Customer Service Performance
September 2017

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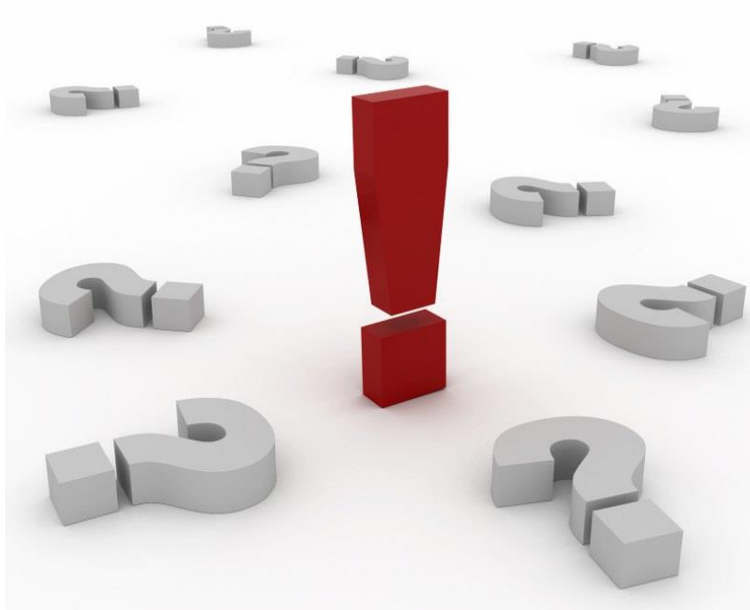
The revised West Coast Express Customer Service Performance Survey was launched in March 2003. The survey was redesigned to focus solely on the aspects of service that are most positively correlated with system performance ratings from customers.

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.

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- **Overall WCE service is rated highly by close to nine-in-ten WCE riders (87%), which is a significant improvement from March 2017 (71%).** The average score is sitting strong at 8.8 out of 10.

- **This period, three specific areas have improved from the previous wave and/or a year ago, which includes On-Time Reliable Service (79%), Good Connections (69%) and Not Being Overcrowded (69%).**

- **Compared to other attributes, Convenient Hours of Operation continues to earn the lowest average score (6.9 out of 10).**
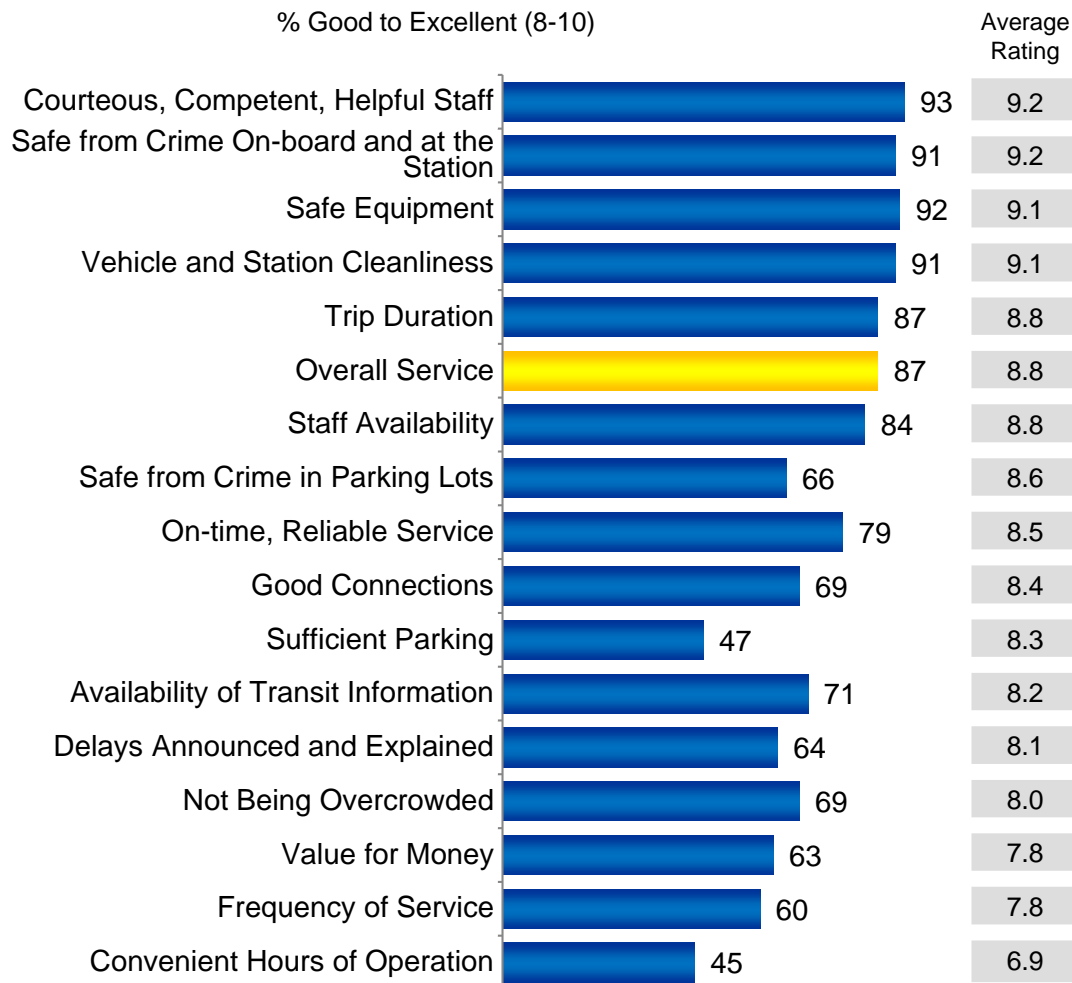
- **Compared to the last two periods, WCE riders report making fewer one-way transit trips on average (8.4) in the last seven days as well as fewer WCE trips (8.3) in a typical week.** Since a one-way transit trip refers to any trip to a single destination regardless of the number of modes used, this means that WCE riders generally make very few transit trips that do not include WCE. However, the proportion of riders that use WCE exclusively has been trending down over the past year (from 48% to 36% this period).

- **While the majority of WCE riders (79%) continue to report a steady usage of WCE in the past six months, a higher proportion of riders say they have increased their usage (17%, up from 8% last period)**. That said, almost one-half of WCE riders (46%) began using the service in the past year, which may contribute to the higher proportion saying their use of the service has increased.

- **It was anticipated that some WCE riders would switch some, or all, of their trips to SkyTrain upon opening of the Millennium Line Evergreen Extension.** One-in-ten current WCE riders (9%) say they have switched some of their WCE trips to the Evergreen Extension, while 14% say they are actually riding WCE more frequently because of Evergreen.

- **WCE Monthly Pass continues to be the most commonly-used fare payment method among WCE riders (67% of transit trips).** However, its reported usage has dropped from last period (74%).

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Performance on West Coast Express Attributes

% Good to Excellent (8-10)

Attribute	% Good to Excellent	Average Rating
Courteous, Competent, Helpful Staff	93	9.2
Safe from Crime On-board and at the Station	91	9.2
Safe Equipment	92	9.1
Vehicle and Station Cleanliness	91	9.1
Trip Duration	87	8.8
Overall Service	87	8.8
Staff Availability	84	8.8
Safe from Crime in Parking Lots	66	8.6
On-time, Reliable Service	79	8.5
Good Connections	69	8.4
Sufficient Parking	47	8.3
Availability of Transit Information	71	8.2
Delays Announced and Explained	64	8.1
Not Being Overcrowded	69	8.0
Value for Money	63	7.8
Frequency of Service	60	7.8
Convenient Hours of Operation	45	6.9

Sep 2017 Base = 328-338

Performance on Specific Attributes

- After a significant drop in performance last period, WCE's Overall Service has returned to its previous level in 2016 (87% and an average score of 8.8 out of 10).

- Convenient Hours of Operation continues to earn a relatively lower average score compared to other attributes (6.9 out of 10).

- A few attributes have improved significantly this period, including On-time Reliable Service (79% up from 58% in March 2017 and 69% a year ago), Good Connections (69%, up from 46% in March 2017) and Not Being Overcrowded (69%, up from 51% in March 2017 and 55% a year ago).

- On the other hand, the proportion of riders giving top ratings for Vehicle and Station Cleanliness (91%) is down from the previous two periods.

- The top two performing attributes for this period are Courteous, Competent, Helpful Staff and Safe from Crime On-board, which both have earned an average score of 9.2 out of 10.

Areas to be Addressed to Improve Perceptions of the WCE Service

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

This wave, the following two attributes show a significant negative impact on Overall Service perceptions.

	Overall Service Rating			Proportion	
	From Those Rating 1-5 (A)	From Those Rating 6-10 (B)	GAP Score (B-A=C)	Rating 1-5 (D)	Impact Score (CxD)
Attribute					
Convenient Hours	8.4	9.0	0.6	0.29	0.174
Value for Money	7.7	8.9	1.2	0.09	0.108

Convenient Hours of Operation

This attribute has the most negative impact on the overall perceptions of WCE service this period, with an impact score of 0.174. Compared to other attributes, it also has the lowest average score (6.9 out of 10).

In particular, three-in-ten WCE riders (29%) give a low score to this area, with many of them reporting that they would like to see weekend and later eastbound service.

Value for Money

Another important attribute is Value for Money, which has a negative impact score of 0.108.

Among those who give a low rating (9%), their general comment is that WCE is too expensive.

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West Coast Express Rider Profile

- Seven-in-ten WCE riders (71%) are between the ages of 25 and 54 years old and majority of them (85%) are employed full-time. They tend to make an annual household income of $65,000 or more (64%) and reside in Port Coquitlam or Coquitlam (41%).

- WCE riders are likely to be Choice riders (71%), meaning they have access to a vehicle.

- Close to one-half of WCE riders (46%) have only started taking WCE within the past year; a large increase over previous periods. Another quarter (25%) of WCE riders say they have begun 8 or more years ago.

- WCE riders report making an average of 8.4 transit trips in the past week, and they typically make an average of 8.3 trips on WCE in a week. This indicates that WCE riders tend to make very few transit trips that do not include WCE.

- Down from last period, 79% of WCE riders indicate they have been using WCE with the same frequency as six months ago. Another 17% say they have increased their usage, which is up from March 2017; this would include those who just started using the service.

- Although there is evidence of former WCE riders switching trips to SkyTrain after the Evergreen Extension was added to the SkyTrain system, the majority of current WCE riders (69%) report that their usage of WCE has not changed as a result of this addition.

- WCE Monthly Pass continues to be the most popular fare option (67%, down from last period).

- Another common payment method is Stored Value (21%). Its use is down from the same period last year.

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 338 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 18th to 29th in 2017.

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	16	3:50PM	32
5:57AM	26	4:20PM	34
6:27AM	36	4:50PM	55
6:57AM	44	5:30PM	39
7:27AM	39	6:20PM	17
TOTAL	161	TOTAL	177

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	15
Port Haney	15	Port Haney	14
Maple Meadows	18	Maple Meadows	26
Pitt Meadows	12	Pitt Meadows	15
Port Coquitlam	43	Port Coquitlam	35
Coquitlam	32	Coquitlam	35
Port Moody	28	Port Moody	37
TOTAL	161	TOTAL	177

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 18th to 29th in 2017.

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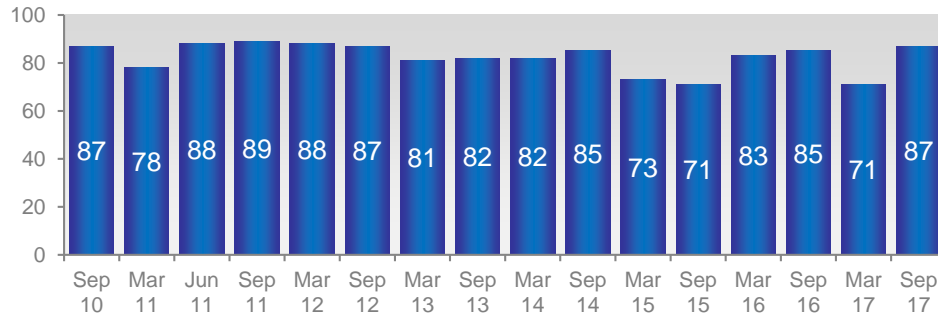
This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

➢ Overall Service Performance

➢ Performance on Specific Attributes

Q8. How would you rate the service of West Coast Express overall?
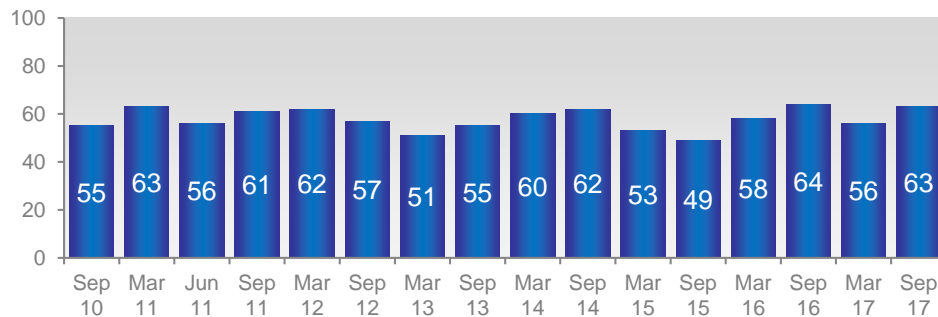
% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	87	78	88	89	88	87	81	82	82	85	73	71	83	85	71	87
Avg Score	8.6	8.3	8.6	8.9	8.6	8.6	8.5	8.6	8.5	8.6	8.1	8.1	8.5	8.6	8.0	8.8

September 2017 Base = 338

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

% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	55	63	56	61	62	57	51	55	60	62	53	49	58	64	56	63
Avg Score	7.5	7.8	7.6	7.9	7.8	7.7	7.3	7.6	7.7	7.7	7.3	7.2	7.7	7.8	7.6	7.8

September 2017 Base = 335

Overall Service

- After experiencing a drop earlier this year related to service issues that occurred in the latter part of 2016, Overall Service has recovered this period earning top ratings from 87% of WCE riders. This is similar to the levels observed in 2016. The average score is sitting strong at 8.8 out of 10.

