

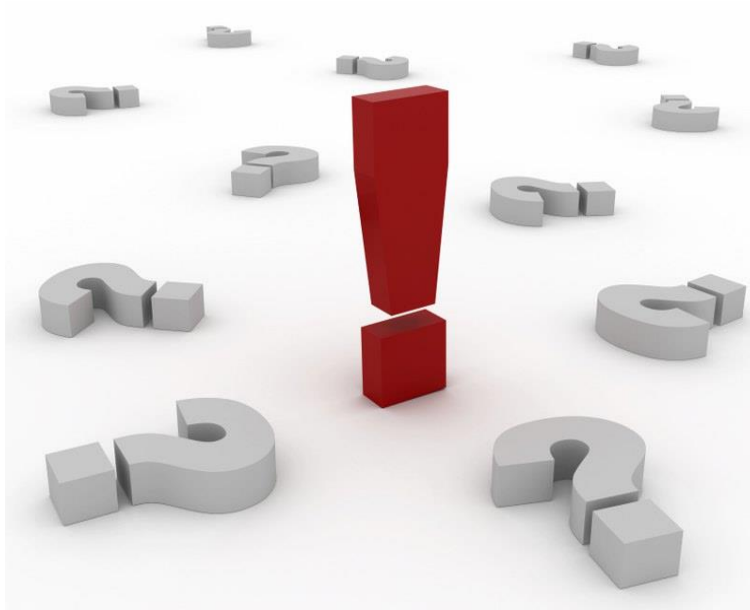


Customer Service Performance September 2018

West Coast Express



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



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

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





- **Overall WCE Service continues to show strong performance, receiving top scores from nine-in-ten WCE riders (89%).** The average score is holding stable at 8.9 out of 10.
- **Scores for most service attributes are in-line with the previous two periods,** except for Availability of Transit Information, which has increased from last September (78%, up 7 percentage points).
- **Convenient Hours of Operation remains to be an area for improvement.** It has an average score of 6.9 out of 10 and earns high ratings from less than one-half of WCE riders (43%).

