

Customer Service Performance September 2016

West Coast Express













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APPENDICES

Appendix A – Survey Instrument





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

In addition, the redesigned survey implements the Transportation Research Board's Impact Score Method to identify and prioritize those service attributes that are most negatively impacting the largest number of customers. This will assist in the prioritization of service improvements.







- Performance ratings of WCE's Overall Service have fully recovered from the dip observed in 2015, presently earning good-to-excellent ratings from a large majority of WCE riders (85%, versus 71% last September), and an average score of 8.6 out of 10. This strong overall performance is largely attributed to the improvements seen in most of the specific service attributes.
- Similar to previous waves, WCE is rated highly by at least nine-in-ten WCE riders for having clean vehicles and stations; having courteous, competent and helpful staff; feeling safe from crime on-board and at the station; and having safe equipment.
- Overcrowding is becoming a more noticeable issue this period, with good-to-excellent scores for that attribute trending down over the past 2 years (from 66% in September 2014 to 55% presently).



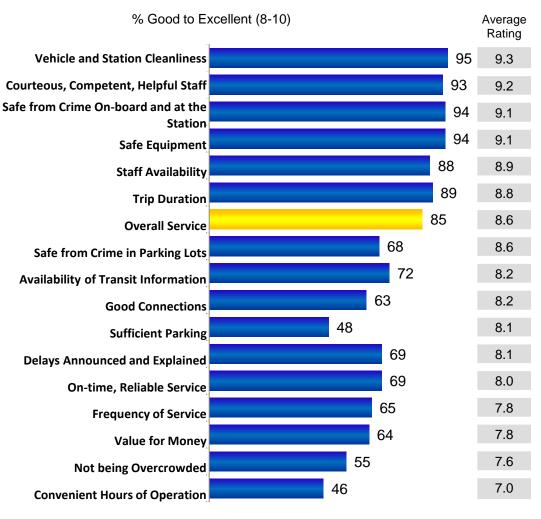
- WCE riders report making an average of 9.0 one-way transit trips in the past week. Specifically, nearly half of the transit trips (47%) that WCE riders have made in the last seven days were taken with WCE exclusively, and a further 50% used WCE in combination with Bus, SkyTrain or SeaBus.
- A majority of WCE riders (81%) continue to say that they have not changed their frequency of their WCE usage in the past 6 months. Although this proportion of riders has been trending down since March 2014 (92%), this is mostly due to the corresponding upward trend in the proportion of riders who have increased their frequency of WCE usage.
- One-third of WCE riders (35%) started using the service within the past year.



• WCE Monthly Pass is the most popular fare payment method among WCE riders (67%, up from a year ago but down from last wave). Another commonly-used method of payment is Stored Value (24%, down from last September but up from March 2016).



Performance on West Coast Express Attributes



Sep 2016 Base = 316-333

Performance on Specific Attributes

- Over eight-in-ten WCE riders (85%) award top ratings to WCE's Overall Service, which is a significant jump from last September (71%). The average score is sitting strong at 8.6 out of 10, and all service attributes have earned an average score of 7.0 or higher.
- Almost all areas of WCE service have shown significant improvements over a year ago. In particular, scores for Trip Duration (89%) and Safe from Crime in Parking Lots (68%) have both increased substantially from the last two periods.
- The top-performing attributes continue to be Vehicle and Station Cleanliness; Courteous, Competent, Helpful Staff; Safe from Crime On-Board and at the Station; and Safe Equipment, which have all received a score of 8 to 10 from at least nine-in-ten WCE riders.
- While Convenient Hours of Operation still earns the lowest average score (7.0 out of 10), its good-to-excellent ratings have increased from 37% a year ago to 46% this period.
- The only attribute that has been showing a downward trend in its ratings is Not Being Overcrowded; dropping from 66% in September 2014 to 55% this wave.



Areas to be Addressed to Improve Perceptions of the WCE Service

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

This wave, the following three attributes have a significant negative impact on Overall Service perceptions.

	Overall Service Rating		Proportion		1
	From Those Rating 1-5 (A)	From Those Rating 6-10 (B)	GAP Score (B-A=C)	Rating 1-5 (D)	Impact Score (CxD)
Attribute					
Convenient Hours	8.2	8.8	0.6	0.29	0.174
On-time Reliable Service	6.4	8.7	2.3	0.06	0.143
Value for Money	7.2	8.7	1.5	0.08	0.120

Convenient Hours

This service attribute continues to show the highest impact score this period (0.174), earning a score of 1 to 5 from 29% of WCE riders.

Among riders who award very poor to neutral ratings to this attribute, the most common suggestion is to add more later eastbound service.

On-time Reliable Service

Another attribute that has a negative impact on the overall perceptions of WCE service is On-time Reliable Service (impact score of 0.143), receiving low assessments from 6% of WCE riders.

Specifically, train breakdowns is the most reported complaint.

Value for Money

Also, Value for Money has a negative impact score of 0.120, earning a low rating from 8% of WCE riders. However, the performance of this attribute has been trending up since a year ago (from 49% good-to-excellent scores to 64% this period).

The general comment, from those who give low scores to Value for Money, is that WCE is too expensive.



West Coast Express Rider Profile



- Close to three-quarters of WCE riders (71%) are between the ages of 25 and 54 years old. They are likely to be employed full-time (85%), graduated from university (43%), make an annual household income of at least \$65,000 (71%) and the largest proportion live in Port Coquitlam (44%).
- Three-quarters of WCE riders (75%)
 have access to a vehicle for their trips
 on WCE.



- Similar to historical trends, one-third of WCE riders have started taking WCE within the past year (35%).
- WCE riders report making an average of 9.2 trips on WCE in an average week.
- Trending down since March 2014, 81% of WCE riders say they have been using WCE with the same frequency as six months ago. On the other hand, the proportion of WCE riders who report having an increase in their usage (15%) has been trending up over the last two years.



- WCE Monthly Pass continues to be the most popular payment method (67%, up from a year ago but down from last wave).
- Another common method of payment is Stored Value (24%), which has dropped from last September but up from March 2016.





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 333 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 September 19th to 30th in 2016.

Quotas were set to reflect the actual number of riders that travel on each of the five trains heading westbound in the morning and on each of the five trains heading eastbound in the afternoons/evenings:

AM Westbound Train	Surveys Collected	PM Eastbound Train	Surveys Collected
5:27AM	15	3:50PM	27
5:57AM	28	4:20PM	32
6:27AM	39	4:50PM	45
6:57AM	40	5:30PM	43
7:27AM	<u>45</u>	6:20PM	<u>19</u>
TOTAL	167	TOTAL	166

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

Westbound Boarders	Surveys Collected	Eastbound Disembarkers	Surveys Collected
Mission City	13	Mission City	33
Port Haney	16	Port Haney	37
Maple Meadows	17	Maple Meadows	37
Pitt Meadows	14	Pitt Meadows	12
Port Coquitlam	37	Port Coquitlam	20
Coquitlam	35	Coquitlam	14
Port Moody	<u>35</u>	Port Moody	<u>13</u>
TOTAL	167	TOTAL	166

Methodology



Data Weighting

The stratified sampling plan, with an equal number of surveys conducted for each station, necessitates the use of weights to bring the sample in line with the actual boardings and disembarkings at each station. Starting in 2016, the weights were based on the average daily ridership collected from Compass Card taps between May 1 and June 30, 2016.