Good-to-Excellent ratings compared to:	*March 2017*	*September 2016*
	+16%	+2%

- Port Moody station riders tend to give higher ratings than those who are from the Maple Meadows station.

Value for Money

- Consistent with a year ago but directionally up from last period, Value for Money is rated highly by 63% of riders.

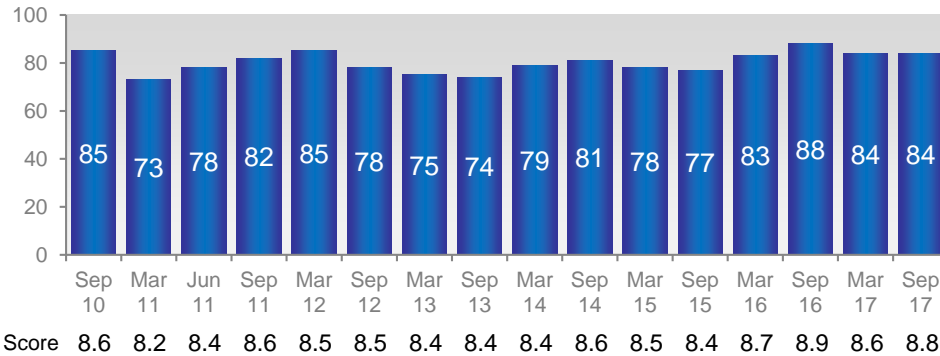| *Good-to-Excellent ratings compared to:*	*March 2017*	*September 2016*
	+7%	-1%

- Riders who are from the Maple Meadows station are less inclined to give top ratings compared to those who are from the Coquitlam or Port Moody station.

- Among the 9% of riders who give a low rating for Value for Money, the most common reason continues to be because WCE is too expensive.

= *Significant upward / downward shift*

Q9a1. How would you rate West Coast Express in terms of: Staff available to assist with problems?
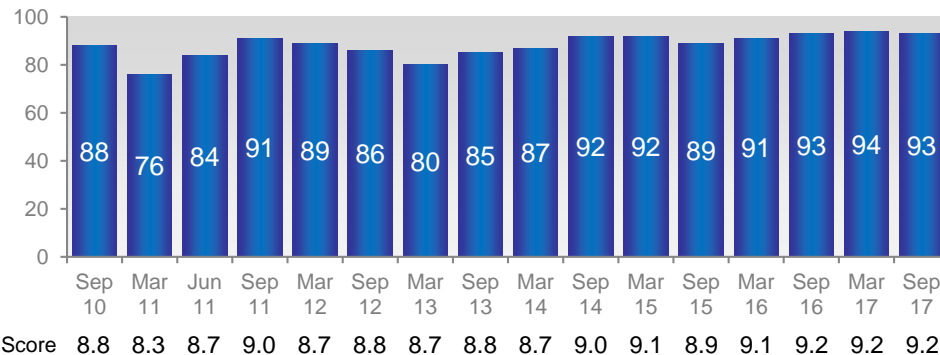
% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	85	73	78	82	85	78	75	74	79	81	78	77	83	88	84	84
Avg Score	8.6	8.2	8.4	8.6	8.5	8.5	8.4	8.4	8.4	8.6	8.5	8.4	8.7	8.9	8.6	8.8

September 2017 Base = 338

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

% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	88	76	84	91	89	86	80	85	87	92	92	89	91	93	94	93
Avg Score	8.8	8.3	8.7	9.0	8.7	8.8	8.7	8.8	8.7	9.0	9.1	8.9	9.1	9.2	9.2	9.2

September 2017 Base = 338

Staff Availability

- Staff Availability receives top scores from 84% of WCE riders, which is unchanged from last period but directionally down from a year ago.

Good-to-Excellent ratings compared to:	*March 2017*	*September 2016*
	0%	-4%

- No differences are found between stations.

Courteous, Competent And Helpful Staff

- Consistent with the last two waves, over nine-in-ten WCE riders (93%) give a high score to Courteous, Competent and Helpful Staff. This remains as one of the highest-performing service attributes, with an average score of 9.2 out of 10.
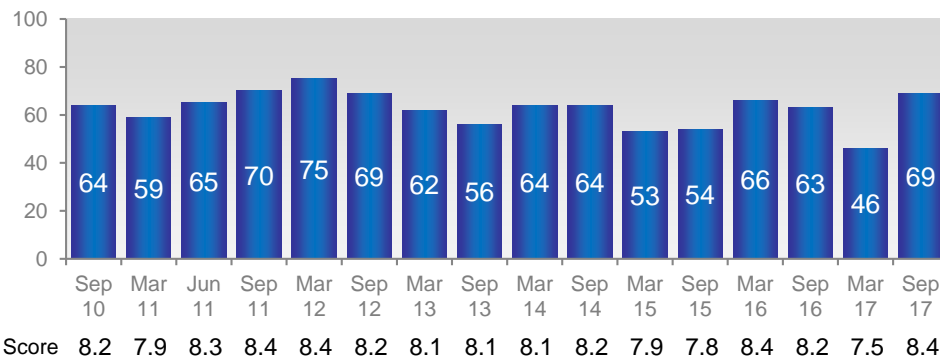
Good-to-Excellent ratings compared to:	*March 2017*	*September 2016*
	-1%	0%

- All riders from the Mission station award good-to-excellent scores to this attribute.

⬤⬤ *= Significant upward / downward shift*

Q9c. How would you rate West Coast Express in terms of: Good connections with other transit modes with a reasonable wait time?
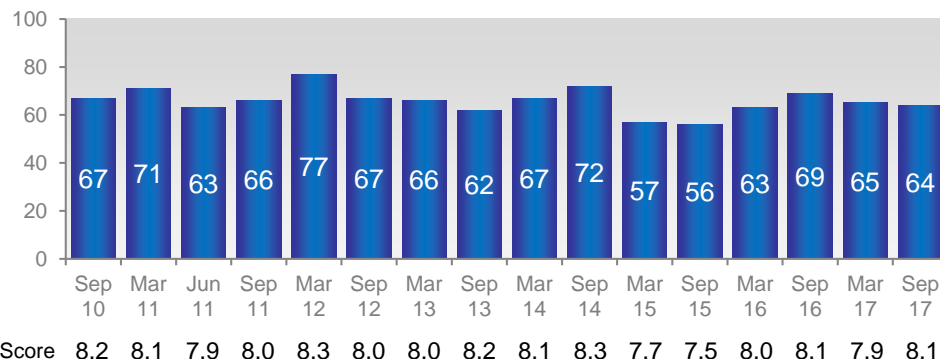
% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	64	59	65	70	75	69	62	56	64	64	53	54	66	63	46	69
Avg Score	8.2	7.9	8.3	8.4	8.4	8.2	8.1	8.1	8.1	8.2	7.9	7.8	8.4	8.2	7.5	8.4

September 2017 Base = 338

Good Connections

- Ratings for Good Connections (69%) have significantly improved from March 2017 and have marginally increased from last September.

Good-to-Excellent ratings compared to:	*March 2017*	*September 2016*
	+23%	+6%

- No apparent differences are found at the station level.

- For the 5% of WCE riders who are unsatisfied with the connections, their main reasons are that they were late getting to the station and that the bus and train do not connect well.

- On average, WCE riders continue to say that 8 minutes is a reasonable connection wait time.

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

% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	67	71	63	66	77	67	66	62	67	72	57	56	63	69	65	64
Avg Score	8.2	8.1	7.9	8.0	8.3	8.0	8.0	8.2	8.1	8.3	7.7	7.5	8.0	8.1	7.9	8.1

September 2017 Base = 338

Delays Announced and Explained

- Similar to the previous period but directionally down from a year ago, Delays are Announced and Explained earns top ratings from 64% of WCE riders.
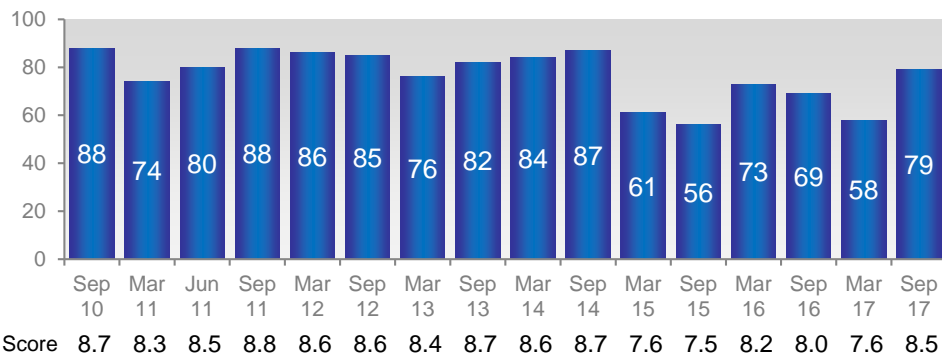
Good-to-Excellent ratings compared to:	*March 2017*	*September 2016*
	-1%	-5%

- There are no significant differences between stations.

- Among the 7% who give a low rating, their common complaint is that delays are announced late.

⬤⬤ = *Significant upward / downward shift*

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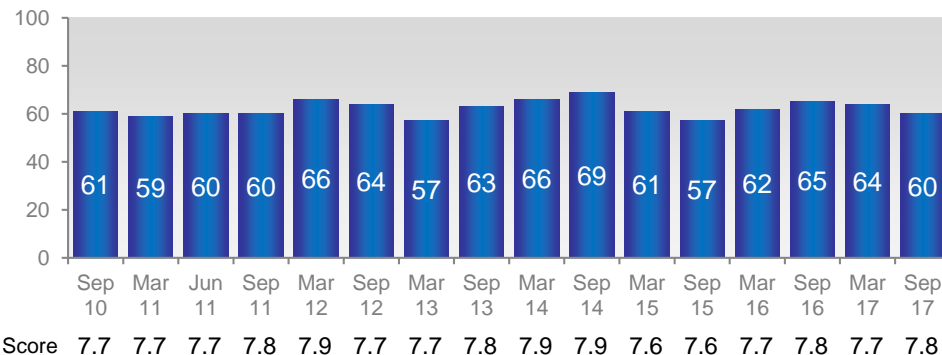
% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	88	74	80	88	86	85	76	82	84	87	61	56	73	69	58	79
Avg Score	8.7	8.3	8.5	8.8	8.6	8.6	8.4	8.7	8.6	8.7	7.6	7.5	8.2	8.0	7.6	8.5

September 2017 Base = 338

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

September 2017 Base = 338

On-Time Reliable Service

- Up from both March 2017 and September 2016, On-Time Reliable Service receives top scores from eight-in-ten riders (79%).

Good-to-Excellent ratings compared to:	*March 2017*	*September 2016*
	+21%	**+10%**

- There are no apparent differences at the station level.

- The common issue mentioned by those who do not find the service to be on-time and reliable (5%) is related to train breakdowns.

Frequency of Service

- Directionally down from the last two periods, six-in-ten WCE riders (60%) give good-to-excellent scores to Frequency of Service.

