8.8
6. Port Coquitlam	8.4
7. Port Haney*	6.9

* Port Haney does not have a parking lot.

● ● = Significant upward / downward shift

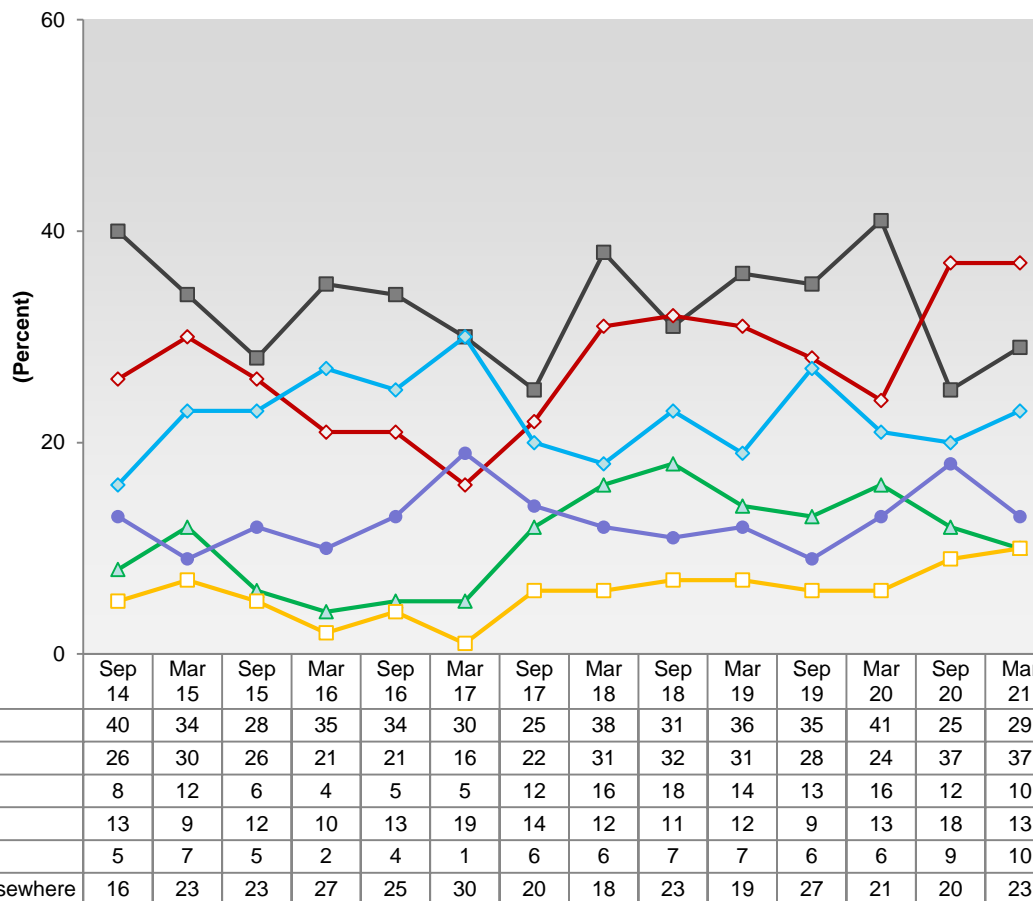


This section presents trends in the motivation and behaviour of WCE customers. It illustrates trends in the following areas:

- 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?

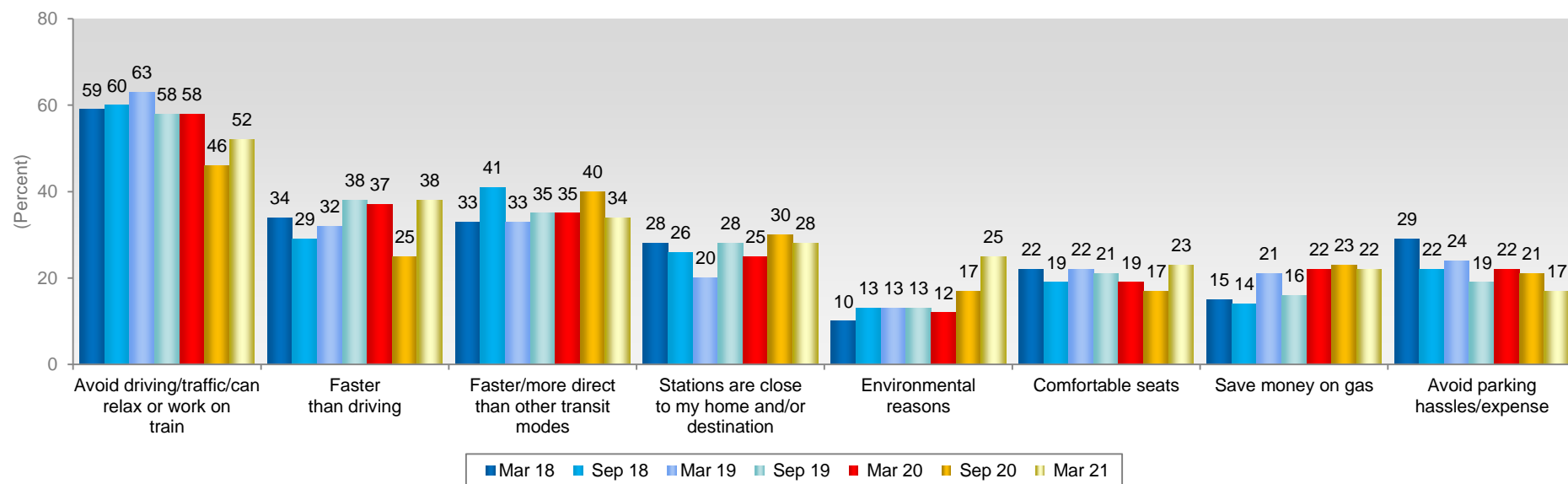


March 2021 Base = 294

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 since last period, 37% of WCE riders indicate having taken the bus prior to starting to take the WCE. The proportion of Captive riders (those who do not have regular access to a vehicle) has increased again this wave (42%, up directionally from 36% in September 2020 and up significantly from 29% a year ago), which may be contributing to the higher levels of riders using the bus compared to previous periods.
- The proportion who mention they carpooled/vanpooled prior to taking WCE has returned back down to the same levels seen a year ago (13%, down from 18% last period).
- One-in-five (23%) riders did not provide an answer or indicated they lived or worked elsewhere.