Means (Average Ratings)

The margins of error for means (or average ratings) will vary depending on the sample sizes and standard deviations for each attribute. When comparing total results for different waves, a difference of at least 0.16 to 0.37 in the average ratings is required to be statistically significant at the 95% level of confidence. When comparing smaller sample sub-groups, the differences between average ratings must be proportionately larger to be statistically significant (e.g. at least 0.23 to 0.46 when comparing two samples of 150 and at least 0.39 to 0.78 when comparing two samples of 50).

Percentages

The margins of error will depend on the sample sizes and level of consensus on a question. With this in mind, a shift of 8 percentage points is usually required between waves before that change can be considered statistically significant at the 95% level of confidence.

Survey Instrument

The questionnaire was designed by TransLink Marketing Research in consultation with WCE regarding survey content. The survey took approximately 17 minutes, with the first section being administered by the interviewer and the latter filled out by the respondent. The questionnaire can be found in Appendix A.

Fieldwork

All surveys were conducted during weekdays from September 19th to 30th, 2016.

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.



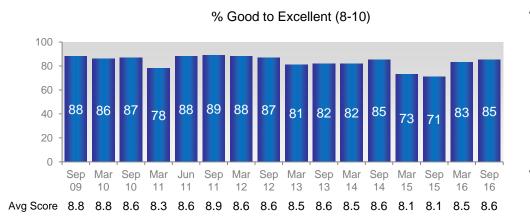


This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

- Overall Service Performance
- ➤ Performance on Specific Attributes



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



Sep 2016 Base = 333

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

% Good to Excellent (8-10)



 $\text{Avg Score} \quad 7.9 \quad 7.8 \quad 7.5 \quad 7.8 \quad 7.6 \quad 7.9 \quad 7.8 \quad 7.7 \quad 7.3 \quad 7.6 \quad 7.7 \quad 7.3 \quad 7.2 \quad 7.7 \quad 7.8$

Sep 2016 Base = 330

Overall Service

 A large majority of WCE riders (85%) award good-toexcellent ratings for WCE's Overall Service, which is consistent with last wave but significantly up from a year ago. The average score is at 8.6 out of 10.

Good-to-	March 2016	September 2015
Excellent ratings		
compared to:	+ 2%	+ 14%

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

Value for Money

• Ratings for Value for Money have been trending up over the past year, from 49% to 64% this wave.

Good-to-	March 2016	September 2015
Excellent ratings compared to:	+ 6%	+ 15%

- There are no apparent differences among the different stations in this regard.
- The most common reason for awarding a low score to Value for Money (8% of riders) is because WCE is too expensive.





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



Sep 2016 Base = 330

8.6 8.5 8.4

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

Avg Score 8.7 8.6 8.6 8.2 8.4 8.6 8.5 8.5 8.4 8.4 8.4



Sep 2016 Base = 332

Staff Availability

 The proportion of WCE riders who rate Staff Availability as good-to-excellent has been increasing since last September (from 77% to 88% this wave).

Good-to-	March 2016	September 2015
Excellent ratings	- 50/	440/
compared to:	+ 5%	+ 11%

No differences are found between stations.

Courteous, Competent And Helpful Staff

 Consistent with historical trends, nine-in-ten WCE riders (93%) find the staff to be courteous, competent and helpful.

Good-to-	<u> March 2016</u>	September 2015
Excellent ratings compared to:	+ 2%	+ 4%

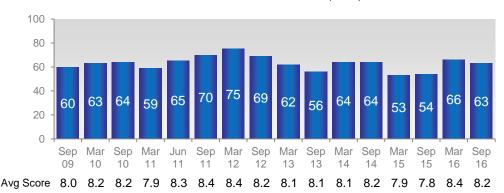
All riders using the Mission station give a score of 8 to 10 to this attribute.





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

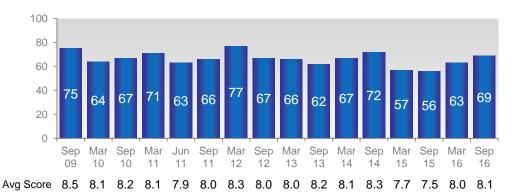
% Good to Excellent (8-10)



Sep 2016 Base = 331

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

% Good to Excellent (8-10)



Sep 2016 Base = 332

Good Connections

 Up from a year ago but consistent with last wave, Good Connections is rated highly by 63% of WCE riders.

Good-toExcellent ratings
compared to:

March 2016
September 2015
+ 9%

- · No apparent differences are found at the station level.
- Among the 8% who give a low rating, their main complaints include bus not stopping because it was full and that it was late getting to the station.
- Similar to previous waves, the average connection wait time that WCE riders find reasonable is 8 minutes.

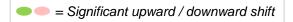
Delays Announced and Explained

Trending up over the last two waves, Delays are Announced and Explained earns top ratings from 69% of WCE riders this period.

Good-toExcellent ratings
compared to:

March 2016
September 2015
+ 6%
+ 13%

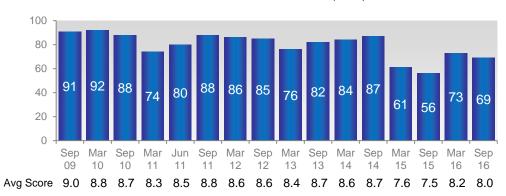
- There are no significant differences between stations.
- Of the 8% of riders who award a low rating, their main reason for doing so is because the announcements are late.





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

% Good to Excellent (8-10)



Sep 2016 Base = 331

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)



Sep 2016 Base = 326

On-Time Reliable Service

 Directionally down from last period but significantly up from a year ago, On-Time Reliable Service earns good-toexcellent scores from 69% of riders.

Good-toExcellent ratings
compared to:

March 2016
September 2015
+ 13%

- There are no apparent differences at the station level.
- For the 6% of WCE riders who do not find the service to be on-time and reliable, the most common issue reported is train breakdowns.

Frequency of Service

 Over six-in-ten riders (65%) are satisfied with the Frequency of WCE Service, which is consistent with last wave but significantly up from a year ago.

Good-toExcellent ratings
compared to:

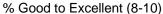
March 2016
September 2015
+ 3%
+ 8%

- Port Moody Station riders tend to be less likely to award a score of 8 to 10 to this attribute.
- For those who rate the Frequency of Service negatively (8%), the average acceptable wait time is 24 minutes.





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





Sep 2016 Base = 316

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



Sep 2016 Base = 330

Convenient Hours of Operation

 Ratings for Convenient Hours of Operation (42%) have trended up over the last two waves.

Good-toExcellent ratings
compared to:

March 2016
September 2015
+ 4%
+ 9%

- There are no apparent differences at the station level.
- The 29% of riders who give a score of 1 to 5, most commonly report wanting later eastbound service.

Trip Duration

Trip Duration shows significant improvements over the last two periods, earning a good-to excellent score from ninein-ten WCE riders (89%).