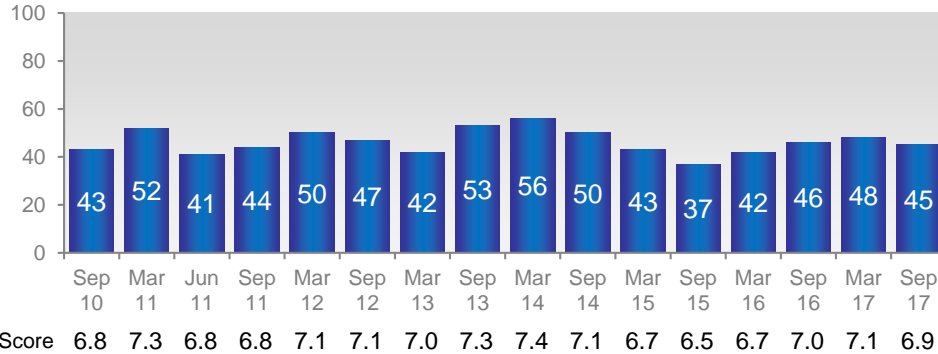| *Good-to-Excellent ratings compared to:*	*March 2017*	*September 2016*
	-4%	-5%

- All the stations show similar performances in this area.

- The 9% of riders who give low assessments to this area would prefer to see trains every 25 minutes, on average.

= Significant upward / downward shift

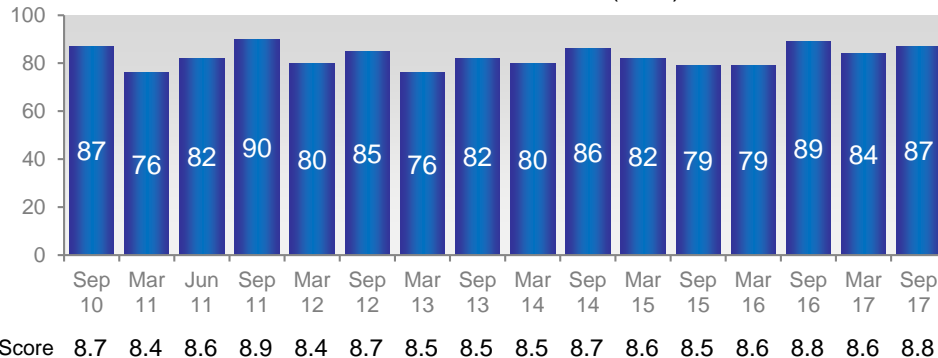Q9g. How would you rate West Coast Express in terms of: Convenient hours of operation?

% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	43	52	41	44	50	47	42	53	56	50	43	37	42	46	48	45
Avg Score	6.8	7.3	6.8	6.8	7.1	7.1	7.0	7.3	7.4	7.1	6.7	6.5	6.7	7.0	7.1	6.9

September 2017 Base = 328

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)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	87	76	82	90	80	85	76	82	80	86	82	79	79	89	84	87
Avg Score	8.7	8.4	8.6	8.9	8.4	8.7	8.5	8.5	8.5	8.7	8.6	8.5	8.6	8.8	8.6	8.8

September 2017 Base = 338

Convenient Hours of Operation

- 45% of WCE riders give top ratings to Convenient Hours of Operation, which is consistent with previous waves. Its average score is at 6.9 out of 10, which is the lowest across all attributes.

Good-to-Excellent ratings compared to:	*March 2017*	*September 2016*
	-3%	-1%

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

- Three-in-ten WCE riders (29%) give low assessments to this attribute, and many of them would prefer having weekend and later eastbound service.

Trip Duration

- Trip Duration's performance is relatively stable this period, earning good-to-excellent scores from 87% of WCE riders.

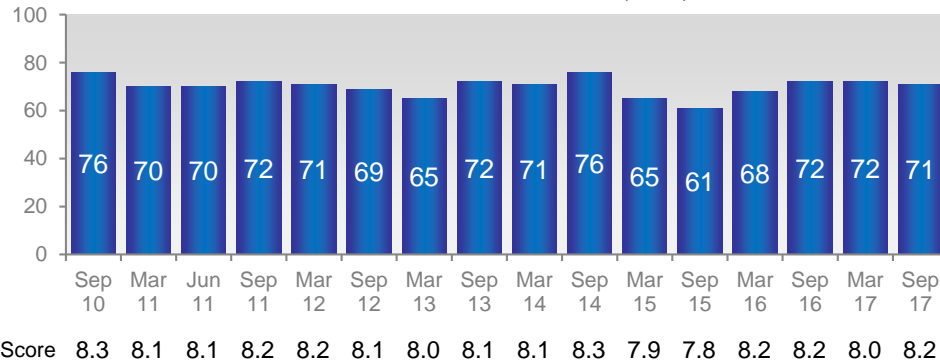| ***Good-to-Excellent ratings compared to:***	*March 2017*	*September 2016*
	+3%	-2%

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

🟢🔴 = *Significant upward / downward shift*

17

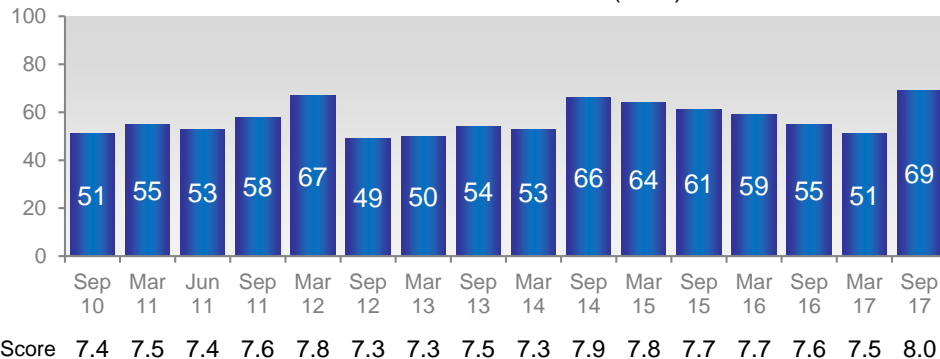Q9i. How would you rate West Coast Express in terms of: Availability of transit information at the stations?

% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	76	70	70	72	71	69	65	72	71	76	65	61	68	72	72	71
Avg Score	8.3	8.1	8.1	8.2	8.2	8.1	8.0	8.1	8.1	8.3	7.9	7.8	8.2	8.2	8.0	8.2

September 2017 Base = 336

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

% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	51	55	53	58	67	49	50	54	53	66	64	61	59	55	51	69
Avg Score	7.4	7.5	7.4	7.6	7.8	7.3	7.3	7.5	7.3	7.9	7.8	7.7	7.7	7.6	7.5	8.0

September 2017 Base = 337

Availability of Transit Information

- Ratings for Availability of Transit Information are unchanged at 71% this period.

Good-to-Excellent ratings compared to:	March 2017	September 2016
	-1%	-1%

- Compared to riders who are from the Coquitlam or Port Moody station, Maple Meadows station riders are less likely to award a high score to this area.

Not Being Overcrowded

- After trending down over the last 3 years, ratings for Not Being Overcrowded (69%) show significant improvements this period. This is the highest level observed since September 2010.

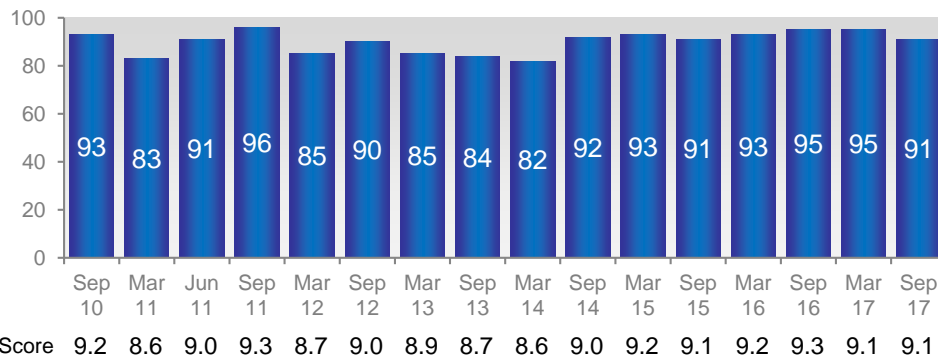| Good-to-Excellent ratings compared to:	March 2017	September 2016
	+18%	+14%

- For this attribute, Maple Meadows station riders tend to give lower assessments than Port Coquitlam/Coquitlam/Port Moody station riders.

= Significant upward / downward shift

18

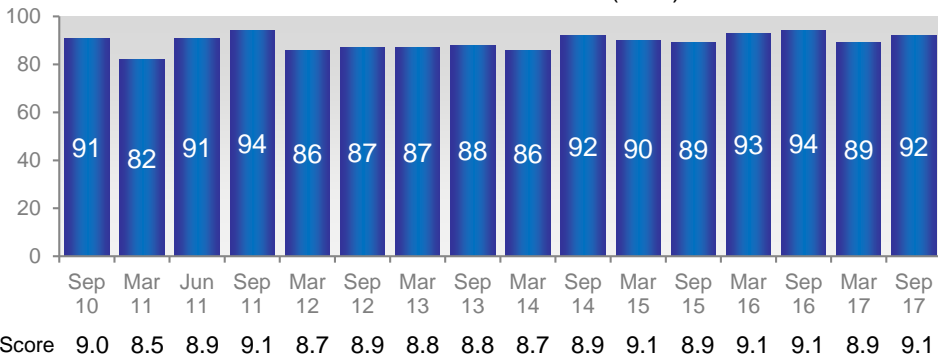Q9l. How would you rate West Coast Express in terms of: Clean and graffiti-free vehicles and stations?

% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	93	83	91	96	85	90	85	84	82	92	93	91	93	95	95	91
Avg Score	9.2	8.6	9.0	9.3	8.7	9.0	8.9	8.7	8.6	9.0	9.2	9.1	9.2	9.3	9.1	9.1

September 2017 Base = 337

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)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	91	82	91	94	86	87	87	88	86	92	90	89	93	94	89	92
Avg Score	9.0	8.5	8.9	9.1	8.7	8.9	8.8	8.8	8.7	8.9	9.1	8.9	9.1	9.1	8.9	9.1

September 2017 Base = 335

Clean, Graffiti-Free Vehicles and Stations

- Although a large majority of WCE riders (91%) continues to give top scores to Clean, Graffiti-Free Vehicles and Stations, the proportion of those who do has dropped from the last two periods.

Good-to-Excellent ratings compared to:	*March 2017*	*September 2016*
	-4%	-4%

- Riders using the Maple Meadows station have a lower likelihood of awarding good-to-excellent scores to this area than those who use the Port Coquitlam or Port Moody station.

Safe WCE Equipment Provides a Safe Ride

- Nine-in-ten WCE riders (92%) rate WCE service highly for providing a safe ride, which is relatively consistent with historical trends.

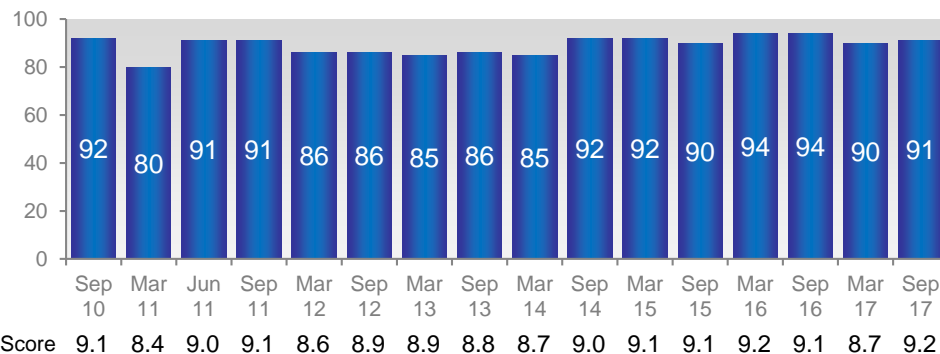| *Good-to-Excellent ratings compared to:*	*March 2017*	*September 2016*
	+3%	-2%

- Compared to riders from the Port Coquitlam, Coquitlam or Port Moody station, Maple Meadows station riders are less likely to give a high score to this attribute.

= Significant upward / downward shift

WCE Performance:
Feeling Safe From Crime On-Board and at Station
Feeling Safe From Crime in WCE Parking Lots

TRANS LINK

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

% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	92	80	91	91	86	86	85	86	85	92	92	90	94	94	90	91
Avg Score	9.1	8.4	9.0	9.1	8.6	8.9	8.9	8.8	8.7	9.0	9.1	9.1	9.2	9.1	8.7	9.2

September 2017 Base = 335

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

% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	76	72	75	76	75	71	70	66	60	67	58	56	58	68	64	66
Avg Score	8.5	8.1	8.4	8.6	8.2	8.3	8.3	8.3	8.3	8.5	8.4	8.3	8.6	8.6	8.5	8.6
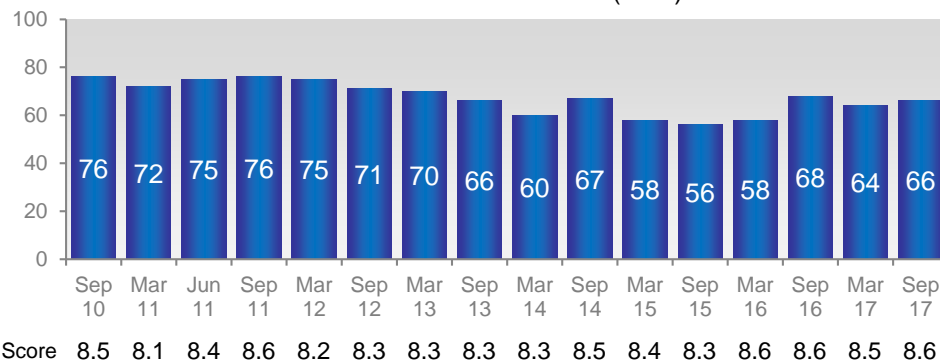
September 2017 Base = 336

Safe From Crime On-Board and at the Station

- Similar to previous periods, nine-in-ten WCE riders (91%) award top ratings to Feeling Safe from Crime On-Board and at the Station. With an average score of 9.2 out of 10, this is one of the highest-rated service attributes.