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



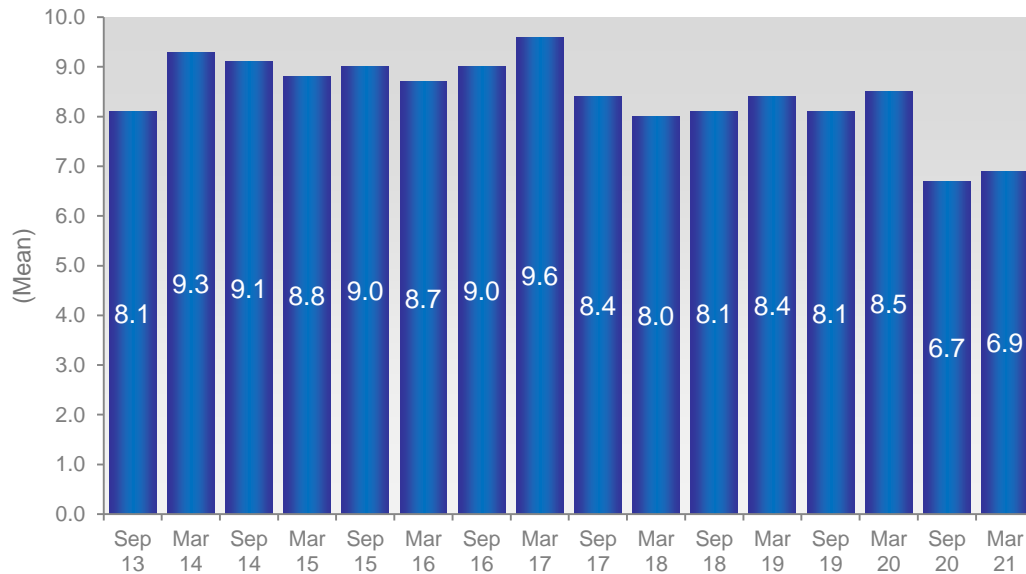
March 2021 Base = 294

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

- The top reason for taking WCE rather than other modes of transportation continues to be to avoid driving/traffic (52%), which has levelled out from last wave's drop (46%, down from 58% in March 2020). Mentions of WCE being faster than driving have increased significantly to 38%, rebounding from the decrease seen in the last wave. These shifts may be attributable to fluctuations of road traffic caused by the COVID-19 pandemic, for example more of the population working from home and travelling less in general.
- The proportion of those who indicate that WCE is faster/more direct than other transit modes has returned to the same levels as a year ago (34%, down from 40% in September 2020 and similar to 35% in March 2020). One-quarter (25%) mention environmental reasons for taking the WCE rather than another mode of transportation, the highest level of mentions recorded to date and trending up over the last two waves.

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

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



March 2021 Base = 294

- The average number of one-way trips made on transit in the last seven days has remained stable versus previous wave (6.9 trips on average vs. 6.7 last wave) and has not returned to pre-pandemic levels. This is due to the reduced ridership seen across the entire transit system caused by the COVID-19 pandemic.

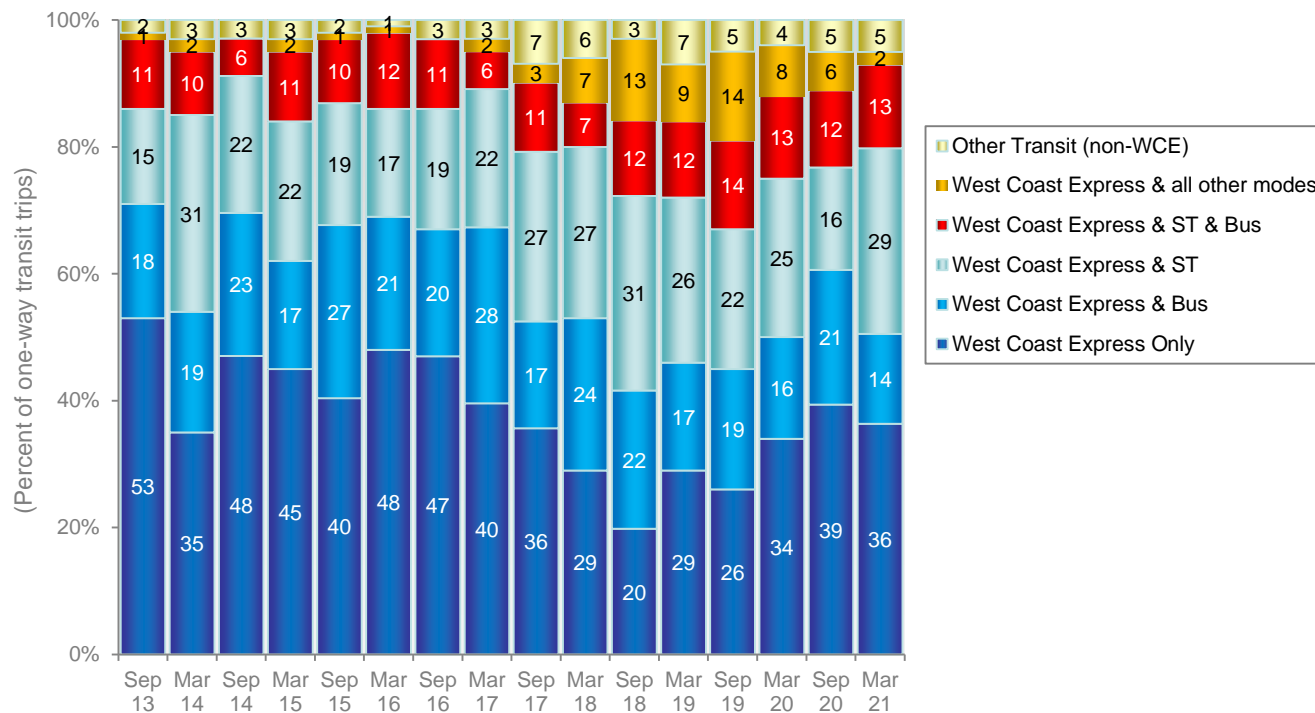
Compared to:	<u>September 2020</u>	<u>March 2020</u>
	+0.2	-1.6

- Under four-in-ten (37%) riders made 10 or more transit trips in the past week, directionally down from 41% last period and a significant decrease from 68% in March 2020.

● ● = Significant upward / downward shift

Trends in Transit Usage Among WCE Riders: Modes Used

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

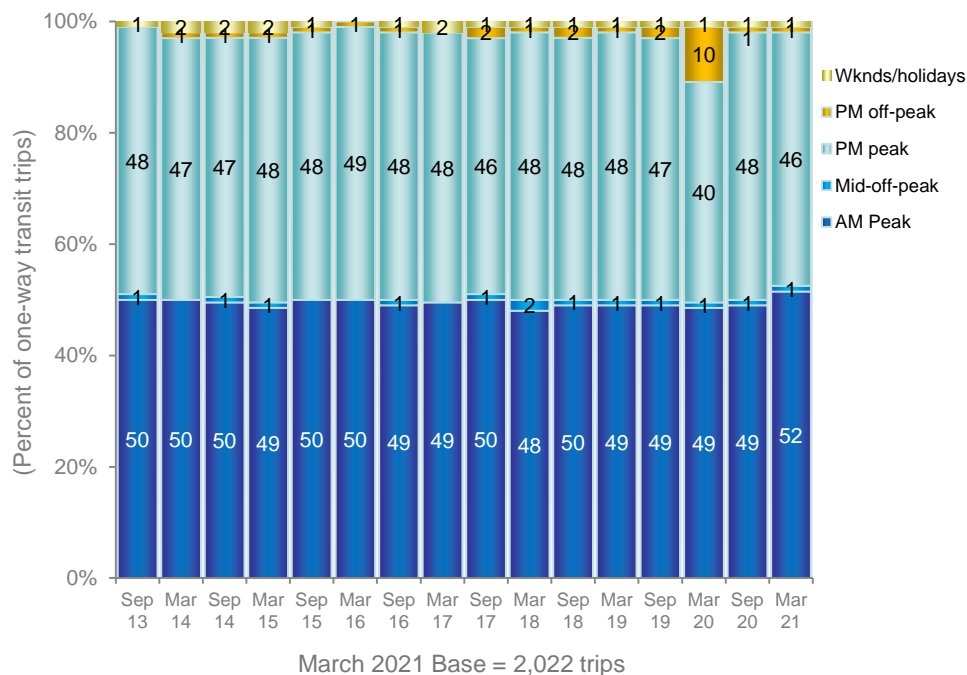


March 2021 Base = 2,022 trips

- One-third of trips (36%) were made on West Coast Express only, directionally down from last period (39%) and similar to a year ago (34%).
- The proportion of transit trips made using a combination of WCE and bus has declined significantly back down to March 2020 levels (14% currently, from 21% last period). In contrast, the proportion of trips using WCE and SkyTrain has increased significantly (29% currently, from 16% last period).
- Similar to previous periods, 13% of transit trips were made using WCE, SkyTrain and bus.