Good-toExcellent ratings
compared to:

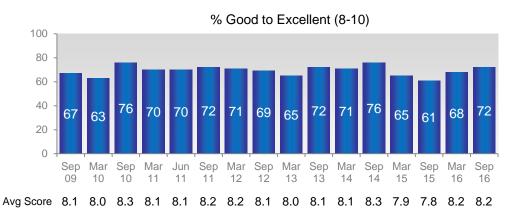
March 2016
September 2015
+ 10%
+ 10%

 Port Coquitlam riders award the highest top ratings to Trip Duration.





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



Sep 2016 Base = 329

*Prior to Sept 2010: availability of transit information on board and at the stations

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



Sep 2016 Base = 331

Availability of Transit Information

 Ratings for Availability of Transit Information have been trending up wave-over-wave, from 61% last September to 72% this period.

Good-to-	March 2016	September 2015
Excellent ratings	+ 4%	+ 11%
compared to:	+ 470	+ 1170

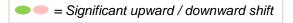
 Riders using the Port Moody Station are less likely to give high assessments to this attribute.

Not Being Overcrowded

 Since two years ago, the proportion of riders that find overcrowding not to be an issue has been trending down (from 66% to 55% in September 2016).

Good-to-	March 2016	September 2015
Excellent ratings compared to:	- 4%	- 6%

 Riders using the Port Moody Station tend to have the least positive perception of this aspect of service.





Q9I. How would you rate West Coast Express in terms of: Clean and graffitifree vehicles and stations?*



Sep 2016 Base = 332

*Prior to 2004, clean and graffiti-free vehicles, stops and stations.

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



Sep 2016 Base = 331

Clean, Graffiti-Free Vehicles and Stations

 Clean, Graffiti-Free Vehicles and Stations is the highestrated WCE service attribute this period, with nearly all WCE riders (95%) giving top scores. This is up from a year ago.

Good-toExcellent ratings
compared to:

March 2016
September 2015
+ 4%

 All riders using the Pitt Meadows station give top ratings to this attribute.

Safe WCE Equipment Provides a Safe Ride

 Up from last September, nine-in-ten riders (94%) award top ratings to WCE service for providing a safe ride.

Good-toExcellent ratings
compared to:

March 2016
September 2015
+ 1%
+ 5%

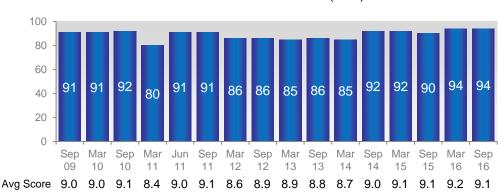
 Maple Meadows riders tend to give a slightly lower rating than their counterparts.





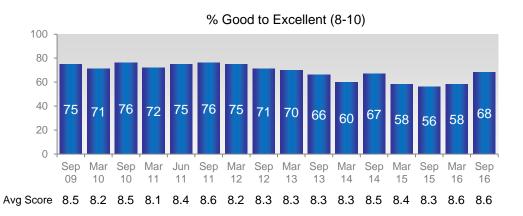
Q9d. How would you rate West Coast Express in terms of: Feeling safe from crime on-board and at the station?

% Good to Excellent (8-10)



Sep 2016 Base = 331

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



Sep 2016 Base = 331

Safe From Crime On-Board and at the Station

 Unchanged from last wave but directionally up from a year ago, 94% of riders award top ratings to Feeling Safe From Crime On-Board and at the Station.

Good-to-	March 2016	September 2015
Excellent ratings compared to:	0%	+ 4%

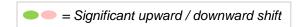
 There are no apparent differences in ratings at the station level.

Safe From Crime in WCE Parking Lots

 This period, a significantly higher proportion of riders (68%) report feeling safe from crime in the WCE parking lots compared to the last two waves.

Good-to-	March 2016	September 2015
Excellent ratings	+ 10%	+ 12%
compared to:	1 1070	. 1270

- All station riders give similar ratings to this attribute.
- Only a very small proportion of riders (2%) give a score of 1 to 5 to this area and their top reported issues include cars being vandalized and bicycles being stolen.



WCE Performance: Having Enough Parking at WCE Parking Lots

Score



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

% Good to Excellent (8-10) 100 80 60 40 20 Mar Sep Mar Jun Sep Mar Sep Mar Sep Mar Sep 12 12 13 13 14 15 Avg 8.2 7.8 8.1 7.7 7.9 8.4 8.2 7.9 7.7 8.0 8.1 8.2 8.1 8.1

Sep 2016 Base = 330

Sufficient Parking at WCE Parking Lots

- Up from last period and directionally increased from a year ago, close to one-half of riders (48%) find the parking spots at WCE parking lots to be sufficient.
- However, it is important to note that one-third of riders (32%) did not provide a rating for this question.

Good-to-	March 2016	September 2015
Excellent ratings	00/	. 40/
compared to:	+ 8%	+ 4%

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

1. Maple Meadows	76%
2. Mission	69%
3. Port Coquitlam	54%
4. Pitt Meadows	44%
5. Coquitlam	40%
6. Port Moody	34%
7. Port Haney*	31%

^{*} Port Haney does not have a parking lot





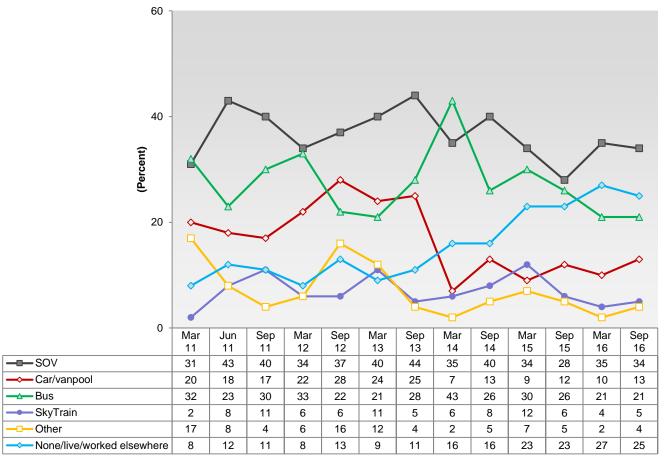
This section presents trends in the motivation and behaviour of WCE customers. It illustrates trends in the following areas:

- > 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?



- SOV continues to be the most common mode of transportation that riders used prior to taking WCE (34%).
- Other popular modes of prior transportation include bus (21%) and carpooling (13%).
- Another one-quarter of riders (24%) indicate that they are new to the area or they did not make this trip in the past.

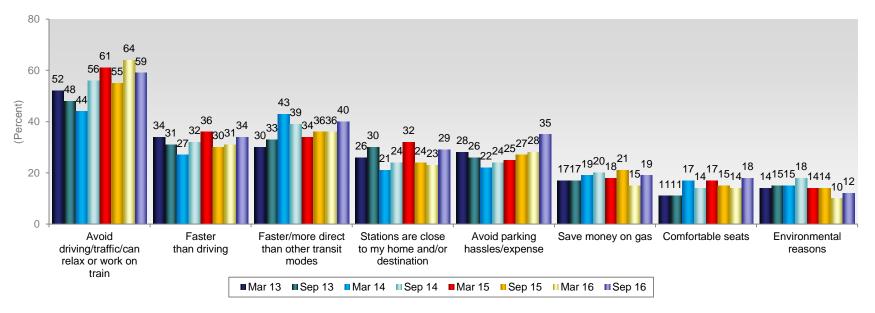
Sep 2016 Base = 333

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".