Good-to-Excellent ratings compared to:	*March 2017*	*September 2016*
	+1%	-3%

- Maple Meadows station riders tend to have a lower assessment of this area compared to Port Coquitlam or Port Moody station riders.

Safe From Crime in WCE Parking Lots

- Two-thirds of WCE riders (66%) give good-to-excellent scores to Feeling Safe from Crime in WCE Parking Lots, which is consistent with the last two periods.
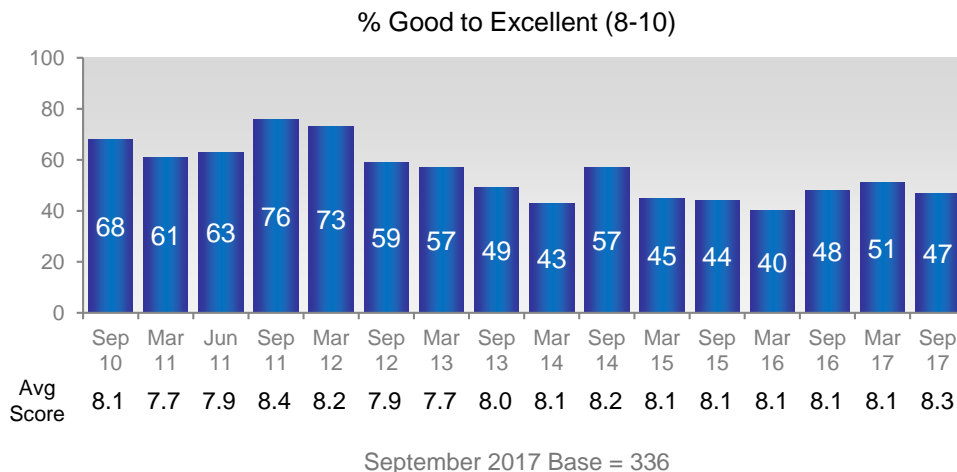
Good-to-Excellent ratings compared to:	*March 2017*	*September 2016*
	+2%	-2%

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

= *Significant upward / downward shift*

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

% Good to Excellent (8-10)

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
%	68	61	63	76	73	59	57	49	43	57	45	44	40	48	51	47
Avg Score	8.1	7.7	7.9	8.4	8.2	7.9	7.7	8.0	8.1	8.2	8.1	8.1	8.1	8.1	8.1	8.3

September 2017 Base = 336

Sufficient Parking at WCE Parking Lots

- Although the proportion of respondents giving top scores (47%) is directionally lower than March 2017, the average score has increased (to 8.3); indicating a larger proportion of respondents is not able to provide a rating for this question.

- In fact, close to four-in-ten WCE riders (38%) did not provide a rating for this question, which is directionally up from March 2017. This is not surprising considering that 16% walked to the station in the morning and a further 28% came by bus.

Good-to-Excellent ratings compared to:	March 2017	September 2016
	-4%	-1%

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

1. Maple Meadows — 68%
2. Mission — 62%
3. Pitt Meadows — 45%
4. Coquitlam — 44%
5. Port Moody — 41%
6. Port Coquitlam — 41%
7. Port Haney* — 41%

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

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?

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

(Percent)

September 2017 Base = 338

- SOV continues to be the most commonly mentioned mode of transportation that riders had used prior to taking WCE (25%). However, it has been trending down since March 2016 (35%).

- Bus is the second most popular mode of transportation that riders had used in the past (22%, up from March 2017).

- Directionally down from last period but similar to a year ago, 14% of WCE riders indicate that they used to carpool before they started using WCE.

- Up from the last two periods, 12% of riders report using the SkyTrain prior to taking WCE.

- Two-in-five riders (20%) say that they are new to the area or that they did not have to reach the same destination in the past, which is down from last period.

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".

TRANS LINK

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

Legend: ■ Sep 14 ■ Mar 15 ■ Sep 15 ■ Mar 16 ■ Sep 16 ■ Mar 17 ■ Sep 17
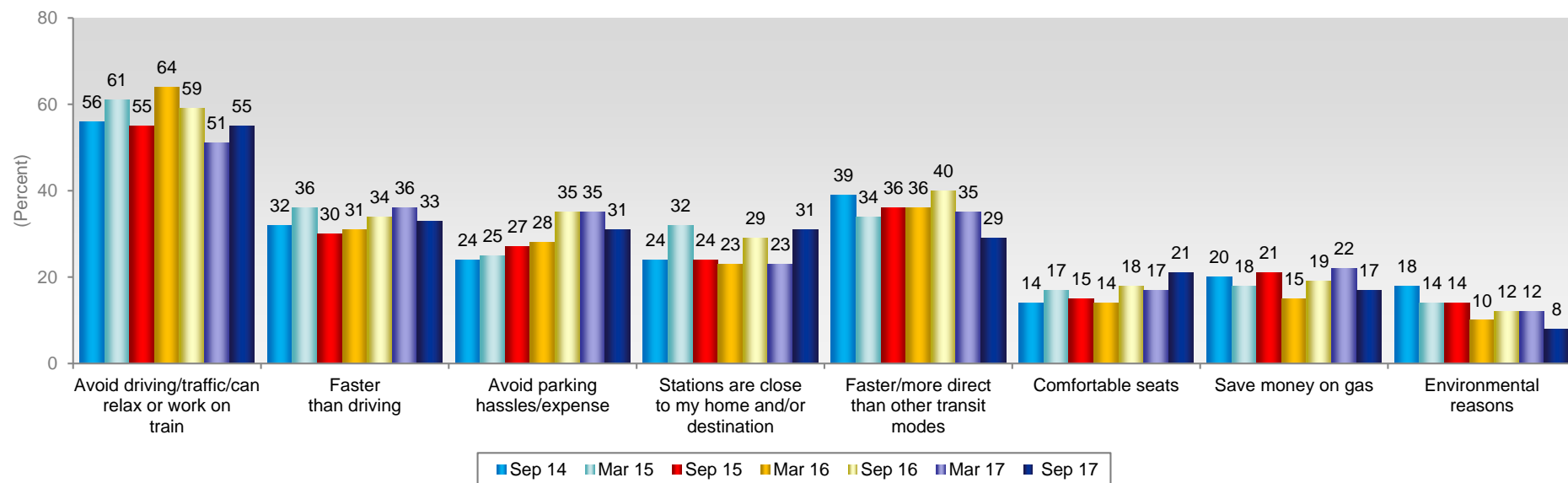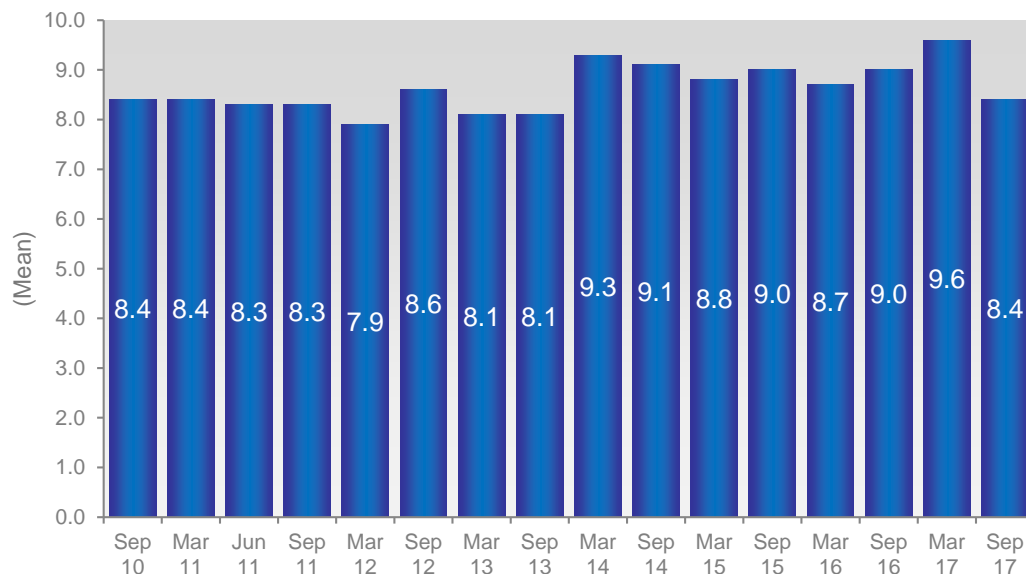
*Respondents are provided a list and asked to choose up to 3 reasons.   September 2017 Base = 338

- Over one-half of WCE riders (55%) continue to mention that they are taking WCE instead of other modes of transportation is because they want to avoid driving.

- Other common reasons include faster than driving (33%), avoid parking hassles/expenses (31%) and stations are close (31%, up from March 2017).

TRANS LINK

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

	Sep 10	Mar 11	Jun 11	Sep 11	Mar 12	Sep 12	Mar 13	Sep 13	Mar 14	Sep 14	Mar 15	Sep 15	Mar 16	Sep 16	Mar 17	Sep 17
(Mean)	8.4	8.4	8.3	8.3	7.9	8.6	8.1	8.1	9.3	9.1	8.8	9.0	8.7	9.0	9.6	8.4

September 2017 Base = 338

- The average number of one-way transit trips made in the past seven days among WCE riders (8.4) has dropped from the last two periods.

Compared to:

March 2017	_September 2016_
-1.2	-0.6

- In particular, close to seven-in-ten WCE riders (68%) report making 10 or more transit trips in the past week.

●● *= Significant upward / downward shift*

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

(Percent of one-way transit trips)

Legend:
- Other Transit (non-WCE)
- West Coast Express & all other modes
- West Coast Express & ST & Bus
- West Coast Express & ST
- West Coast Express & Bus
- West Coast Express Only
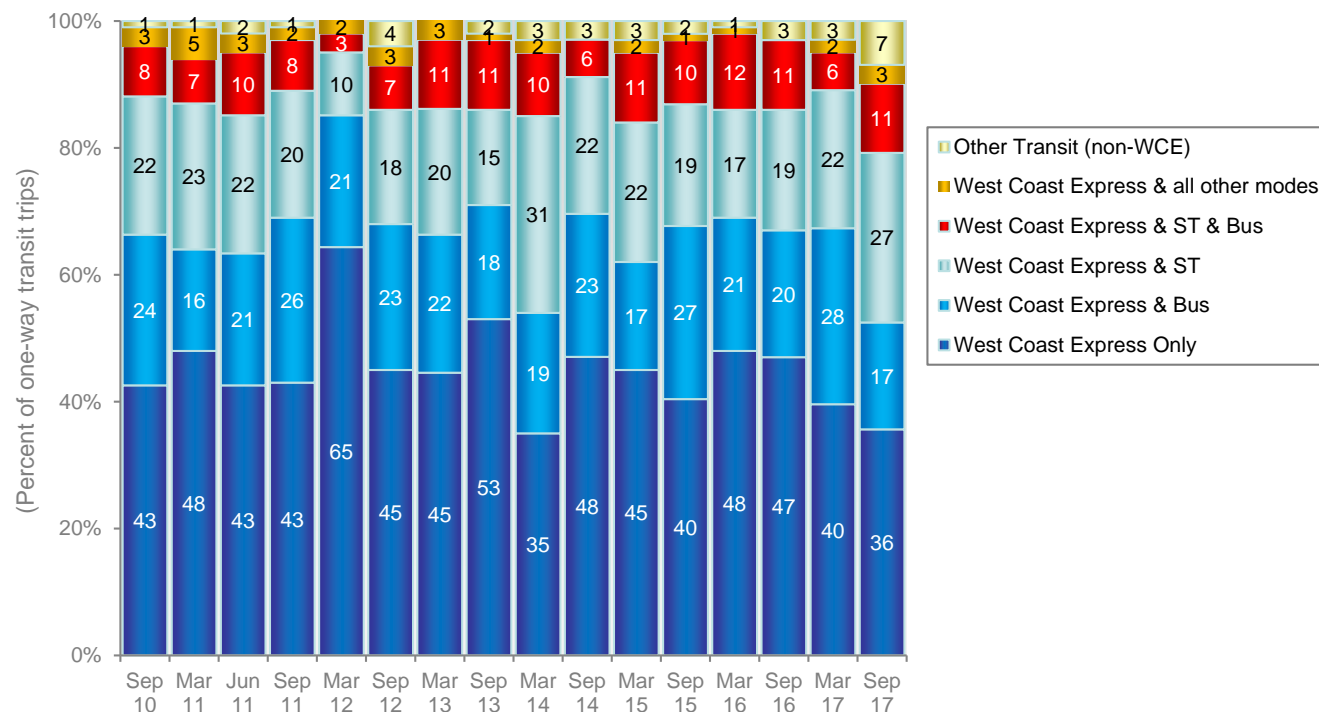
September 2017 Base = 2,850 trips

- A large majority of transit trips taken by WCE riders in the last seven days involved the WCE, either by itself or with another transit mode. However, the proportion of non-WCE trips made (7%) this period has increased from the last two periods.