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

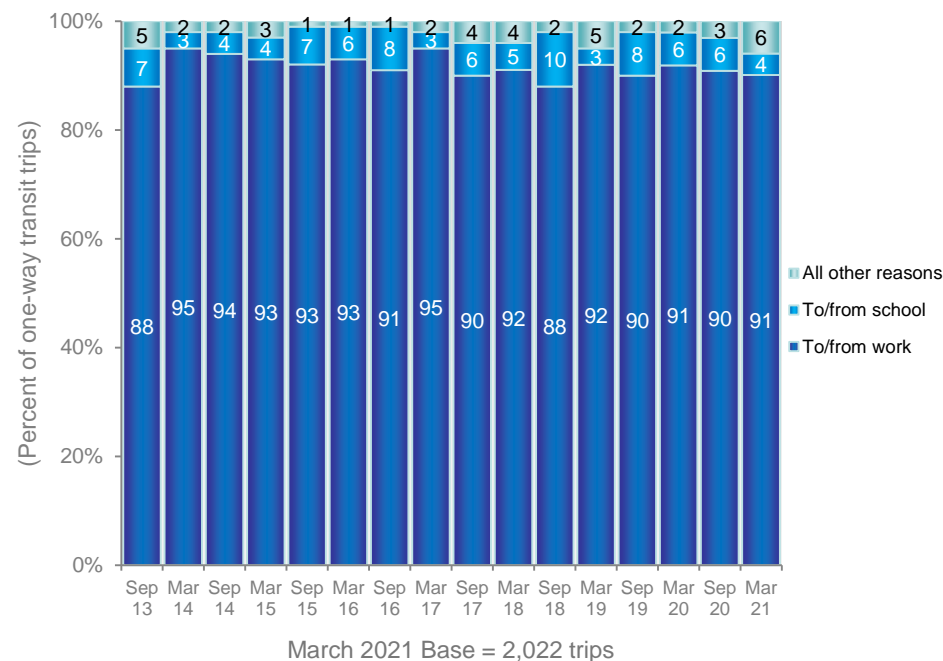
Q4. Of the one-way transit trips you made in the last seven days, how many did you make...?



Transit Trip Timing

- Over half (52%) of transit trips were taken during the AM peak hours, slightly up from previous periods. The majority of other trips (46%) were taken during the PM peak hours.

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

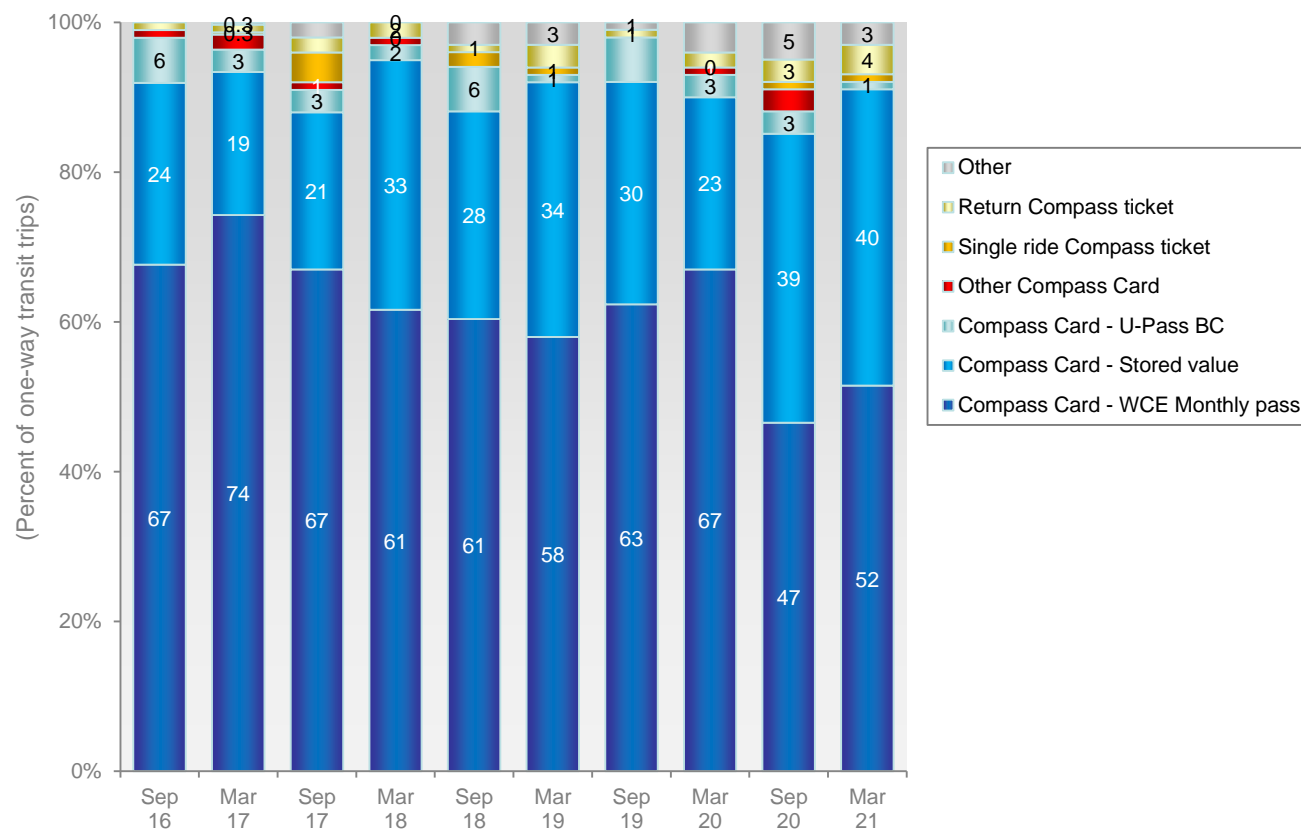


Transit Trip Purpose

- Unchanged over the last several periods, nine-in-ten (91%) transit trips were taken to/from work.

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 2021 Base = 2,022 trips

Fare Payment Method Used

- Just over half (52%) of trips were taken using a WCE Monthly pass, a directional increase from 47% last period. However, this proportion is still significantly down compared to a year ago (67%) and has not rebounded to pre-pandemic levels.
- The proportion of transit trips paid for using Stored Value is similar to last period (40% currently vs. 39% in September 2020) and significantly up from one year ago (23%).
- This shift from Monthly Passes to Stored Value compared to a year ago is likely due to a larger proportion of the population working from home because of the COVID-19 pandemic, making Stored Value the more economical payment method for reduced commuting.