Trends in Transit Usage: Main Reasons for Taking WCE



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.

Sep 2016 Base = 329

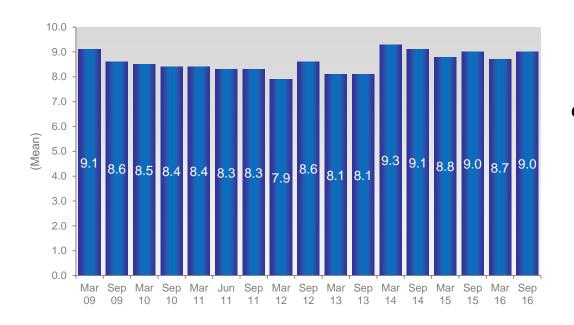
- Similar to historical trends, the main reason why WCE riders report taking WCE is to avoid driving (64%).
- Other common reasons include faster/more direct than other transit modes (40%), avoid parking hassles/expense (35%) and faster than driving (34%).

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



0

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?



Sep 2016 Base = 333

 Consistent with the last two waves, the average number of one-way transit trips made in the past seven days is 9.0.

Compared to: March 2016 September 2015

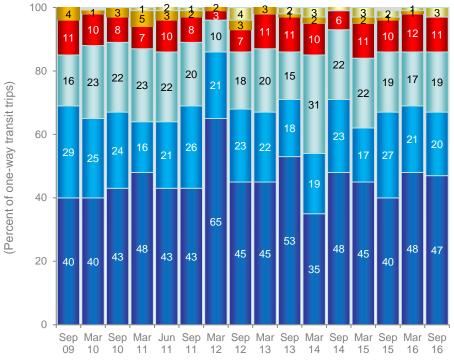
• Seven-in-ten riders (71%) report making 10 or more transit trips in the past week.

+0.3

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...



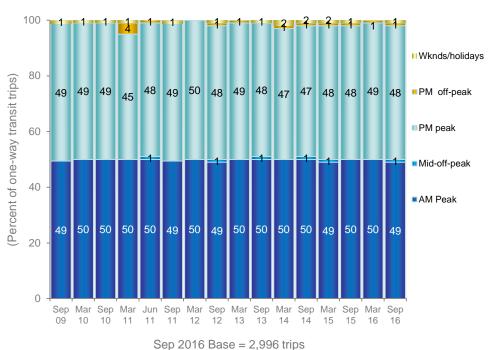
- Other Transit (non-WCE)
 West Coast Express & all other modes
 West Coast Express & ST & Bus
 West Coast Express & ST
 West Coast Express & Bus
 West Coast Express Only
- Up from a year ago but consistent with last period, close to one-half of transit trips (47%) made by WCE riders in the last seven days were using WCE exclusively.
- On the other hand, transit trips that were made using a combination of WCE and Bus have decreased from 27% last September to 20% this wave.
- Consistent with the last two waves, one-in-five transit trips (19%) used both WCE and SkyTrain.
- Another one-in-ten transit trips (11%) continue to be made using a combination of all three modes (WCE, SkyTrain and Bus).

Sep 2016 Base = 2,996 trips

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



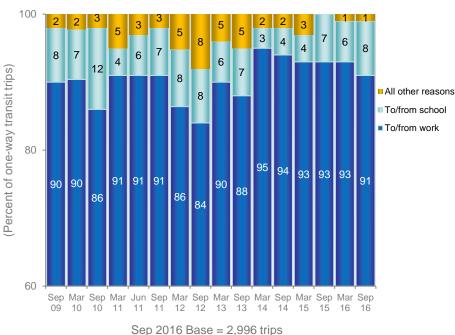
Q4. Of the one-way transit trips you made in the last seven days, how many did you make...?



Transit Trip Timing

• Similar to historical trends, most transit trips were taken either in the AM peak hours (49%) or in the PM peak hours (48%).

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



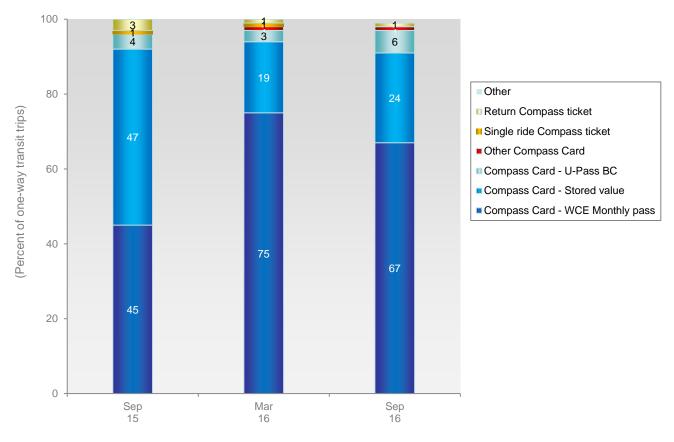
Transit Trip Purpose

• The top reason for taking WCE continues to be for work purposes (91%, down from the last two waves).

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...?



Fare Payment Method Used

- Nearly all transit trips (99%) taken by WCE riders were paid using a Compass Card, which is consistent with historical trends.
- WCE Monthly Pass loaded onto the Compass Card continues to be the most popular fare payment method (67%, up from a year ago but down from last period).
- Another one-quarter of trips (24%)
 were paid using Stored Value on a
 Compass Card, which is down from
 last September but up from March
 2016.

Sep 2016 Base = 2,996 trips

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





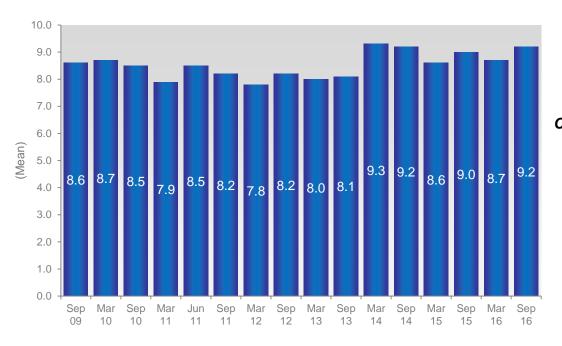
This section presents trends in West Coast Express Usage And Motivations. It illustrates trends in the following areas:

- 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

Trends in WCE Usage: WCE Trip Frequency



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



Sep 2016 Base = 330

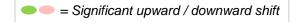
WCE Trip Frequency

 On average, WCE riders make 9.2 trips on WCE in a week, which is consistent with the last two periods.