- In particular, one-third of the transit trips (36%) made by WCE riders in the past week were taken with WCE exclusively, which has been trending down since March 2016 (48%).

- Transit trips that were made using a combination of WCE and Bus (17%) have decreased from the last two periods, while trips using both the WCE and the SkyTrain have increased (27%).

- As for the proportion of trips that used a combination of all three modes (WCE, SkyTrain and Bus), it has grown from 6% last period to 11% this September.

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

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

September 2017 Base = 2,795 trips

September 2017 Base = 2,857 trips
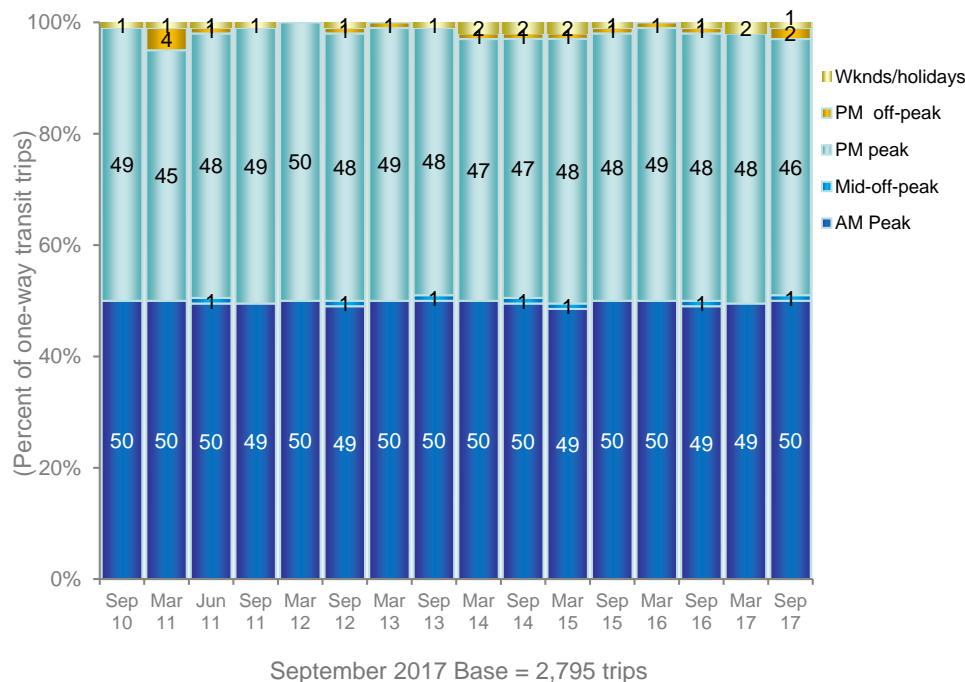
Transit Trip Timing

- Similar to historical trends, nearly all transit trips were taken either in the AM peak hours (50%) or in the PM peak hours (46%).
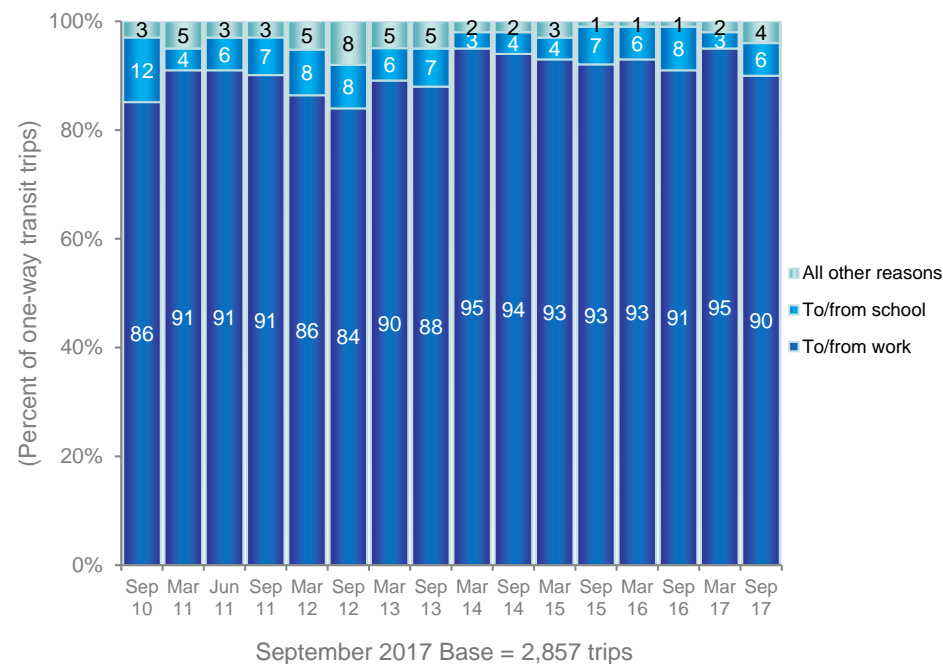
Transit Trip Purpose

- Although it has dropped from March 2017, the main reason for taking WCE continues to be for work purposes (90%).

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

(Percent of one-way transit trips)
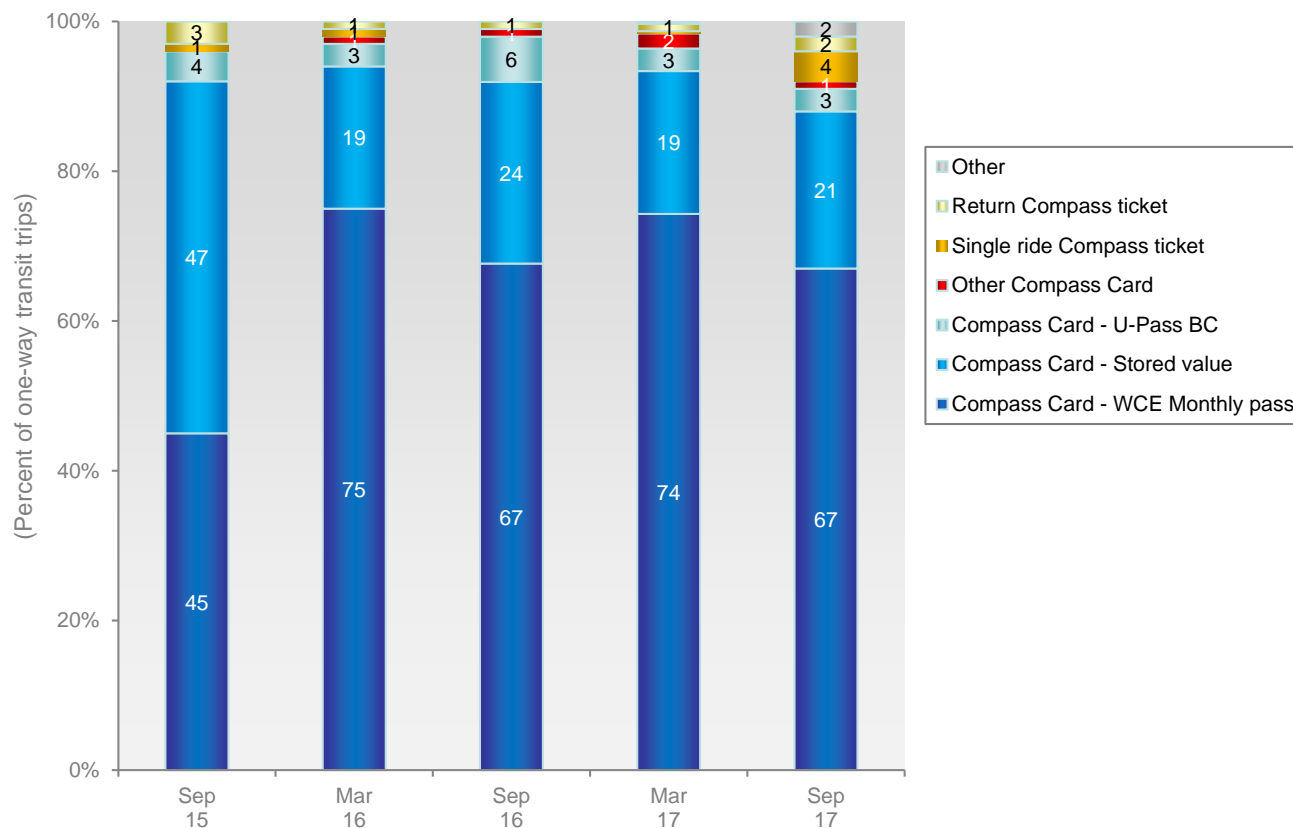
Legend:
- Other
- Return Compass ticket
- Single ride Compass ticket
- Other Compass Card
- Compass Card - U-Pass BC
- Compass Card - Stored value
- Compass Card - WCE Monthly pass

Fare Payment Method Used

- Unchanged from a year ago but down from last period, two-thirds of transit trips (67%) taken by WCE riders were paid using a WCE Monthly Pass that is loaded onto a Compass Card. This remains as the most popular fare payment method.

- The second most common payment method is Stored Value on a Compass card (21%), which is down from last September but consistent with the previous period.

September 2017 Base = 2,857 trips

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

TRANS LINK

Q7a. Now thinking about your trips on West Coast Express, how many one-way trips do you make in an average week?
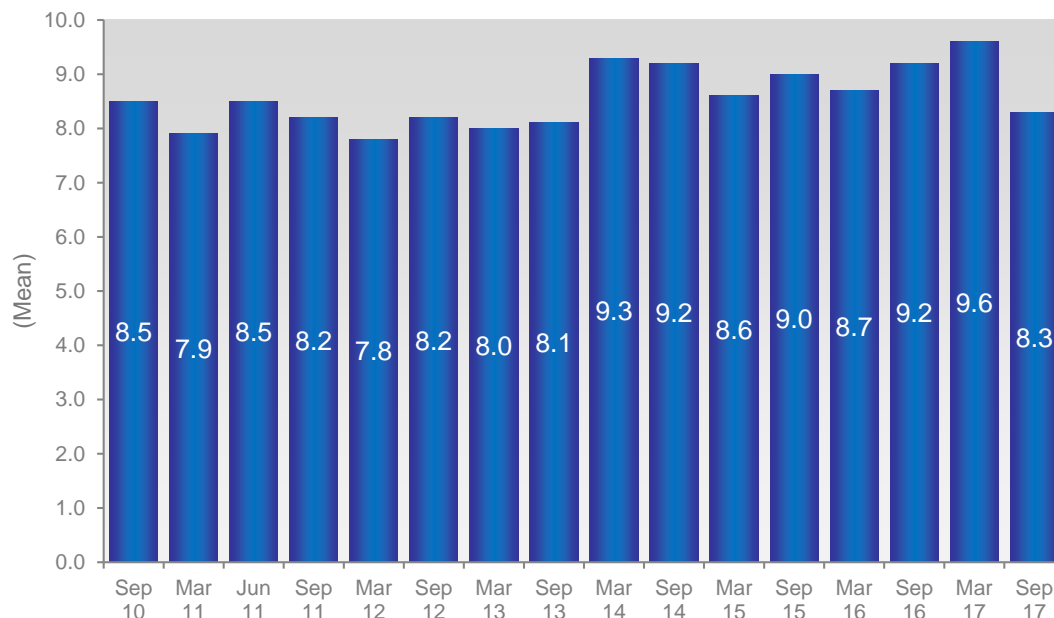
September 2017 Base = 318

WCE Trip Frequency

- WCE riders make an average of 8.3 trips on WCE in a week, which has dropped from the last two periods.

Compared to:

March 2017	September 2016
-1.3	-0.9

- Two-thirds of WCE riders (66%) indicate that they usually make at least 10 one-way WCE trips in a week.