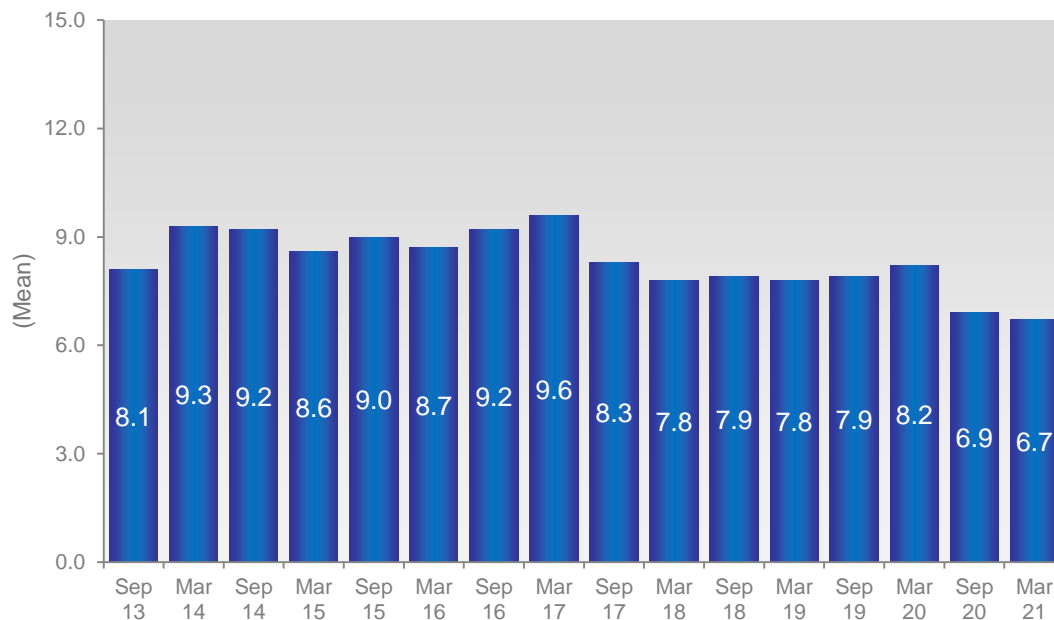
Note: Due to fare payment method changes in September 2015, prior historical data is no longer comparable.



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

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

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



March 2021 Base = 291

WCE Trip Frequency

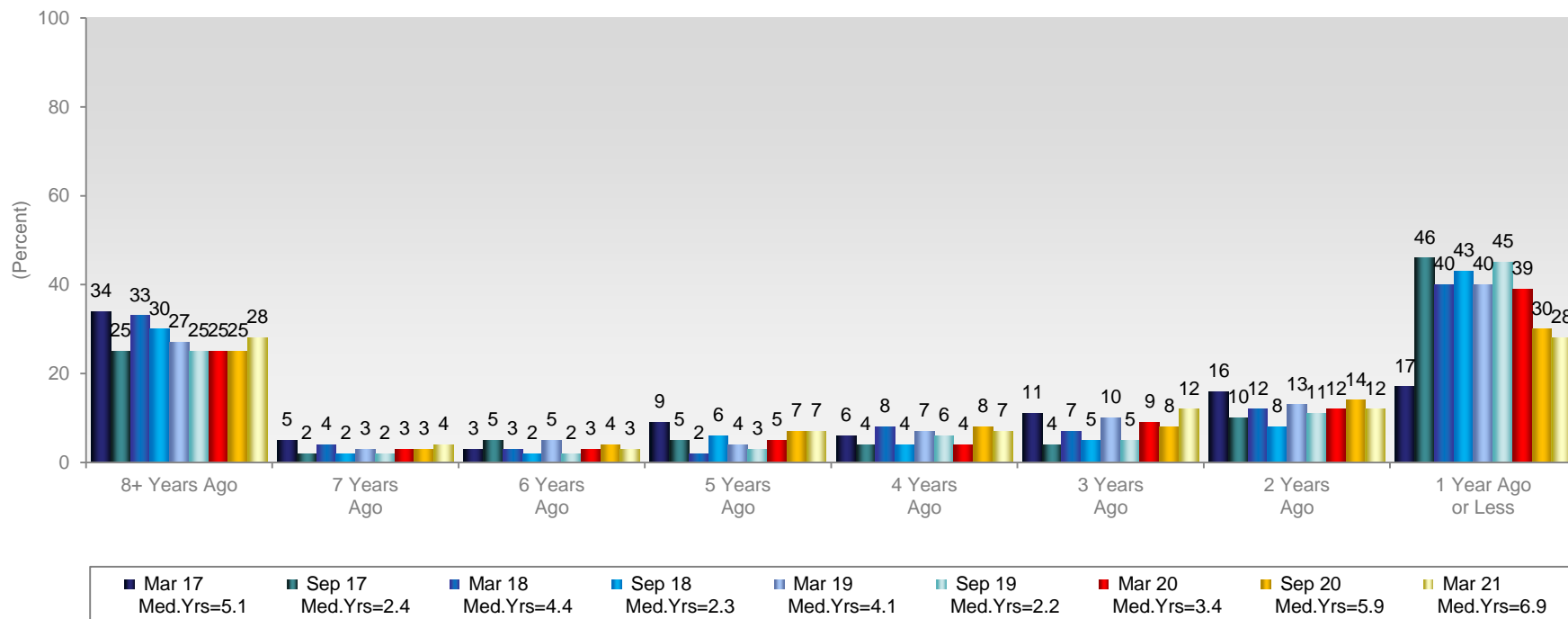
- Similar to last period, riders indicate they make 6.7 one-way trips on WCE in an average week. This is significantly down from a year ago (8.2) and is most likely due to reduced ridership across all transit systems caused by the COVID-19 pandemic.

Compared	<u>September 2020</u>	<u>March 2020</u>
to:	-0.2	-1.5

- Over four-in-ten (43%) riders indicate they make at least 10 one-way trips on West Coast Express in a typical week, similar to last period (40%).

● ● = Significant upward / downward shift

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

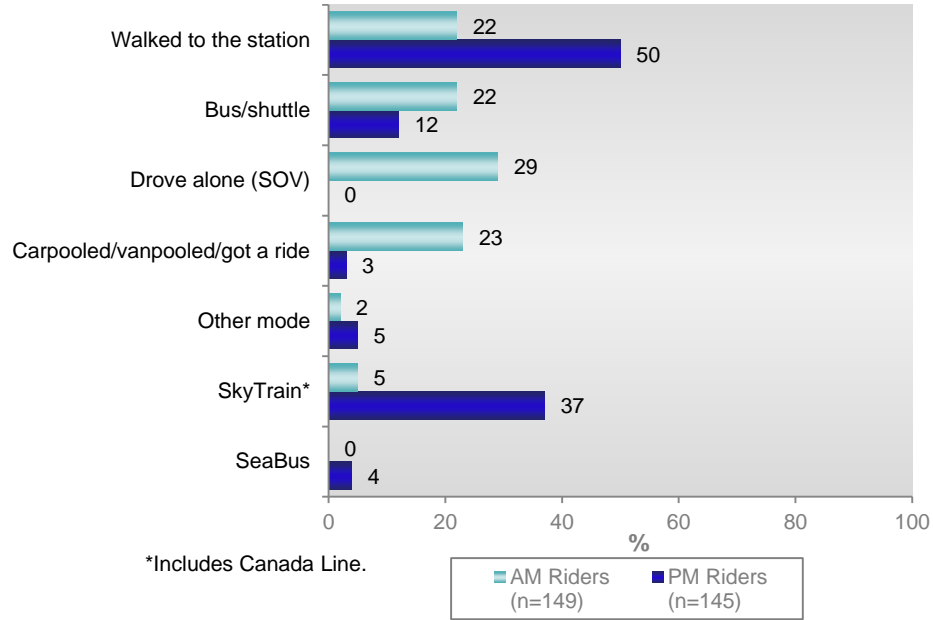


March 2021 Base = 291

Duration of WCE Usage

- Just under three-in-ten (28%) riders indicate they started using WCE in the past year, similar to last wave (30%) and significantly down from a year ago (39%).
- Slightly up from 25% last period, just under three-in-ten (28%) WCE riders have taken WCE for 8 or more years.