Compared to: <u>March 2016</u> <u>September 2015</u>

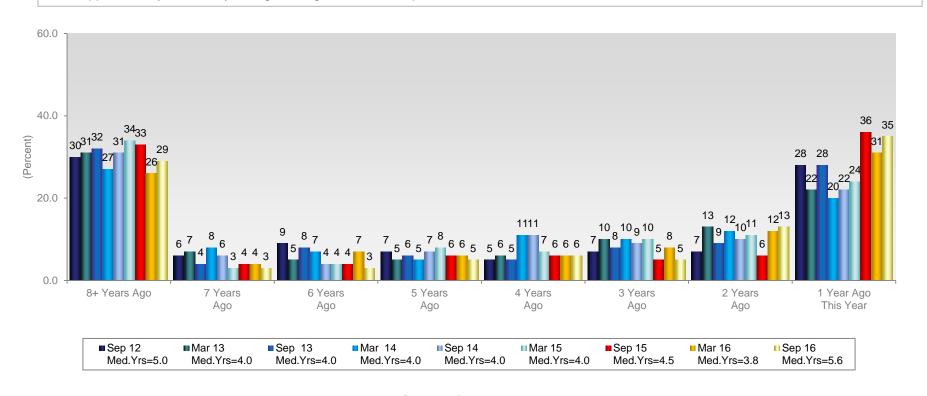
+ 0.5 + 0.2

 In particular, over three-quarters of WCE riders (76%) report making at least 10 one-way WCE trips in a typical week.





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



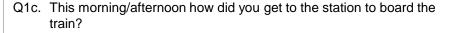
Sep 2016 Base = 330

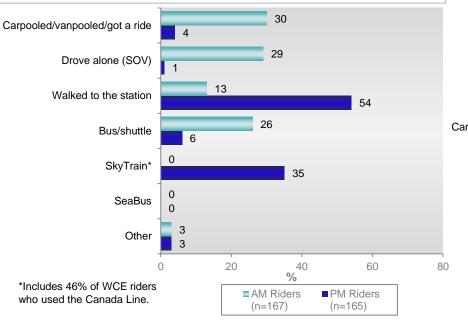
Duration of WCE Usage

• Approximately the same proportion of WCE riders have just started taking WCE within the past year (35%) as those who began taking WCE 8 or more years ago (29%).

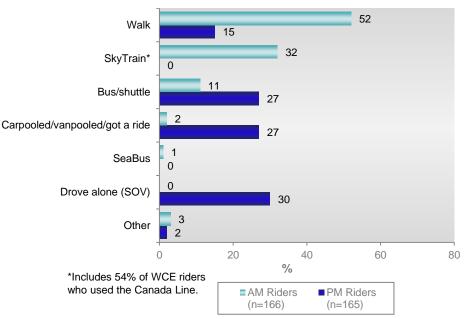
Trends in WCE Usage: Mode to and from Station







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

- The most common methods used by morning WCE riders to get to the station are carpooling (30%), driving alone (29%) and taking the bus/shuttle (26%).
- As for WCE riders who take the train in the afternoon, they tend to walk to the station (54%) or take the SkyTrain (35%).

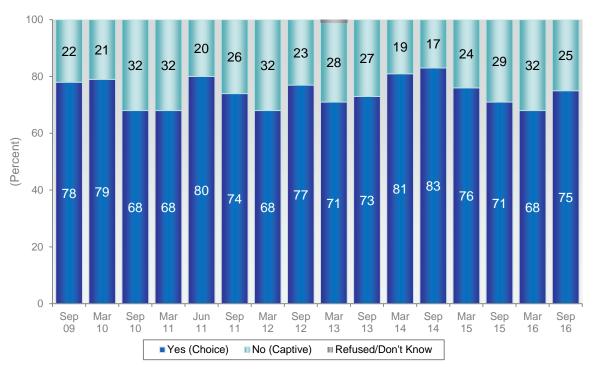
Mode after Disembarking

- In terms of getting to the final destination, morning WCE riders are more likely to walk (52%) or take the SkyTrain (24%).
- For those who take the train in the afternoon, they tend to reach to their destination by driving alone (30%), taking the Bus (27%) or carpooling (27%).

Trends in WCE Usage: Choice/Captive



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



Sep 2016 Base = 330

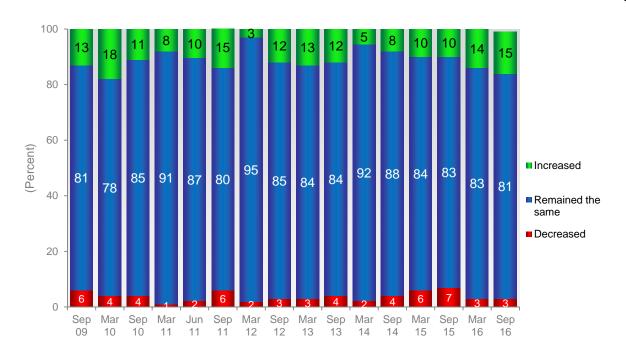
Choice vs. Captive

- Increased from last period, threequarters of WCE riders (75%) report having access to a vehicle for the trip that they make on WCE and are classified as Choice riders.
- On the contrary, the proportion of Captive riders (those who have no vehicle access for the trip) is at 25%, which has dropped from March 2016.

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?



Sep 2016 Base = 329

Changes in Usage Over Last Six Months

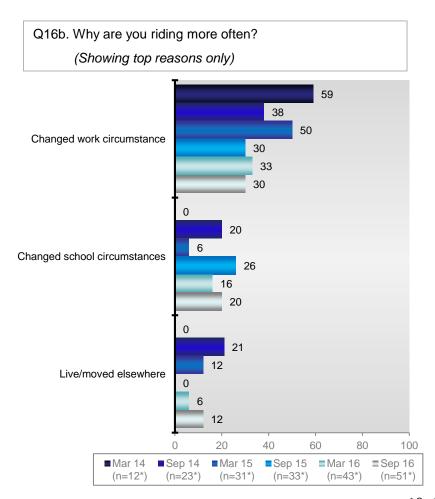
- Since March 2014, the proportion of WCE riders who indicate they have not changed their WCE usage frequency for the past six months (81%) has been trending down.
- On the other hand, 15% of WCE riders say they have increased their usage, which has been trending up wave-overover since March 2014.
- Only 3% report having a usage decrease, which is down from a year ago.

Trends in WCE Usage: Reasons for Riding More/Less Regularly



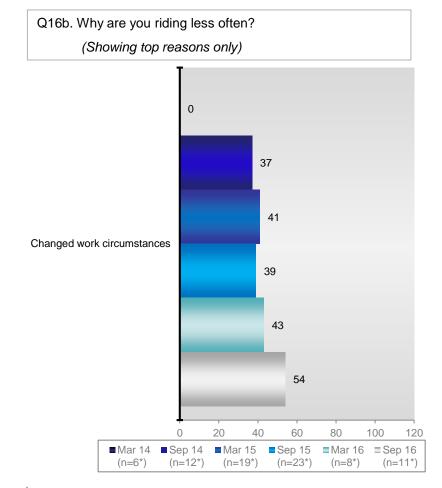
Reasons for Riding More Often

 The most common reasons for taking WCE more often are because of work or school changes.



Reasons for Riding Less Often

 Among the very small proportion of WCE riders who report taking WCE less regularly, their top cited reason for doing so is because of work changes.



^{*} 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.

Customer Profiles: Choice Versus Captive Riders



Choice Versus Captive Riders

Three-quarters of WCE riders (75%) are classified as Choice riders, which means they have access to a vehicle for the trip that they make on WCE. The remaining 25% are identified as Captive riders, meaning they do not have vehicle access.