= *Significant upward / downward shift*

TRANS LINK

Q13. Approximately when did you begin taking West Coast Express?
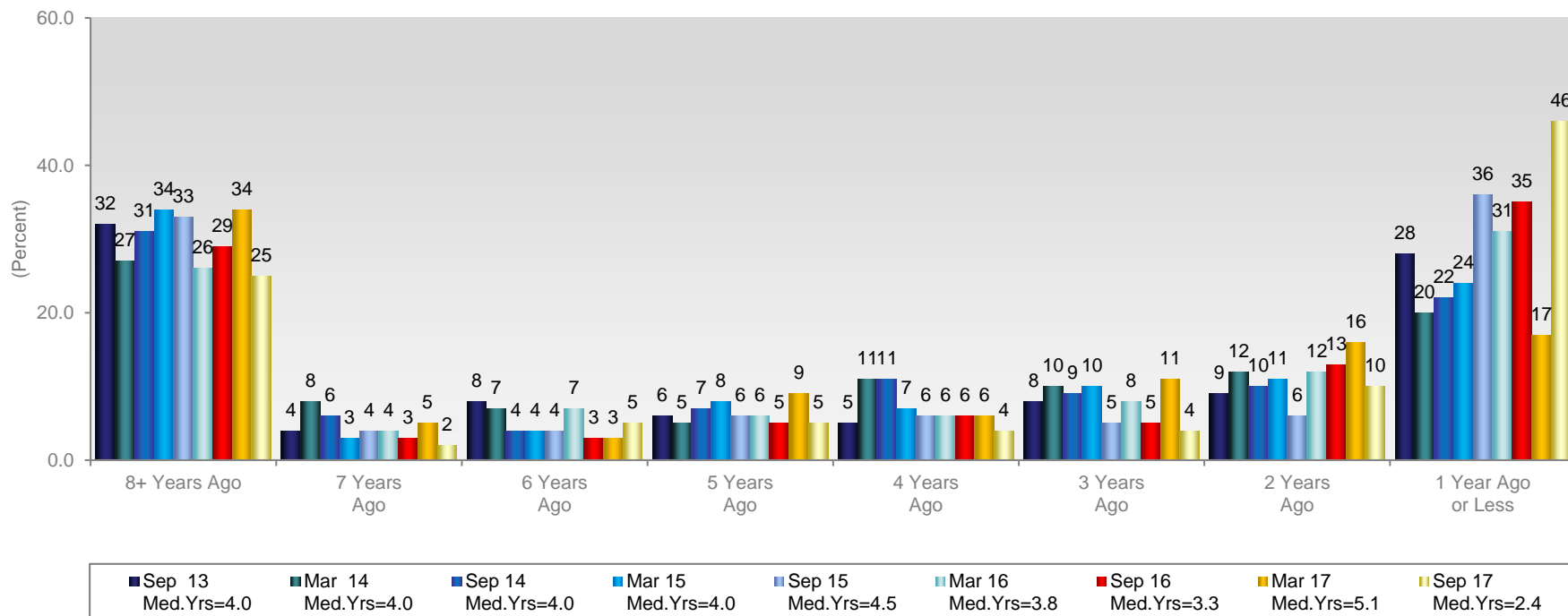
September 2017 Base = 324

Duration of WCE Usage

- This period, significantly more WCE riders indicate that they have started taking the WCE within the past year (46%, up from the last two periods), which accounts for the large change in the average tenure of riders.

- Another quarter of WCE riders (25%) say they have taken WCE for 8 or more years (down from March 2017).

TRANS LINK

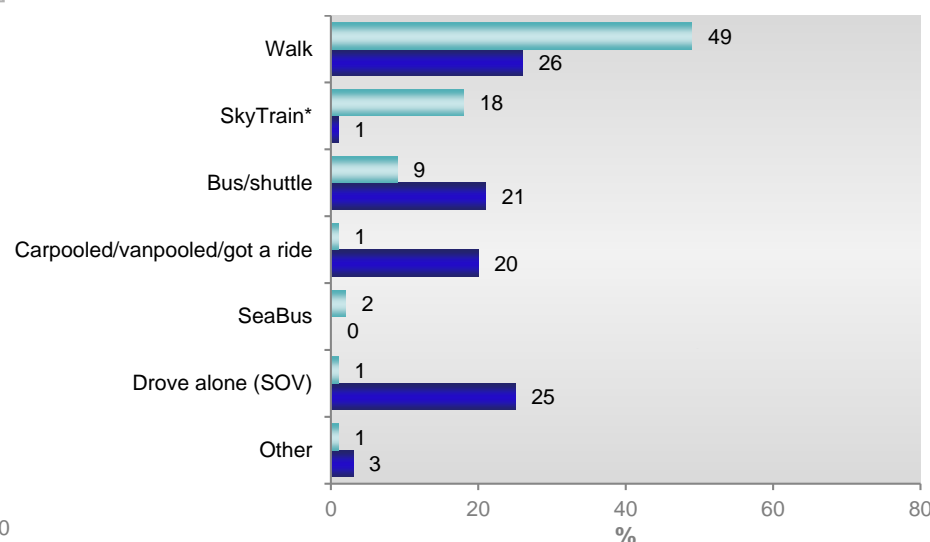Q1c. This morning/afternoon how did you get to the station to board the train?

Carpooled/vanpooled/got a ride — AM: 20, PM: 4
Drove alone (SOV) — AM: 30, PM: 6
Walked to the station — AM: 16, PM: 51
Bus/shuttle — AM: 28, PM: 8
SkyTrain* — AM: 0, PM: 12
SeaBus — AM: 0, PM: 2
Other — AM: 3, PM: 2
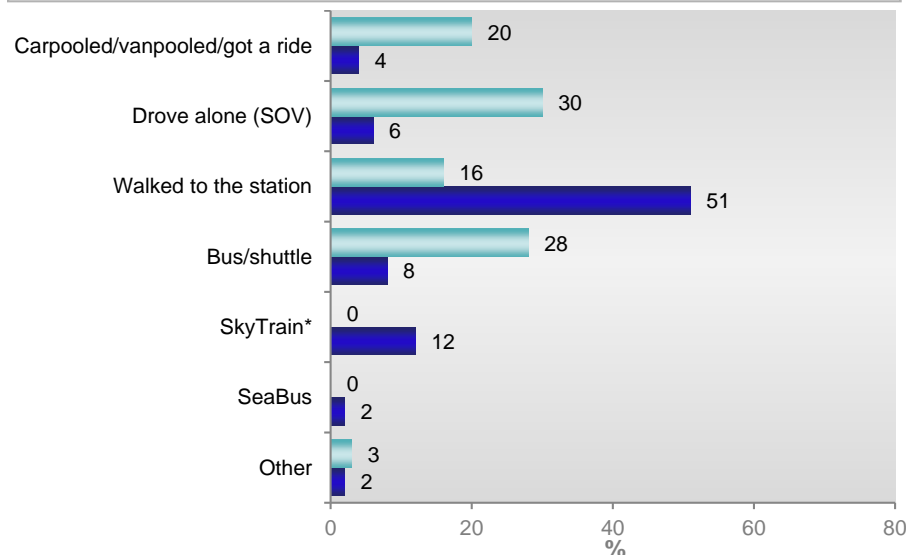
*Includes 34% of WCE riders who used the Canada Line.

■ AM Riders (n=161)   ■ PM Riders (n=176)

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

Walk — AM: 49, PM: 26
SkyTrain* — AM: 18, PM: 1
Bus/shuttle — AM: 9, PM: 21
Carpooled/vanpooled/got a ride — AM: 1, PM: 20
SeaBus — AM: 2, PM: 0
Drove alone (SOV) — AM: 1, PM: 25
Other — AM: 1, PM: 3

*Includes 40% of WCE riders who used the Canada Line.

■ AM Riders (n=161)   ■ PM Riders (n=177)

Mode to the Boarding Station

- Morning WCE riders tend to get to the station by SOV (30%), bus/shuttle (28%) or carpooling (20%).

- For afternoon riders, one-half of them (51%) say that they walked to the station.

Mode after Disembarking

- Morning WCE riders usually walk to their final destination after they get off from the WCE (49%).

- Riders who take WCE in the afternoon are also likely to walk (26%). They also tend to drive alone to their final destination (25%).

TRANS LINK

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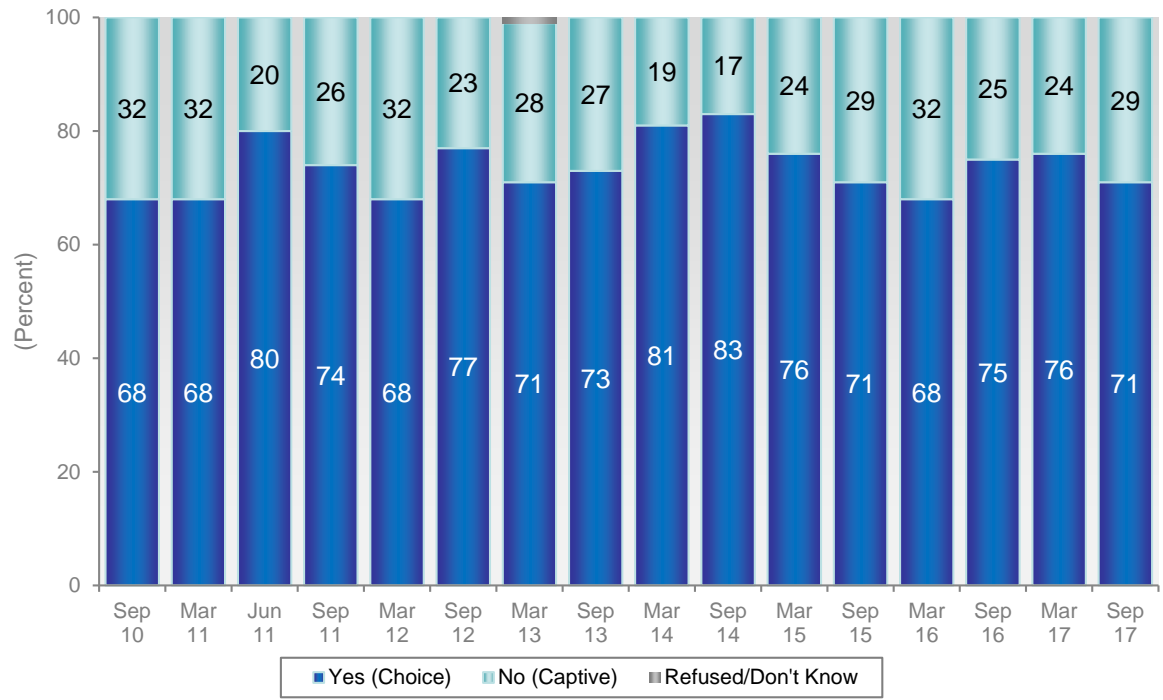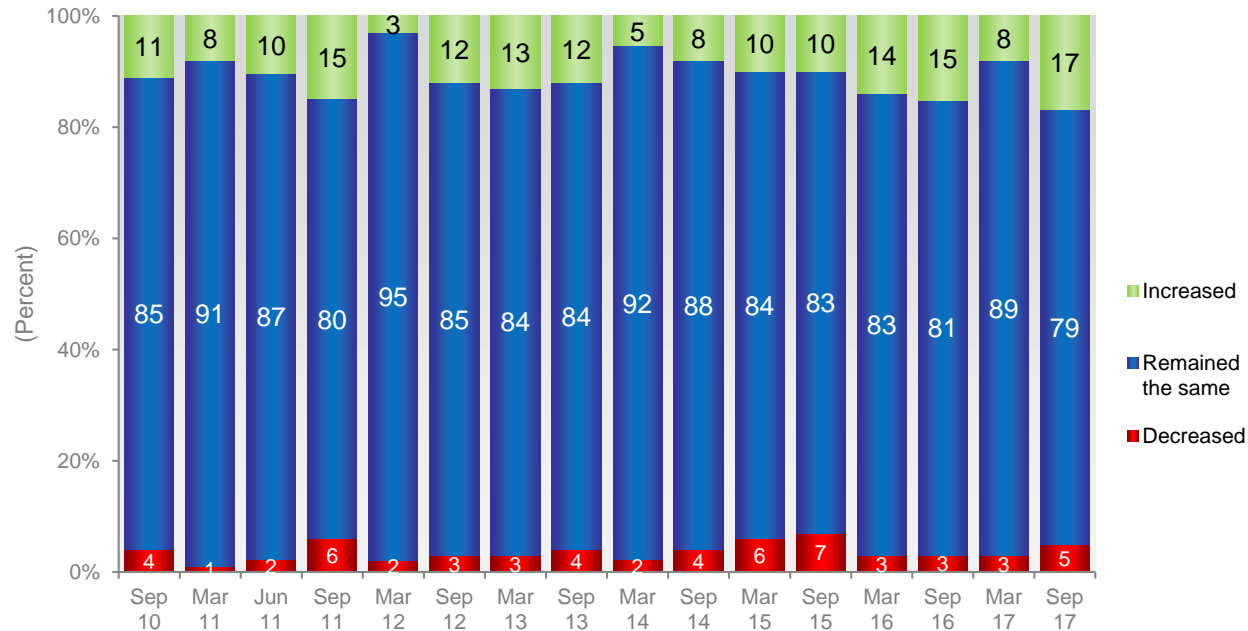

September 2017 Base = 338

Choice vs. Captive

- Directionally down from the previous two waves, 71% of WCE riders say they have access to a vehicle for the trip that they make on WCE. They are classified as Choice riders.