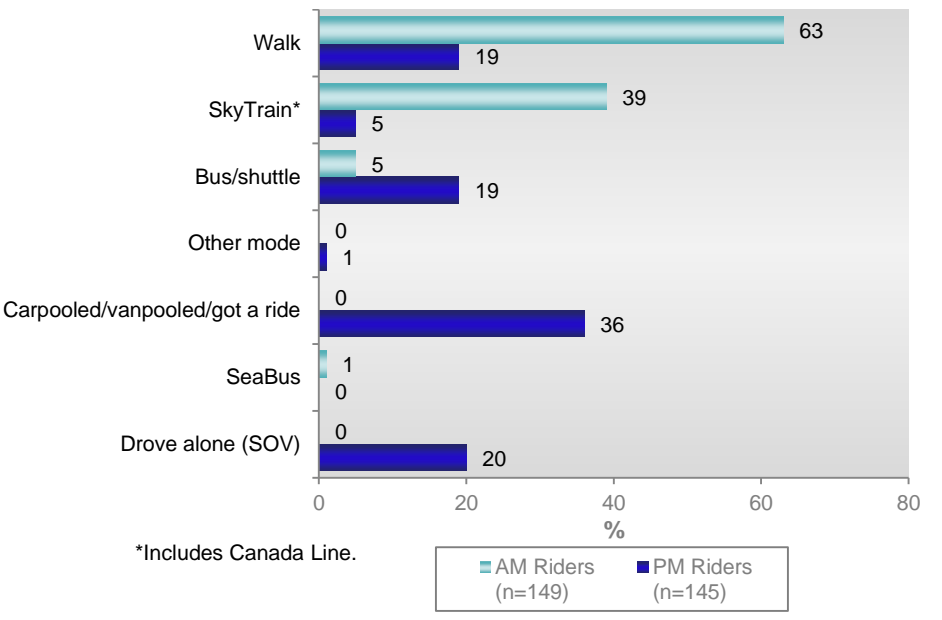
Q1c. This morning/afternoon how did you get to the station to board the train?



Mode to the Boarding Station

- Among riders who take WCE in the morning, just over one-fifth (22%) typically get to the station by walking (down from 30% last wave), taking a bus/shuttle (22%, down from 26% last period), driving (29%, up from 24% last period) or carpooling (23%, similar to 22% last period).
- Those who ride WCE in the afternoon are most likely to walk to the station (50%, slightly up from 47% last wave) or take the SkyTrain (37%, similar to 36% last period).

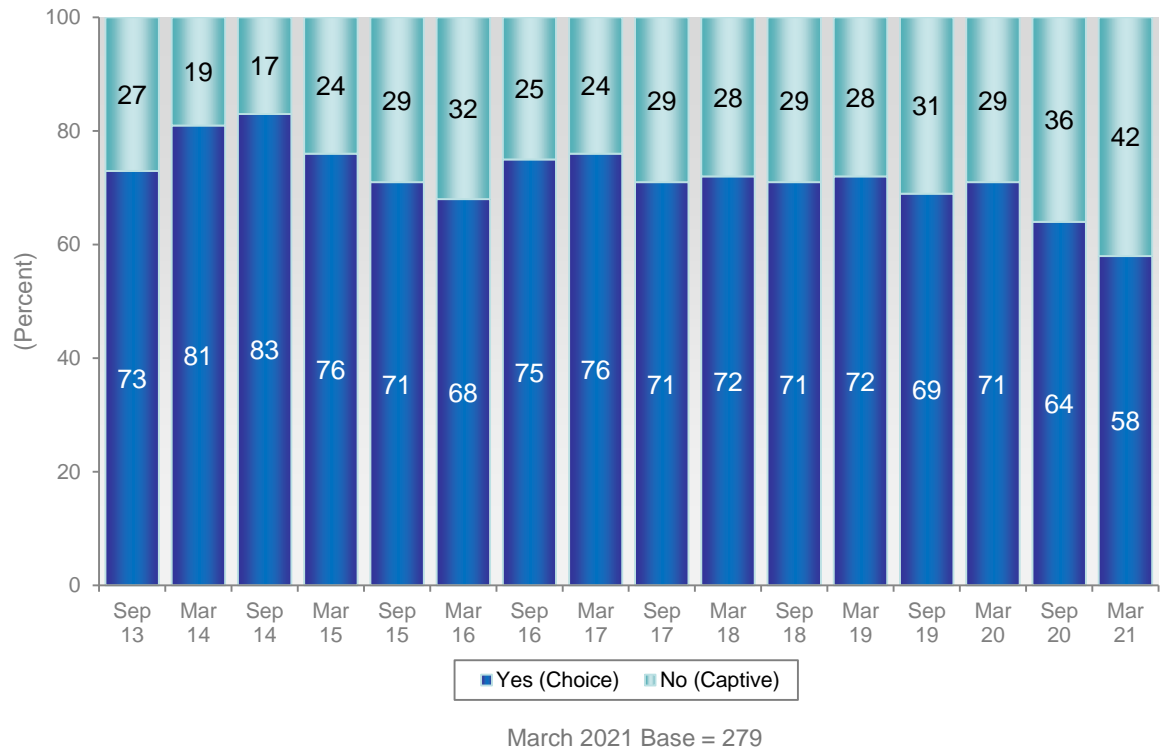
Q1d. And when you get off the train this morning/afternoon, how will you get from the station to your destination?



Mode after Disembarking

- Those who ride in the morning typically walk to their destination after disembarking the WCE (63%, down from 72% last wave) or take the SkyTrain (39%, up from 21% last period).
- Afternoon riders tend to carpool/vanpool (36%, slightly down from 40% last period), drive alone (20%, slightly up from 16% last wave), walk (19%, slightly down from 23% last period) or take a bus/shuttle (19%, similar to 20% last wave) to get 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?