The characteristics of Choice and Captive riders are as follows:

Choice Riders (75%):

- More likely than Captive Riders to be employed full-time (88% versus 78%)
- More likely than Captive Riders to make an annual household income of \$95,000 or more (46% versus 29%)
- More likely to travel for work purposes compared to Captive Riders (94% versus 81%)
- More likely than Captive Riders to make transit trips using WCE exclusively in the past week (53% versus 30%)
- More likely than Captive Riders to pay using Stored Value (28% versus 18%)
- More likely to say that they are unlikely to take the Evergreen Extension instead of WCE compared to their counterparts (72% versus 52%)

Captive Riders (25%):

- More likely to be younger (18-24 years old) compared to Choice Riders (19% versus 8%)
- More likely than Choice Riders to be a full-time student (13% versus 4%)
- More likely than Choice Riders to make transit trips for school purposes (18% versus 5%)
- More likely than Choice Riders to use the Compass Card loaded with the U-Pass as their method of payment (13% versus 4%)
- More likely than Choice Riders to use a combination of WCE, Bus or SkyTrain for their transit trips (65% versus 44%)
- More likely than Choice Riders to be considered as High Frequency Riders, meaning they make 10 or more one-way transit trips per week (84% versus 73%)
- More likely to indicate that they are likely to take the Evergreen Extension instead of WCE compared to Choice Riders (33% versus 19%)

Customer Profiles: High/Medium/Low Frequency Riders



Profile of High, Medium and Low Frequency Riders

West Coast Express riders can be classified into three groups based on their transit use. High Frequency riders make 10 or more one-way transit trips per week, Medium Frequency riders make 4 to 9 one-way trips and Low Frequency riders make 3 or less one-way trips per week.

The key characteristics of each group are as follows:

High Frequency Riders:

- Account for three-quarters of WCE riders (76%)
- Are most likely to be travelling for work purposes (92%)
- Are most likely to be using a Compass Card loaded with the WCE Monthly Pass (75%)

Medium Frequency Riders:

- · Are comprised of 19% current WCE riders
- Are more likely than other rider groups to use a Compass Card loaded with the U-Pass (12%)

Low Frequency Riders:

- · Make up only 6% of current WCE riders
- Are more likely to pay with a Return Compass Ticket (33%)
- Are more likely to be travelling for entertainment purposes (21%) or personal business reasons (9%)

Customer Profiles: Demographic Profile of WCE Customers



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

Consistent with previous waves, WCE riders are more likely than other transit users to be between the ages of 25 to 44 years old, working full-time and make a higher annual household income. As well, the majority of them tend to reside in Coquitlam East to Maple Ridge area.

	Metro Van Pop. 18 Years <u>Or Older¹</u>	Bus, SeaBus, SkyTrain Riders, 16+ Years <u>Q2 2016</u>	WCE Riders Mar 2012	WCE Riders Sep 2012	WCE Riders Mar 2013	WCE Riders Sep 2013	WCE Riders Mar 2014	WCE Riders Sep 2014	WCE Riders Mar 2015	WCE Riders Sep 2015	WCE Riders Mar 2016	WCE Riders Sep 2016
BASE	2,004	2,100	309	319	314	319	325	311	325	317	321	333
Age ⁴ :	%	%	%	%	%	%	%	%	%	%	%	%
18 – 24	13	28 ²	13	9	6	10	9	5	7	12	10	10
25 – 34	17	10	16	14	19	17	22	21	21	15	22	20
35 – 44	18	13	28	32	25	29	36	30	27	25	25	30
45 – 54	20	22	29	28	30	31	22	29	26	27	24	21
55 – 64	16	10	9	15	17	10	8	12	15	19	18	17
65 and older	17	15	4	2	3	2	3	2	4	3	2	1
Gender ⁴ :	%	%	%	%	%	%	%	%	%	%	%	%
Male	48	47	48	49	50	50	50	50	46	48	49	51
Female	52	53	52	51	50	50	50	50	54	52	51	49
Employment ⁴ :	%	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	51	44	72	76	74	74	93	92	87	87	87	85
Employed part-time	15	19	12	10	13	13	2	3	5	2	5	6
Student (FT/PT)	6	18	9	8	6	8	5	4	7	9	7	7
Homemaker	4	1	1	1	1	1	-	-	-	-	-	-
Retired	18	16	4	3	4	2	1	1	2	1	1	1
Not employed	5	6	3	2	2	2	-	<1	-	0	<1	1
Refused	1	2	-	-	<1	<1	-	-	-	-	-	-
Education ⁴ :	%	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	233	10	1	3	2	2	<1	1	1	1	2	2
Graduated high school	23"	13	14	12	16	13	7	5	8	11	9	13
Voc./college/tech.	25	16	23	34	25	25	22	28	26	24	25	27
Some university	10	17	20	16	18	24	23	19	18	17	20	15
Graduated university	41	42	40	34	39	36	47	47	47	48	45	43
Refused	1	2	2	-	1	1	-	-	-	-	-	-

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

² Category is 16-24 for the Bus, SeaBus, SkyTrain Riders surveys.

³ Category includes both high school or less and graduated high school.

⁴ Percentaged among those who gave a response (i.e. not the full sample).

Customer Profiles: Demographic Profile of WCE Customers



	Metro Van Pop. 18 Years <u>Or Older¹</u>	Bus, SeaBus, SkyTrain Riders, 16+ Years <u>Q2 2016</u>	WCE Riders Mar 2012	WCE Riders Sep 2012	WCE Riders Mar 2013	WCE Riders Sep 2013	WCE Riders Mar 2014	WCE Riders Sep 2014	WCE Riders Mar 2015	WCE Riders Sep 2015	WCE Riders Mar 2016	WCE Riders Sep 2016
BASE	2,004	2,100	309	319	314	319	325	311	325	317	321	333
Household Income ² :	%	%	%	%	%	%	%	%	%	%	%	%
Less than \$25,000	7	6	6	5	3	6	5	5	5	6	7	3
\$25,000 - \$44,999	11	7	14	9	8	15	9	5	9	13	11	9
\$45,000 - \$64,999	10	10	19	19	21	20	28	27	19	13	22	17
\$65,000 or more	54	41	46	63	65	51	58	63	67	68	61	70
\$65,000 - \$84,999	n/a	10	15	21	21	23	24	22	13	17	16	15
\$85,000 or more	n/a	31	31	42	45	28	35	41	54	52	45	55
\$85,000 - \$94,999	n/a	4	7	7	8	7	8	8	9	8	8	13
\$95,000 or more	n/a	27	24	35	37	21	27	33	45	44	37	42
Refused/Don't know	18	21	16	3	3	9	<1	-	1	-	-	-
Municipality of Residence ² :	%	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	13	10	82	80	79	81	84	84	83	82	82	88
Port Coquitlam/Coquitlam	n/a	73	31	40	38	34	35	37	40	39	34	45
Maple Ridge	n/a	23	17	17	16	19	17	19	20	20	14	18
Port Moody/Belcarra/Anmore	n/a	1	13	11	12	14	12	16	13	13	13	16
Pitt Meadows	n/a	n/a	5	7	10	9	9	8	6	7	8	8
Unspecified	-	-	17	4	3	-	12	4	4	4	13	-
Surrey/North Delta/Langley/White Rock	28	20	1	4	4	1	1	2	2	2	2	3
Vancouver	28	37	1	1	2	1	1	<1	1	1	2	1
Burnaby/ New Westminster	13	15	1	1	3	<1	<1	<1	1	1	<1	1
Richmond/South Delta	11	10	-	-	-	-	<1	-	-	-	-	-
North Shore	8	9	-	-	<1	-	-	<1	<1	<1	-	-
Outside Metro Vancouver	n/a	n/a	14	13	12	14	13	13	13	13	13	8
Mission	n/a	n/a	6	8	9	9	10	9	7	7	9	6
Abbotsford	n/a	n/a	2	3	2	2	1	2	4	4	3	1
Chilliwack	n/a	n/a	-	-	<1	1	-	-	<1	-	<1	<1
Other	n/a	n/a	1	1	1	1	<1	<1	1	1	<1	1
Unspecified	-	-	4	-	<1	-	-	2	<1	-	-	-
Refused	n/a	n/a	1	-	-	3	-	-	-	-	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.