- On the contrary, 29% of WCE riders are considered as Captive riders, meaning they do not have vehicle access. This is marginally up from the last two periods.

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

September 2017 Base = 334
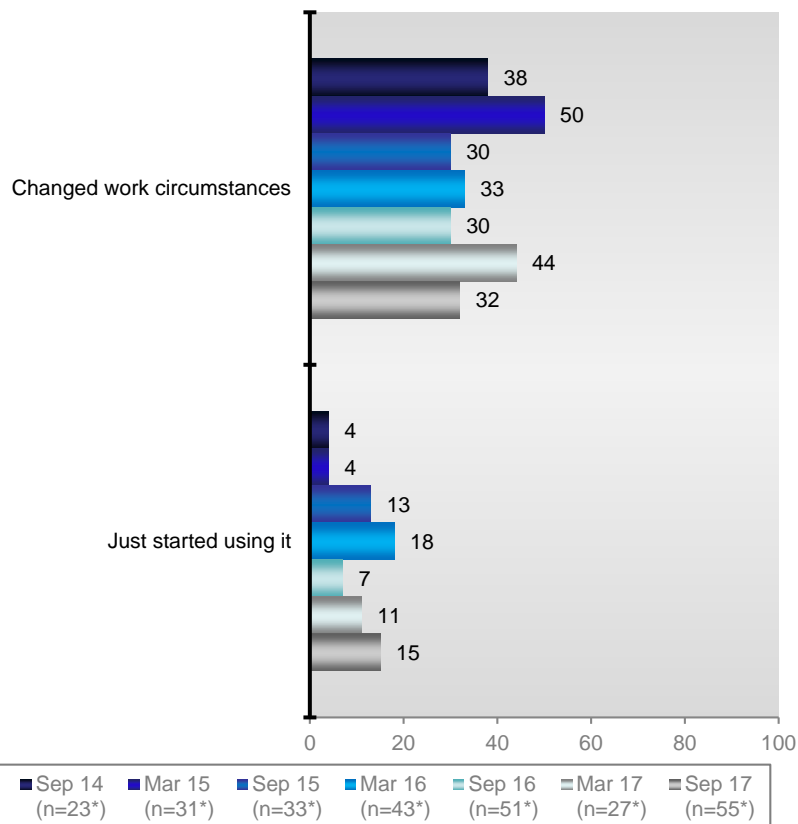
Changes in Usage Over Last Six Months

- Majority of WCE riders (79%) continue to say that they have not changed their WCE usage frequency in the past 6 months. However, it has dropped from the previous period.

- On the other hand, the proportion of those who indicate that they have increased their usage (17%) has grown significantly compared to last wave's proportion.

- Only 5% of WCE riders report using WCE less frequently.

TRANS/LINK

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

- The most common reason for taking WCE more often is because of changes in work circumstances (32%). Another top mentioned reason is because they have just started taking the WCE (15%).

Q16b. Why are you riding more often?

(Showing top reasons only)

Changed work circumstances
- 38
- 50
- 30
- 33
- 30
- 44
- 32

Just started using it
- 4
- 4
- 13
- 18
- 7
- 11
- 15

0 20 40 60 80 100

■ Sep 14 (n=23*) ■ Mar 15 (n=31*) ■ Sep 15 (n=33*) ■ Mar 16 (n=43*) ■ Sep 16 (n=51*) ▦ Mar 17 (n=27*) ■ Sep 17 (n=55*)
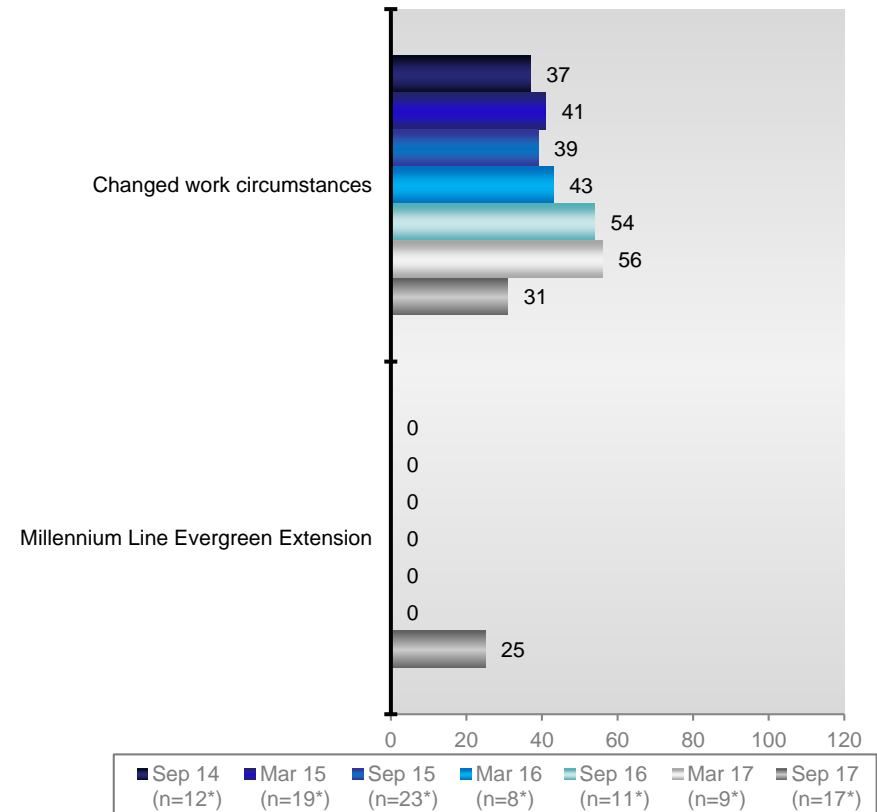
Reasons for Riding <u>Less Often</u>

- For the small proportion of riders who report using WCE less often (5%), their top cited reason for doing so is also because of work changes. In addition, they commonly mention that they are taking the Millennium Line Evergreen Extension instead.
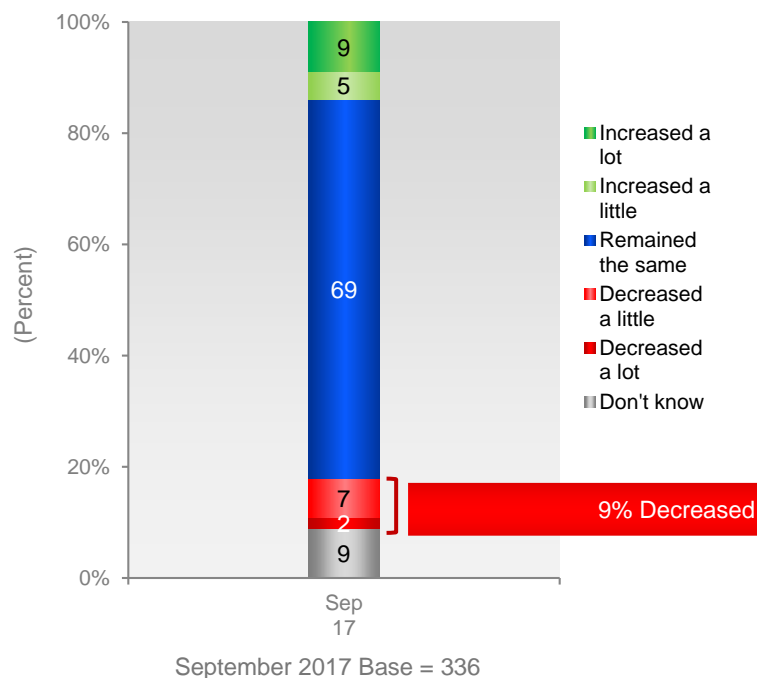
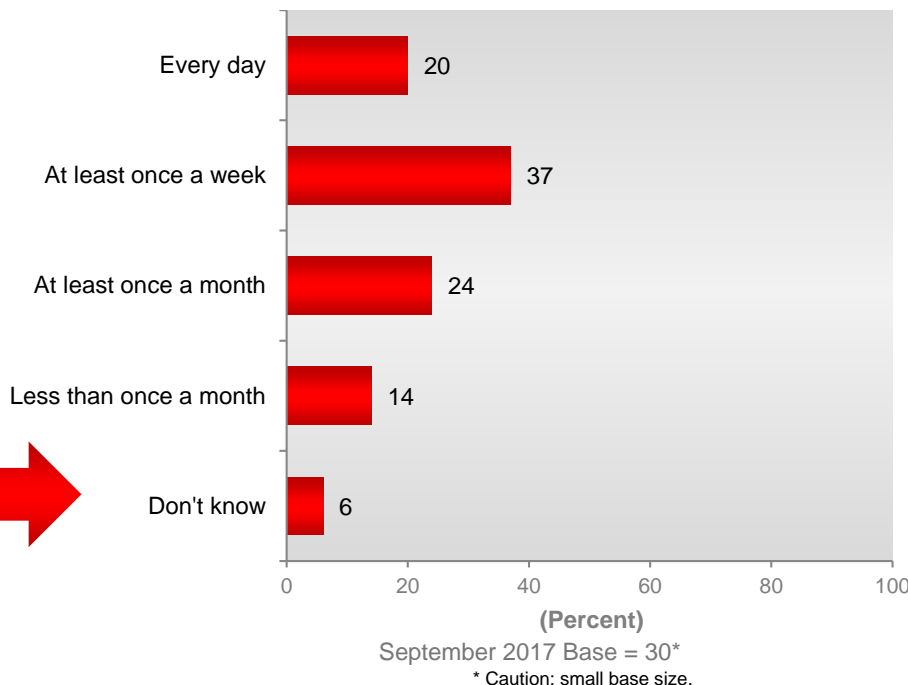Q16b. Why are you riding less often?

(Showing top reasons only)

Changed work circumstances
- 37
- 41
- 39
- 43
- 54
- 56
- 31

Millennium Line Evergreen Extension
- 0
- 0
- 0
- 0
- 0
- 0
- 25

0 20 40 60 80 100 120

■ Sep 14 (n=12*) ■ Mar 15 (n=19*) ■ Sep 15 (n=23*) ■ Mar 16 (n=8*) ■ Sep 16 (n=11*) ▦ Mar 17 (n=9*) ■ Sep 17 (n=17*)

* Caution: small base size.

TRANS LINK

Q17a. As a result of the SkyTrain Millennium Line Evergreen Extension that opened in December 2016, has your usage of West Coast Express increased, decreased or remained the same?

Q17b. For the trips that you used to make on WCE, how often do you now use the Millennium Line Evergreen Extension for those trips?

Legend:
- Increased a lot
- Increased a little
- Remained the same
- Decreased a little
- Decreased a lot
- Don't know

Sep 17 values: 9, 5, 69, 7, 2, 9

9% Decreased

September 2017 Base = 336

Q17b bars:
- Every day: 20
- At least once a week: 37
- At least once a month: 24
- Less than once a month: 14
- Don't know: 6

September 2017 Base = 30*
* Caution: small base size.

Changes in Usage Due to Evergreen Extension

- Seven-in-ten current WCE riders (69%) say that their usage of the WCE has not changed due to the opening of the SkyTrain Millennium Line Evergreen Extension. Another 13% report taking WCE more frequently as a result of the SkyTrain extension, likely using Evergreen to reach one of the two shared stations.

- One-in-ten riders (9%) indicate that they have decreased their WCE usage, and they tend to take the Evergreen Extension at least once a week for the trips that they used to make on WCE.

This section presents profiles of key customer segments. In the current wave, the profiles of Choice versus Captive riders and Low, Medium, and High Frequency riders are presented. The demographic profile of WCE riders is also presented, relative to the demographic profile of residents of Metro Vancouver who are age 18 or older.

Choice Versus Captive Riders

Seven-in-ten WCE riders (71%) are classified as Choice riders, which means they have access to a vehicle for the trip that they make on WCE. The remaining 29% are identified as Captive riders, meaning they do not have vehicle access.