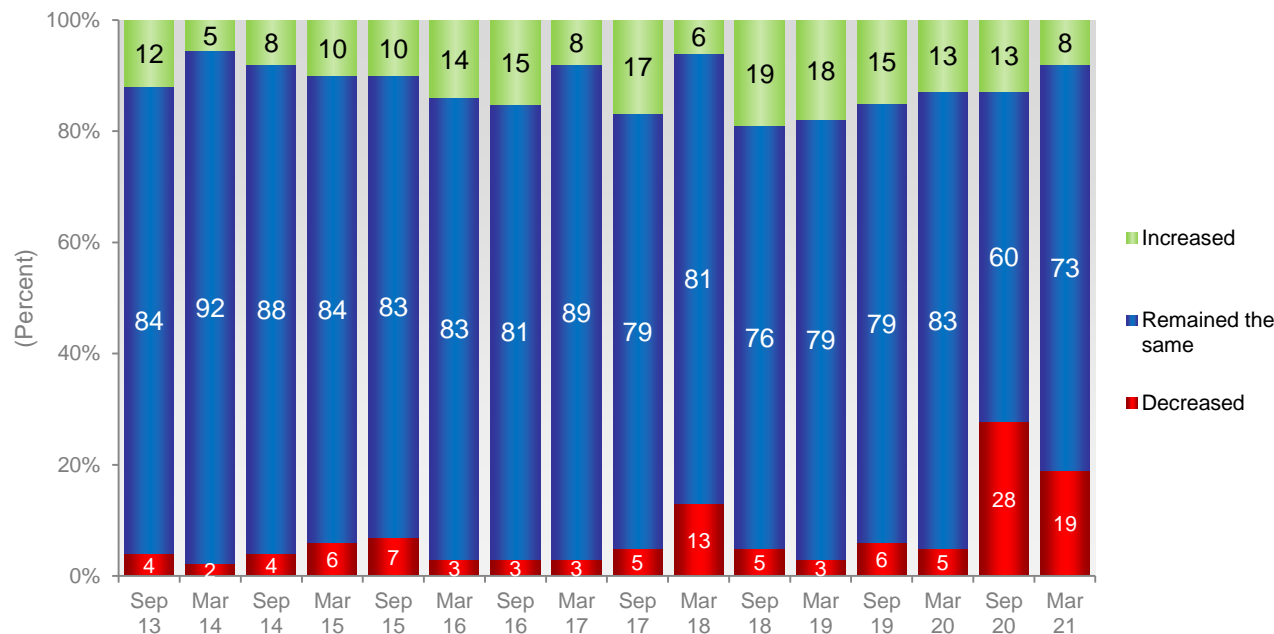


Choice vs. Captive

- Four-in-ten (42%) are Captive riders, who do not have regular access to a vehicle. This continues to increase directionally from 36% last period, and a significant jump from 29% a year ago.
- Just under six-in-ten (58%) are Choice riders, down from 64% last wave and 71% a year ago.
- The shift in proportions of Choice vs. Captive riders may have an influence on some attribute ratings this period.

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

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



March 2021 Base = 283

Changes in Usage Over Last Six Months

- One-in-five (19%) riders indicate their usage of WCE has decreased compared to six months ago. Although a significant decrease compared to last period (28%), this is still significantly higher than a year ago (5%). This continues to be due to the COVID-19 pandemic and the BC government's directives to stay at home and observe physical distancing.
- Seven-in-ten (73%) indicate their WCE usage has stayed the same, which has rebounded significantly from the previous period (60%), however this is still significantly down from last year (83%).
- The remaining 8% of riders indicate their usage of WCE has increased, which has not changed significantly from September 2020.

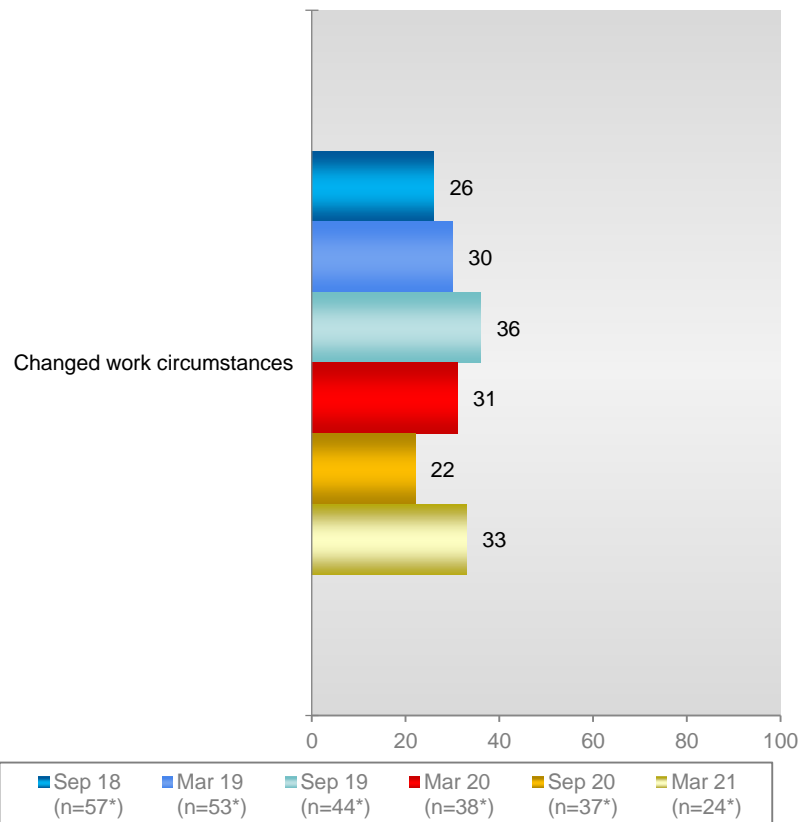
Trends in WCE Usage:

Reasons for Riding More/Less Regularly

Reasons for Riding More Often

- The top reason for riding WCE more often than six months ago is due to changing work circumstances (33%). This is up from last period (22%), but is similar to the same period a year ago.

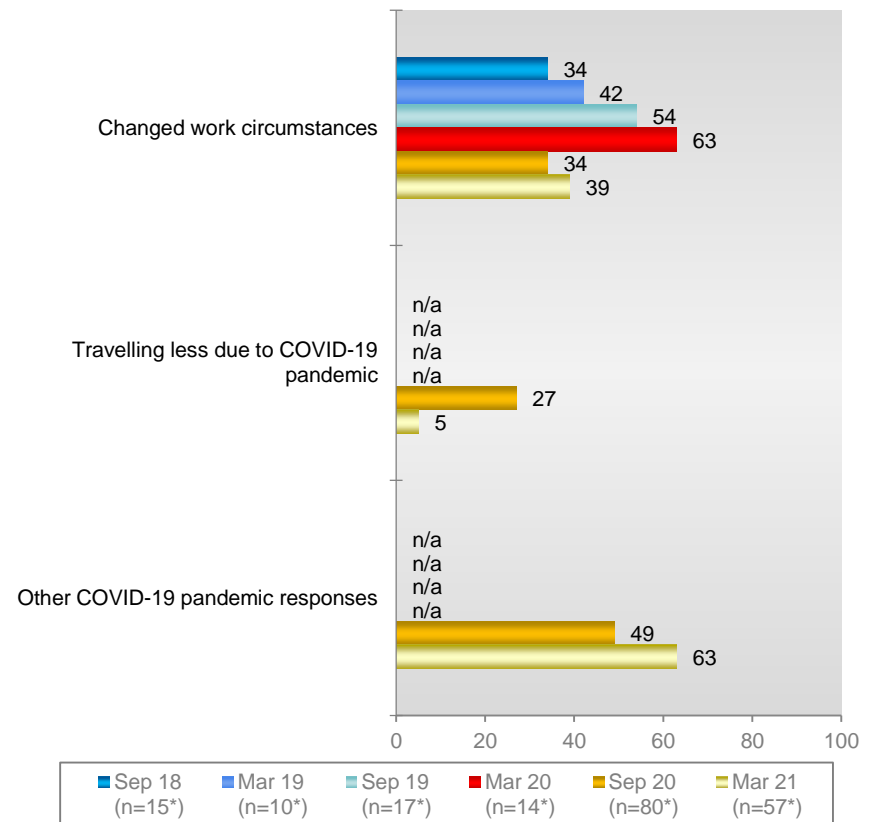
Q16b. Why are you riding more often?
(Showing top reasons only)



Reasons for Riding Less Often

- Among those who report riding WCE less often than they did six months ago, changing work circumstances (39%) is also a top reason; however, over six-in-ten (63%) mention general concerns about COVID-19 as a primary reason.