Appendix A – Survey Instrument





TransLink Customer Service Performance September 2016

Interv	iewer N	Name: _						
A1. Do	9	Septemb Septemb sparture	er 26	<u>T</u> 20 27	<u>W</u> 21 28	<u>Th</u> 22 29	<u>F</u> 23 30	
,		ft Missi		<u>Train 1</u> 5:25 <i>AM</i> □¹	<u>Train 2</u> 5:55 AM □²	<u>Train 3</u> 6:25 <i>AM</i> □³	<u>Train 4</u> 6:55 AM □ ⁴	<u>Train 5</u> 7:22 AM □ ⁵
								<u>Train 10</u> 6:20 PM □ ¹⁰
conduc	ting a s	survey a	bout the s	•	st Coast Expr		n firm). Today n ave 8 to 12 min	
A3.	To the 2016?		nat you red	call, did you po	articipate in a	WCE custom	er service surve	ey in March,
	1. Yes THANK AND END INTERVIEW 2. No CONTINUE							
A4.	•		•	n your househo est Coast Expr		ransLink, Coa	st Mountain Bus	s Company,
	1. 2.	Yes No	THANK A	AND DISCON UE	ITINUE			
<i>A</i> 5	GENDI	FR:	\Box^1 MALF	Г	12 FFMALF			



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

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

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

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

_		_				
Δ	W	SI	IDI	/F\	/TN	16:

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

PM SURVEYING:

Q1c. This <u>afternoon</u>, 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

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



AM S	SURVEYING:								
Q1d.	And when you get off the train this <u>morning</u> , how will you get from the station to your								
`	destination? INDICATE UP TO 2 MODES.								
PM S	SURVEYING:								
Q1d.	And when you get off the train this <u>afternoon</u> , how will you get from the station to your destination? INDICATE UP TO 2 MODES .								
	INTERVIWER: CLARIFY ANY CAR/DRIVING RE	SPONSES GIVEN IN THE MORNING							
	\square^1 Walk from the station	□ ⁷ Bus / shuttle → specify route #:							
	□² Carpool/vanpool / get a ride	□ ⁸ SkyTrain→Is it the Canada Line?							
	□ ³ Bicycle	□¹ Yes							
	□ ⁴ Motorcycle	□² No							
	□ ⁵ Taxi	□ ⁹ Other (specify)							
	□ ⁶ Drive alone (SOV)								
	COUNT AS TWO ONE-WAY TRIPS. NOTE TO INTERVIEWER: A TRIP TO AND BUS, SEABUS AND SKYTRAIN) WOULD BE TOTAL NUMBER OF ONE-WAY TRIPS	WO ONE-WAY TRIPS ONLY NOT MORE.							
Q3.	Of the [# FROM Q2] one-way trips you made in using theREAD [Q3a-I MUST ADD TO TO	the last seven days, how many did you make OTAL 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 e. West Coast Express and another	i. Bus and SkyTrain j. Bus and SeaBus							
	transit mode	J. Bus and SeaBus k. SkyTrain and SeaBus							
	3	I. 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"
	THICK TEWER, IT REQUIRED. FAFER ITCHET FORCHASED AT WEE OFFICE, OR VENUTING MACHINE

Compass Card Options:

NAMI	PHONE #
	you very much with your help so far. For verification purposes only, could I get your name and one number?
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 In an average month, how many one-way trips do you make on West Coast Express ONE-WAY TRIPS PER MONTH ONE-WAY TRIPS PER MONTH
	Other: k. Other (specify)
	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)
	g. Stored Value
	INTERVIEWER, IF REQUIRED: "SIMILAR TO RETURN COMPASS TICKETS, BUT MAY LOAD UP TO THREE ON A PLASTIC COMPASS CARD FOR FUTURE USE"
WES	<u>COASTEXPRESS</u> f. Return Pass

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 mu	ch for	comple	ting the	remai	nder of	the su	ırvey.		
Q8.		would yere 10 me						Expres	s overa	II? Please use (a 10-point scale
Very P		□ ²	□ ³	□4	□ ⁵	□ ⁶	7 1 □ ⁷	□8	□ 9	Excellent □ ¹⁰	
Q9.	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) Sto	aff d	available	to assi	ist with	proble	ms					
<u>Very P</u>	oor	□ ²	□ ³	□ ⁴	□ ⁵	□ ⁶	□ ⁷	□8	□ ⁹	<u>Excellent</u> □¹0	
	Why	/ do you	give the	ıt ratin	g? PLEA	ASE BE	SPECI	FIC			
b) Pro Very P		ng on-tir □²	ne, reli □³	able se	ervice	□6	□ ⁷	□8	□9	Excellent	
	Why	/ do you	give the	nt ratin	g? PLEA	ASE BE	SPEC	IFI <i>C</i>			
c) Go	od co	onnection	ns with	other '	transit	modes	with a	reason	able wa	it time	
Very P	oor 1	□ ²	□ ³	□ ⁴	 5	□ 6	 ⁷	□8	□ 9	Excellent □¹0	<u>N/A</u> □²
	i) V	Vhy do y	ou give	that ra	ting? PL	EASE	BE SPE	CIFIC			
		Shuttle .	_		_						
		Shuttle			•	36 11 W	us Tuli				
		Shuttle				to the	etation				
		Shuttle									
	_	Other (s	hecily)								
	ii) ⊦	low long	do you t	eel is r	reasonab	le to w	ait for	a conne	ction?		
			_ MIN	JTES							