The characteristics of Choice and Captive riders are as follows:

Choice Riders (71%):
- More likely than Captive Riders to make an annual household income of $95,000 or more (48% versus 29%)
- More likely than Captive Riders to be Low Frequency riders (15% versus 6%)
- Past-week transit trips made by Choice Riders are more likely to be for work purposes (92% versus 85%) and using WCE exclusively (39% versus 28%) compared to the trips made by Captive Riders
- Transit trips made by Choice Riders in the past week are also more likely to be paid by Stored Value (23% versus 15%) or a Compass Ticket (6% versus 4%)

Captive Riders (29%):
- More likely to be younger (18-24 years old) compared to Choice Riders (17% versus 9%)
- More likely than Choice Riders to be a High Frequency rider (78% versus 64%)
- Compared to Choice Riders, past-week transit trips made by Captive Riders are more likely to be for school purposes (9% versus 5%), use a combination of WCE, SkyTrain and Bus (13% versus 10%) and use the Compass Card loaded with the WCE monthly pass as their method of payment (73% versus 64%)

Profile of High, Medium and Low Frequency Riders

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

The key characteristics of each group are as follows:

High Frequency Riders (68%):
- Are more likely to be working full-time (91% versus 85% overall) and travel for work purposes (92% versus 90% overall)
- Are more likely to use a Compass Card loaded with the WCE Monthly Pass (74% versus 67% overall)

Medium Frequency Riders (20%):
- Are the most likely rider group to be working part-time (17% versus 6% overall)
- Are the most likely rider group to use a Compass Card loaded with Stored Value (40% versus 21% overall)

Low Frequency Riders (13%)
- Are more likely to use a Compass Ticket as their method of payment compared to other rider groups (30% versus 6% overall)
- Past-week transit trips made by Low Frequency Riders are most likely to be using WCE exclusively (49% versus 36% overall) and for entertainment purposes (15% versus 2% overall).

TRANS LINK

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, 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 Or Older[1]	Bus, SeaBus, SkyTrain Riders, 16+ Years Q2 2017	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	WCE Riders Mar 2017	WCE Riders Sep 2017
BASE	2,004	2,100	314	319	325	311	325	317	321	333	322	338
Age[4]:	%	%	%	%	%	%	%	%	%	%	%	%
18 – 24	13	28[2]	6	10	9	5	7	12	10	10	5	12
25 – 34	17	10	19	17	22	21	21	15	22	20	18	26
35 – 44	18	12	25	29	36	30	27	25	25	30	28	24
45 – 54	20	21	30	31	22	29	26	27	24	21	32	21
55 – 64	16	10	17	10	8	12	15	19	18	17	15	14
65 and older	17	16	3	2	3	2	4	3	2	1	3	3
Gender[4]:	%	%	%	%	%	%	%	%	%	%	%	%
Male	48	48	50	50	50	50	46	48	49	51	50	43
Female	52	52	50	50	50	50	54	52	51	49	50	58
Employment[4]:	%	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	51	42	74	74	93	92	87	87	87	85	93	85
Employed part-time	15	19	13	13	2	3	5	2	5	6	4	6
Student (FT/PT)	6	18	6	8	5	4	7	9	7	7	3	7
Homemaker	4	2	1	1	-	-	-	-	-	-	-	-
Retired	18	17	4	2	1	1	2	1	1	1	-	2
Not employed	5	4	2	2	-	<1	-	0	<1	1	<1	1
Refused	1	2	<1	<1	-	-	-	-	-	-	-	-
Education[4]:	%	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	23[3]	10	2	2	<1	1	1	1	2	2	1	1
Graduated high school		15	16	13	7	5	8	11	9	13	14	8
Voc./college/tech.	25	16	25	25	22	28	26	24	25	27	27	18
Some university	10	13	18	24	23	19	18	17	20	15	21	17
Graduated university	41	43	39	36	47	47	47	48	45	43	38	56
Refused	1	3	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 Or Older[1]	Bus, SeaBus, SkyTrain Riders, 16+ Years Q2 2017	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	WCE Riders Mar 2017	WCE Riders Sep 2017
BASE	2,004	2,100	314	319	325	311	325	317	321	333	322	338
Household Income[2] :	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Less than $25,000	7	9	3	6	5	5	5	6	7	3	3	6
$25,000 - $44,999	11	7	8	15	9	5	9	13	11	9	6	10
$45,000 - $64,999	10	10	21	20	28	27	19	13	22	17	22	20
$65,000 or more	54	41	65	51	58	63	67	68	61	70	70	64
$65,000 - $84,999	n/a	12	21	23	24	22	13	17	16	15	24	14
$85,000 or more	n/a	29	45	28	35	41	54	52	45	55	46	50
$85,000 - $94,999	n/a	3	8	7	8	8	9	8	8	13	16	8
$95,000 or more	n/a	26	37	21	27	33	45	44	37	42	30	43
Refused/Don't know	18	31	3	9	<1	-	1	-	-	-	-	-
Municipality of Residence[2] :	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**	**%**
Coquitlam East to Maple Ridge	13	9	79	81	84	84	83	82	82	88	86	84
Port Coquitlam/Coquitlam	n/a	**7**	38	34	35	37	40	39	34	45	45	41
Maple Ridge	n/a	1[3]	16	19	17	19	20	20	14	18	17	17
Port Moody/Belcarra/Anmore	n/a	1	12	14	12	16	13	13	13	16	16	13
Pitt Meadows	n/a	n/a	10	9	9	8	6	7	8	8	7	7
Unspecified	-	-	3	-	12	4	4	4	13	-	3	6
Surrey/North Delta/Langley/White Rock	28	18	4	1	1	2	2	2	2	3	2	3
Vancouver	28	38	2	1	1	<1	1	1	2	1	1	-
Burnaby/ New Westminster	13	16	3	<1	<1	<1	1	1	<1	1	1	1
Richmond/South Delta	11	10	-	-	<1	-	-	-	-	-	-	+
North Shore	8	10	<1	-	-	<1	<1	<1	-	-	-	<1
Outside Metro Vancouver	n/a	n/a	12	14	13	13	13	13	13	8	7	8
Mission	n/a	n/a	9	9	10	9	7	7	9	6	6	5
Abbotsford	n/a	n/a	2	2	1	2	4	4	3	1	1	2
Chilliwack	n/a	n/a	<1	1	-	-	<1	-	<1	<1	-	1
Other	n/a	n/a	1	1	<1	<1	1	1	<1	1	<1	-
Unspecified	-	-	<1	-	-	2	<1	-	-	-	-	-
Refused	n/a	n/a	-	3	-	-	-	-	2	-	3	4

[1] Source: Mustel – 2,004 surveys conducted among metro Vancouver residents in March, May, September and December 2014 Omnibus waves.
[2] Percentaged among those who gave a response (i.e., not the full sample).
[3] Includes both Maple Ridge and Pitt Meadows.

Interviewer Name: _____

A1. Date:

	M	T	W	Th	F
September	18	19	20	21	22
September	25	26	27	28	29

A2. Train Departure Time:

	Train 1	Train 2	Train 3	Train 4	Train 5
AM–Train Left Mission at	5:25 AM $\square^1$	5:55 AM $\square^2$	6:25 AM $\square^3$	6:55 AM $\square^4$	7:25 AM $\square^5$

	Train 6	Train 7	Train 8	Train 9	Train 10
PM–Train Left Waterfront at	3:50 PM $\square^6$	4:20 PM $\square^7$	4:50 PM $\square^8$	5:30 PM $\square^9$	6:20 PM $\square^{10}$

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 March, 2017?

1. Yes   **THANK AND END INTERVIEW**
2. No   **CONTINUE**

A4.   Do you or does anyone in your household work for TransLink, Coast Mountain Bus Company, SeaBus, SkyTrain or West Coast Express?

1.   Yes   **THANK AND DISCONTINUE**
2.   No   **CONTINUE**

A5.   GENDER: $\square^1$ MALE $\square^2$ FEMALE

Q1a. At what station did you board the West Coast Express today? **CIRCLE ANSWER.**
Q1b. At what station will you get off the West Coast Express today? **CIRCLE ANSWER.**

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

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

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

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

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

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

WEST COAST EXPRESS

> **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.**

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

❑^{1} Walk from the station

❑^{2} Carpool/vanpool / get a ride

❑^{3} Bicycle

❑^{4} Motorcycle

❑^{5} Taxi

❑^{6} Drive alone (SOV)

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

❑^{8} SkyTrain→Is it the Canada Line?

  ❑^{1} Yes

  ❑^{2} No

❑^{9} Other (specify)_____

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

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

TOTAL NUMBER OF ONE-WAY TRIPS _____

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

_____ a. West Coast Express only

_____ b. West Coast Express and bus

_____ c. West Coast Express and SkyTrain

_____ d. West Coast Express & SkyTrain & bus

_____ e. West Coast Express and another
      transit mode

_____ f. Bus only

_____ g. SkyTrain only

_____ h. SeaBus only

_____ i. Bus and SkyTrain

_____ j. Bus and SeaBus

_____ k. SkyTrain and SeaBus

_____ l. Bus, SeaBus, and SkyTrain

Ipsos

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

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

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

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

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

_____ e. On a Saturday, Sunday or statutory holiday

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

_____ a. To or from work

_____ b. To or from school

_____ c. To or from shopping

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

_____ e. For entertainment or social reasons

_____ f. For any other purpose

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

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

Compass Ticket Options:
_____ d. A Single-Ride Compass Ticket

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

_____ e. A Return Compass Ticket

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

Compass Card Options:

_____ f. Return Pass

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

_____ g. Stored Value

_____ h. U-Pass BC

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

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

Other:

_____ k. Other (specify)_____

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

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

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

NAME_____   PHONE #_____

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

HAND THE REMAINDER OF THE QUESTIONNAIRE TO THE RESPONDENT

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

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

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   Excellent

❑$_1$ ❑$_2$ ❑$_3$ ❑$_4$ ❑$_5$ ❑$_6$ ❑$_7$ ❑$_8$ ❑$_9$ ❑$_{10}$

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

_____

e1) Feeling safe from crime in WCE parking lots

Very Poor   Excellent   N/A

❑$_1$ ❑$_2$ ❑$_3$ ❑$_4$ ❑$_5$ ❑$_6$ ❑$_7$ ❑$_8$ ❑$_9$ ❑$_{10}$ ❑$_?$

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

_____

e) Having enough parking at the WCE parking lots

Very Poor   Excellent   N/A

❑$_1$ ❑$_2$ ❑$_3$ ❑$_4$ ❑$_5$ ❑$_6$ ❑$_7$ ❑$_8$ ❑$_9$ ❑$_{10}$ ❑$_?$

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

_____

f) Value for the money

Very Poor   Excellent

❑$_1$ ❑$_2$ ❑$_3$ ❑$_4$ ❑$_5$ ❑$_6$ ❑$_7$ ❑$_8$ ❑$_9$ ❑$_{10}$

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

_____

g) Convenient hours of operation

Very Poor   Excellent

❑$_1$ ❑$_2$ ❑$_3$ ❑$_4$ ❑$_5$ ❑$_6$ ❑$_7$ ❑$_8$ ❑$_9$ ❑$_{10}$

When would you like the service to be available?

❑$_1$ Earlier westbound   ❑$_4$ Earlier eastbound

❑$_2$ Later westbound   ❑$_5$ Later eastbound

❑$_3$ Mid-day   ❑$_6$ Weekends

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

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

☐^{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

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

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

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

_____

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

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

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

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

_____

k) Delays are announced and explained

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

☐^{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

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

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

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

_____

m) Courteous, competent and helpful staff

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

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

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

_____

n) Safe West Coast Express equipment provides a safe ride

Very Poor   Excellent

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

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

_____

o) Not being overcrowded

Very Poor   Excellent

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

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

_____

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

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

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

$\square^0$ **CHECK HERE IF THIS IS YOUR FIRST TRIP ON WEST COAST EXPRESS**

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

$\square^1$ Carpool/vanpool $\square^7$ Bus

$\square^2$ Walk $\square^8$ Other (specify) _____

$\square^3$ Bicycle

$\square^4$ Motorcycle $\square^9$ N/A – New to the area served by WCE

$\square^5$ Taxi

$\square^6$ Drove alone (SOV)

Ipsos

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

❑¹ Avoid parking hassles / expense

❑² Avoid driving / traffic / can relax or work on train

❑³ Comfortable seats

❑⁴ Faster than driving

❑⁵ Faster / more direct than other transit modes

❑⁶ Stations are close to my home and / or destination

❑⁷ Save money on gas

❑⁸ Environmental reasons

❑⁹ Other (specify) _____

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

❑¹ Yes   ❑² No

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

❑¹ Increased ❑² Decreased   ❑³ Remained the same

Q16b. Why? _____

_____

Q17a. As a result of the SkyTrain Millennium Line Evergreen Extension that opened in December, 2016, has your usage of West Coast Express increased, decreased or remained the same?

❑¹ Increased a lot   ❑² Decreased a little

❑³ Increased a little   ❑⁴ Decreased a lot

❑⁵ Remained the same   ❑⁶ Don't know

IF DECREASED, GO TO Q17B

Q17b. For the trips that you used to make on WCE, how often do you now use the Millennium Line Evergreen Extension for those trips?

❑¹ Every day   ❑² At least once a week   ❑³ At least once a month

❑⁴ Less than once a month   ❑⁵ Don't know

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   ❑⁴ Some university

❑² Graduated high school   ❑⁵ Graduated university

❑³ Vocational / college / technical

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.**