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

Just under six-in-ten (58%) riders are classified as Choice riders, who have access to a vehicle for the WCE trips they make. The remaining 42% are Captive riders with no vehicle access; the proportion of Captive riders has been trending up, with a directional increase from 36% last period and a significant jump from 29% in March 2020.

The characteristics of Choice and Captive riders are as follows:

Choice Riders (42%):

- Choice Riders are more likely to be employed full time compared to Captive Riders (85% vs. 56% respectively). As a result, they are also more likely to take the WCE for work purposes (97% vs. 82%, respectively).
- Are more affluent than Captive Riders (48% with a household income of \$95,000 or more vs. 11% of Captive Riders).
- More likely to have paid with a WCE Monthly Pass (53% vs. 47%) and have taken WCE only in the past 7 days (47% vs. 22%) or WCE and SkyTrain (32% vs. 26%).
- More likely than Captive Riders to provide good-to-excellent scores for Enough Parking at WCE Parking Lots (52% vs. 32%, respectively).

Captive Riders (58%):

- Captive Riders are more likely than Choice Riders to be aged 18 to 24 (19% vs. 5%, respectively) or have a household income of under \$45,000 (44% vs. 10%).
- Among all trips taken in the past 7 days, Captive Riders are more likely to take a combination of WCE and Bus (16% vs. 10%) or WCE and SkyTrain and Bus (20% vs. 9%).
- Captive Riders are more likely than Choice Riders to award good-to-excellent ratings for WCE having Good Connections (75% vs. 59%, respectively) and Frequency of Service (60% vs. 47%).

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 (38%):

- Make the most one-way trips in an average week on WCE (11.2 trips vs. 6.5 trips for Medium Frequency Riders and 1.9 trips for Low Frequency Riders).
- More likely to take a combination of WCE and SkyTrain and Bus (14% vs. 11% for Medium Frequency Riders and 7% for Low Frequency Riders) and more likely to pay for transit fare with a WCE Monthly Pass (67% vs. 35% for Medium Frequency Riders and 4% for Low Frequency Riders).
- More likely to be employed full time (89% vs. 78% for Medium Frequency Riders and 49% for Low Frequency Riders) and travel on WCE for work purposes (97% vs. 91% for Medium Frequency Riders and 52% for Low Frequency Riders).

Medium Frequency Riders (32%):

- Are more likely to take a combination of WCE and Skytrain (35% vs. 26% for High Frequency Riders and 25% for Low Frequency Riders).
- More likely to have paid with Stored Value (54% vs. 32% for High Frequency Riders).

Low Frequency Riders (30%):

- Are more likely to be part-time students (8% vs. 4% overall), unemployed (11% vs. 4% overall) or retired (13% vs. 4% overall), and are more likely to take WCE to or from school (11% vs. 4% overall).
- More likely to take WCE only in the past 7 days (45% vs. 36% for Medium Frequency Riders and 35% for High Frequency Riders).
- Transit trips made in the past week are more likely to have for personal (19% vs. 2% overall) or entertainment/social purposes (9% vs. 2% overall).
- More likely to have paid with Stored Value (49% vs. 32% High Frequency Riders).
- More likely to provide top ratings for WCE providing On-Time, Reliable Service (88% vs. 73% for High Frequency Riders), Frequency of Service (62% vs. 46% for Medium Frequency Riders) and Not Being Overcrowded (84% vs. 71% for Medium Frequency Riders).

Customer Profiles:

Demographic Profile of WCE Customers

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

WCE riders are more likely than other transit users to be between the ages of 25 to 44 years old and working full-time. In addition, 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 Q2 2020	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	WCE Riders Sep 2020	WCE Riders Mar 2021
BASE	2,004	1,136	333	322	338	337	314	309	304	307	296	294
Age³:	%	%	%	%	%	%	%	%	%	%	%	%
18 – 24	13	18	10	5	12	8	13	10	13	11	15	10
25 – 34	17	21	20	18	26	21	24	19	21	30	22	21
35 – 44	18	14	30	28	24	26	25	22	26	22	23	24
45 – 54	20	20	21	32	21	23	22	27	23	21	18	17
55 – 64	16	9	17	15	14	17	12	17	12	14	17	19
65 and older	17	17	1	3	3	5	4	5	6	2	6	8
Gender³:	%	%	%	%	%	%	%	%	%	%	%	%
Male	48	48	51	50	43	38	41	39	42	41	44	39
Female	52	52	49	50	58	62	59	61	58	59	56	61
Employment³:	%	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	51	44	85	93	85	84	84	85	83	87	75	73
Employed part-time	15	19	6	4	6	9	3	6	6	5	11	10
Student (FT/PT)	6	11	7	3	7	5	10	4	8	7	6	9
Homemaker	4	2	-	-	-	<1	-	1	-	-	-	<1
Retired	18	17	1	-	2	2	1	3	3	1	4	4
Not employed	5	9	1	<1	1	-	2	1	1	1	4	4
Refused	1	2	-	-	-	-	-	-	-	-	-	-
Education³:	%	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	23 ²	4	2	1	1	4	1	<1	2	2	3	3
Graduated high school		16	13	14	8	9	10	11	13	12	12	14
Voc./college/tech.	25	21	27	27	18	24	27	27	18	23	34	30
Some university	10	10	15	21	17	26	15	10	11	9	10	15
Graduated university	41	47	43	38	56	38	48	51	58	54	41	38
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 Q2 2020	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	WCE Riders Sep 2020	WCE Riders Mar 2021
BASE	2,004	1,136	333	322	338	337	314	309	304	307	296	294
Household Income² :	%	%	%	%	%	%	%	%	%	%	%	%
Less than \$25,000	7	n/a	3	3	6	6	5	2	4	5	9	11
\$25,000 - \$44,999	11	n/a	9	6	10	12	10	9	7	6	12	12
\$45,000 - \$64,999	10	n/a	17	22	20	19	17	19	22	16	20	18
\$65,000 or more	54	n/a	70	70	64	64	67	70	66	73	59	58
\$65,000 - \$84,999	n/a	n/a	15	24	14	12	17	11	16	16	20	16
\$85,000 or more	n/a	n/a	55	46	50	51	50	59	51	57	39	42
\$85,000 - \$94,999	n/a	n/a	13	16	8	7	11	10	8	7	10	8
\$95,000 or more	n/a	n/a	42	30	43	44	39	49	43	50	29	34
Refused/Don't know	18	n/a	-	-	-	-	-	-	-	-	-	-
Municipality of Residence² :	%	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	13	9	88	86	84	86	87	83	83	85	73	76
Port Coquitlam/Coquitlam	n/a	5	45	45	41	45	48	44	40	42	29	34
Maple Ridge	n/a	2 ³	18	17	17	19	20	21	20	21	26	26
Port Moody/Belcarra/Anmore	n/a	2	16	16	13	11	13	11	15	15	10	9
Pitt Meadows	n/a	n/a	8	7	7	6	7	7	8	7	8	8
Unspecified	-	-	-	3	6	5	-	-	-	-	-	-
Surrey/North Delta/Langley/White Rock	28	18	3	2	3	1	3	4	3	4	4	2
Vancouver	28	38	1	1	-	1	<1	<1	1	1	2	1
Burnaby/New Westminster	13	16	1	1	1	2	1	<1	3	-	1	2
Richmond/South Delta	11	10	-	-	-	-	-	-	-	-	-	-
North Shore	8	10	-	-	<1	-	-	-	-	-	-	-
Outside Metro Vancouver	n/a	n/a	8	7	8	9	8	10	9	9	17	14
Mission	n/a	n/a	6	6	5	5	4	4	4	5	11	10
Abbotsford	n/a	n/a	1	1	2	3	3	4	5	3	5	4
Chilliwack	n/a	n/a	<1	-	1	1	<1	1	-	<1	-	-
Other	n/a	n/a	1	<1	-	1	-	1	1	-	2	<1
Unspecified	-	-	-	-	-	-	-	-	-	-	-	-
Refused	n/a	n/a	-	3	4	3	2	2	2	2	3	5