-	_	safe fr	om crin	ne on-b	oard a	nd at t	he stat	ion			
<u>Very l</u>	Poor	□ ²	□ ³	□ ⁴	□ ⁵	□ ⁶	□ ⁷	□8	□ ⁹	Excellent □¹0	
	Why	do you	↓ give the	at rating	g? PLE	ASE BE	SPEC	[FI <i>C</i>			
-	_	safe f	rom cri	me in \	NCE pa	rking lo	ots				
Very I		□ ²	□ ³	□ ⁴	□ ⁵	□ ⁶	\Box^7	□8	□ ⁹	<u>Excellent</u> □¹0	<u>N/A</u> □²
	Why	do you	↓ give the	at rating	g? PLE /	4SE BE	SPECI	FIC			
	_	enough	parking	at the	WCE p	arking	lots			Evenlent	N1/4
Very I		□ ²	□ ³	□ ⁴	□ ⁵	□ 6	□ ⁷	□8	□ ⁹	Excellent □¹0	□; N/ \(\begin{array}{c} \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\ \\
	Why	do you	↓ give the	at rating	g? PLE	ASE BE	SPECI	FIC			
f) Vo Very l		or the n	noney							<u>Excellent</u>	
v Ci y i		□ ²	□ ³	□ ⁴	□ ⁵	□ ⁶	□ ⁷	□8	□ 9		
	Why	do you	↓ give the	at rating	g? PLE	ASE BE	SPECI	FIC			
		ent hour	's of op	eration	1					<u>Excellent</u>	
Very I		□ ²	□ ³	□ ⁴	□ ⁵	□ ⁶	□ ⁷	□8	□ ⁹		
	Whe	n would	you like	the se	rvice to	be ava	ilable?				
	□¹ E	arlier w	estbou/	nd		□4 E	arlier e	eastbou	nd		
	□ ² [.ater we	estboun	d		□ ⁵ L	ater ed	stbound	4		
	\Box^3 /	Nid-day				□ 6 \	Veeken	ds			



•	•	of se	rvice (l	now of	ten the	trains	run du	ring the	hours	of operation)	
Very Poo		□ ²	□ ³	□ ⁴	□ ⁵	□ ⁶	□ ⁷	□8	□ ⁹	Excellent □¹0	
Н	low fr	equent	tly shou	ıld the	West Co	oast Ex	press R	un? Ev	ery	minutes	
i) Availa Very Poo	•	of tr	ansit ii	nforma	tion at	the sta	itions			<u>Excellent</u>	
		□ ²	□ ³	□ ⁴	□ ⁵	□ ⁶	□ ⁷	□8	□ ⁹		
W	/hy do	you g	ive tha	t ratin <u>c</u>	? PLEA	ISE BE	SPECI	FIC			
j) Trip		ion fr	om the	time y	ou boar	d to w	hen you	ı get ol	ff	r. II .	
Very Poo		□ ²	□3	□ ⁴	□ ⁵	□ ⁶	□ ⁷	□8	□ 9	<u>Excellent</u> □¹0	
<u></u>	/hy do	o you g	ive tha	t ratin <u>c</u>	? PLE <i>A</i>	ISE BE	SPECI	FIC			
k) Delay Very Poo		e anno	unced d	and exp	olained					Excellent	N/A
2	_	□ ²	□ ³	□ ⁴	□ ⁵	□ ⁶	□ ⁷	□8	□ ⁹	□ ¹⁰	<u>ا</u>
W 	/hy do	you g	give tha	t rating	? PLEA	ISE BE	SPECI	FIC			
l) Clean Very Poo		graffi [.]	ti-free	vehicle	es and :	stations	5			Excellent	
Very Foo		□ ²	□ ³	□ ⁴	□ ⁵	□ ⁶	□ ⁷	□8	□ 9		
W 	/hy do	you g	ive tha	t rating	? PLEA	ISE BE	SPECI	FIC			
m) Courteous, competent and helpful staff Very Poor Excellent											
<u>very 100</u>		□ ²	□ ³	□ ⁴	□ ⁵	□ ⁶	□ ⁷	□8	□ ⁹		
W	/hy do	o you g	ive tha	t ratin <u>c</u>	? PLEA	ISE BE	SPECI	FIC			



-	ife West Coast Express equipment provide	es a safe ride	Constlant					
<u>Very P</u>	$ \begin{array}{cccccccccccccccccccccccccccccccccccc$	□ ⁷ □ ⁸ □ ⁹	<u>Excellent</u> □¹ ¹⁰					
	Why do you give that rating? PLEASE BE	SPECIFIC						
-	ot being overcrowded		5 · 11 · 1					
<u>Very P</u>	$ \begin{array}{c ccccccccccccccccccccccccccccccccccc$	□ ⁷ □ ⁸ □ ⁹	<u>Excellent</u> □¹0					
	What time of day or day of week is crowd	ling a problem? PLEAS	SE BE SPECIFIC					
Q13.	Approximately when did you begin taking to PLEASE CIRCLE MONTH AND YEAR TO MONTH: Jan ¹ Feb ² Mar ³ Apr ⁴ Month:	THE BEST OF YOU	JR RECALL ug ⁸ Sep ⁹ Oct ¹⁰ Nov ¹¹ Dec ¹²					
	YEAR: 1995 1996 1997 1998 1999 2000 2010 2011 2012 2013 2014 2015		4 2005 2006 2007 2008 2009					
	□° CHECK HERE IF THIS IS YOUR FIR		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	□6 Drove alone (□ ⁶ Drove alone (SOV)					
	□² Walk	\square^7 Bus						
	□ ³ Bicycle	□ ⁸ Other (speci	□ ⁸ Other (specify)					
	□ ⁴ Motorcycle □ ⁵ Taxi	□° N/A - New to	□ N/A - New to the area served by WCE					



Q14b.	What are the main reasons that you take the West Coast Express rather than some other mode of transportation? PLEASE INDICATE OR WRITE IN UP TO THREE REASONS								
	□¹ Avoid parking hassles / expense	 Stations are close to my home and / or destination Save money on gas Environmental reasons Other (specify) 							
	□ ² Avoid driving / traffic / can relax or work on train								
	□³ Comfortable seats								
	□ ⁴ Faster than driving								
	□ Faster / more direct than other transit modes								
Q15.	Did you have access to a car, van or truck Express?	k for your trip today rather than taking the West Coast							
	\square^1 Yes \square^2 No								
	remained the same? □¹ Increased □² Decreased □³ F Q16b. Why?	Remained the same							
The M	_	ension is expected to begin regular service. -kilometre expansion of the current SkyTrain system, and connection between Coquitlam, Port Moody and Vancouver.							
Q17a.	How likely is it that you will take the Eve WCE (for all or part of your journey)?	rgreen Extension once it is open, instead of taking the							
	□ Very Likely □ Somewhat likely □ So	omewhat unlikely 🗖 Very unlikely 🗖 Don't Know							
	Q17b. Why?								



Lastly	, just a few questions to help us understand	the general characteristics of our customers.							
D1.	Please indicate your age:								
	□¹ 18-24	□ ⁴ 45-54							
	□ ² 25-34	□ ⁵ 55-64							
	□ ³ 35-44	□ ⁶ 65 and over							
D2.	Please indicate your present employment status:								
	\square^1 Employed full time (30+ hours/week)	□ ⁵ Not Employed							
	□² Employed part time (<30 hours/week)	□ ⁶ Homemaker							
	\square^3 Full time student	□ ⁷ Retired							
	□ ⁴ Part time student								
D3.	Please indicate the highest level of education you have completed:								
	\square^1 Some high school or less	\square^4 Some university							
	□² Graduated high school	\square^5 Graduated university							
	□³ Vocational / college / technical								
D4.	Please indicate your total annual household	income before taxes:							
	\square^1 Under \$15,000	□6 \$55,000 to under \$65,000							
	\square^2 \$15,000 to under \$25,000	\Box^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							
	\square^5 \$45,000 to under \$55,000	\square^{10} \$95,000 or over							
D5a.	What is your home postal code? V (If you cannot remember your full postal co	 ode 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.