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

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

³ Includes both Maple Ridge and Pitt Meadows.

Interviewer Name: _____

A1. Date:

	<u>M</u>	<u>T</u>	<u>W</u>	<u>Th</u>	<u>F</u>
Mar	1	2	3	4	5
Mar	8	9	10	11	12

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 2020?

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

A6. Is the respondent wearing a face mask (non-medical face covering) over both nose and mouth? ☐¹ YES ☐² NO

Q1a. At what station did you board the West Coast Express today? **CIRCLE ANSWER.**

Q1b. At what station will you get off the West Coast Express today? **CIRCLE ANSWER.**

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

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

AM SURVEYING:

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

PM SURVEYING:

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

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

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

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

AM SURVEYING:

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

PM SURVEYING:

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

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

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

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

A one-way trip is any trip to a single destination. For example, a trip to and from work would count as two one-way trips.

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

TOTAL NUMBER OF ONE-WAY TRIPS _____

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

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

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

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

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

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

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

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

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

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

- _____ a. Cash

Compass Ticket Options:

- _____ d. A Single-Ride Compass Ticket

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

- _____ e. A Return Compass Ticket

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

Compass Card Options:

_____ f. Return Pass

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

_____ g. Stored Value

_____ h. U-Pass BC

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

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

Other:

_____ k. Other (specify) _____

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

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

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

NAME _____ PHONE # _____

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

HAND THE REMAINDER OF THE QUESTIONNAIRE TO THE RESPONDENT

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

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

Very Poor 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 Excellent ☐¹⁰

Why do you give that rating? PLEASE BE SPECIFIC

e1) Feeling safe from crime in WCE parking lots

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

Why do you give that rating? PLEASE BE SPECIFIC

e) Having enough parking at the WCE parking lots

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

Why do you give that rating? PLEASE BE SPECIFIC

f) Value for the money

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

Why do you give that rating? PLEASE BE SPECIFIC

g) Convenient hours of operation

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

When would you like the service to be available?

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

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

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

i) Availability of transit information at the stations

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

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

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

k) Delays are announced and explained

Very Poor

Excellent

N/A

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ ☐[?]

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

l) Clean and graffiti-free vehicles and stations

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

m) Courteous, competent and helpful staff

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

n) Safe West Coast Express equipment provides a safe ride

Very Poor

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

Why do you give that rating? PLEASE BE SPECIFIC

o) Not being overcrowded

Very Poor

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

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

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

PLEASE CIRCLE MONTH AND YEAR TO THE BEST OF YOUR RECALL

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

YEAR: 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009
2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021

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

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

☐¹ Carpool/vanpool

☐⁷ Bus

☐² Walk

☐⁸ Other (specify) _____

☐³ Bicycle

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

☐⁴ Motorcycle

☐⁵ Taxi

☐⁶ Drove alone (SOV)

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

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

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

- ☐¹ Yes ☐² No

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

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

Q16b. Why? _____

Q17. On a scale of zero to ten, where "0" means "Not at all likely" and "10" means "Extremely likely", how likely are you to recommend the services provided by West Coast Express to family, friends or colleagues?

Not at all likely ☐⁰ ☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ Extremely likely

Q18. What West Coast Express station facility improvements are most important to you? Please rank your selections from the following list in order of importance, where '1' means most important, '2' means second most important, and so on. There is no need to rank all, just your choices.

- _____ a. Improved waiting experience and station amenities. (Please see further details in following question)
- _____ b. Better connections and transfers to other modes of transportation.
- _____ c. Better pedestrian and bicycle access to and from nearby communities.
- _____ d. Better accessibility infrastructure for people with accessibility and mobility needs.
- _____ e. Improved safety, security, surveillance, lighting and emergency call services.
- _____ f. Improved car-interface amenities such as availability of parking spaces, pick-up and drop-off facilities, and electric vehicle charging stations.
- _____ g. Improved bicycle amenities, such as individual bicycle storage units, bicycle parkades (indoor facilities with multiple bike racks inside) and bicycle repair tool kits.
- _____ h. Availability of shared micro-mobility services, such as shared bicycles, electric bicycles and electric scooters.
- _____ i. Availability of COVID-19 preventative measures such as hand sanitizer dispensers and physical distancing signage and floor decals.
- _____ j. Other / Comments: _____

Q19. What changes to the West Coast Express station facilities would improve your waiting experience? Please rank your selections in order of preference, where '1' means most preferred, '2' means second most preferred, and so on. There is no need to rank all, just your choices.)

Provide specific station name, if applicable: _____

- _____ a. Station and building maintenance and cleanliness.
- _____ b. Design upgrades and aesthetic improvements including painting, landscaping etc.
- _____ c. Added seating in the station.
- _____ d. Covered platform.
- _____ e. Improved station signage, information displays and real-time train information.
- _____ f. Accessibility features such as tactile and audible information, tactile guideway, and priority shelter areas
- _____ g. Presence of retail such as commercial kiosk, vending machine, etc.
- _____ h. Availability of service amenities such as WIFI, public charging stations, smart lockers, etc.
- _____ i. Other / Comments: _____

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

D1. Please indicate your age:

☐¹ 18-24

☐⁴ 45-54

☐² 25-34

☐⁵ 55-64

☐³ 35-44

☐⁶ 65 and over

D2. Please indicate your present employment status:

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

☐⁵ Not Employed

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

☐⁶ Homemaker

☐³ Full time student

☐⁷ Retired

☐⁴ Part time student

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

☐¹ Some high school or less

☐³ Vocational / college / technical

☐² Graduated high school

☐⁴ Some university

☐⁵ Graduated university

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

☐¹ Under \$15,000

☐⁶ \$55,000 to under \$65,000

☐² \$15,000 to under \$25,000

☐⁷ \$65,000 to under \$75,000

☐³ \$25,000 to under \$35,000

☐⁸ \$75,000 to under \$85,000

☐⁴ \$35,000 to under \$45,000

☐⁹ \$85,000 to under \$95,000

☐⁵ \$45,000 to under \$55,000

☐¹⁰ \$95,000 or over

D5a. What is your home postal code? V ____ - ____

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

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

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