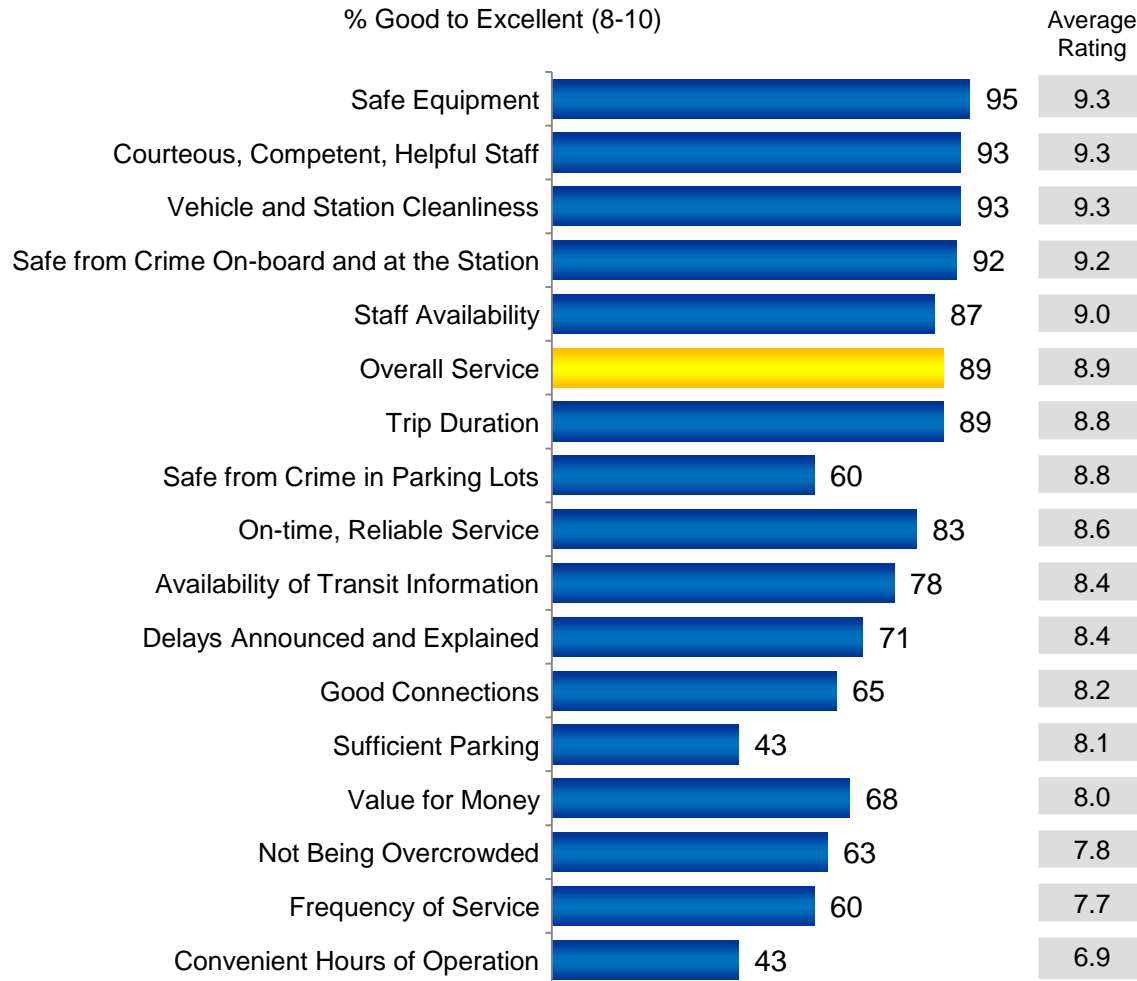


- **Similar to historical trends, WCE riders report making an average of 8.1 transit trips in the last seven days and an average of 7.9 trips on WCE in a typical week.** The proportion of trips made on WCE exclusively has been trending downward since March 2016 (from 48% to 20% this period). Hence, while WCE riders usually make very few non-WCE transit trips, they are more likely to make transit trips that involve WCE and one or more additional transit mode(s).
- **Three-quarters of WCE riders (76%) have not changed their usage of WCE in the last six months, which is consistent with the previous two waves.** However, a larger proportion of riders indicate that they have increased their usage of WCE compared to March 2018 (19% versus 6%).
- **WCE riders are usually new on WCE (started taking WCE within the past year, 43%) or they are long-term riders (began using it 8 or more years ago, 30%).**



- **Although its usage has dropped from a year ago, WCE Monthly Pass continues to be the most popular method of payment (61% of one-way trips, down from 67%).** Another commonly used method is Stored Value (28% of one-way trips, up from 21% a year ago, but down from 33% in March 2018).

Performance on West Coast Express Attributes



Sep 2018 Base = 304-314

Performance on Specific Attributes

- The Overall Service provided by WCE continues to earn high scores from nine-in-ten WCE riders (89%) and the average score is sitting strong at 8.9 out of 10.
- Compared to the previous two periods, ratings for most of the service attributes have not changed. The one area that has shown significant improvements from a year ago is Availability of Transit Information (78%, up 7 percentage points). This attribute has reached a new record high level.
- This period, the highest-rated attributes include Safe Equipment, Courteous, Competent, Helpful Staff and Vehicle and Station Cleanliness, which have all received an average score of 9.3 out of 10.
- Similar to past trends, Convenient Hours of Operation remains the lowest rated attribute of WCE service, earning 43% of good-to-excellent ratings and an average score of 6.9 out of 10.

Areas to be Addressed to Improve Perceptions of the WCE Service

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

This period, Convenient Hours of Operation shows the most significant negative impact on Overall Service perceptions, receiving a negative impact score of 0.14. The average score for this attribute is currently the lowest at 6.9 out of 10. Among those who give a low rating to this area, they indicate that they would like to see weekend service and later eastbound service.

Other attributes that have some negative impact on riders' perception of Overall WCE Service include Not Being Overcrowded and Value for Money (both 0.10).

	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 of Operation	8.5	9.0	0.5	0.27	0.14
Not Being Overcrowded	8.1	9.0	0.9	0.11	0.10
Value for Money	7.6	9.0	1.4	0.07	0.10

West Coast Express Rider Profile



- The demographic profile of a WCE rider is similar to previous waves. Seven-in-ten WCE riders (71%) are between the ages of 25 and 54 years old and close to two-thirds of them (67%) make an annual household income of \$65,000 or more. They also tend to work full-time (84%) and reside in Port Coquitlam (45%).
- WCE riders are more likely to be Choice riders (71%), meaning they have access to a vehicle.



- Consistent with the previous two waves, over four-in-ten (43%) riders have only started taking WCE within the past year. Another three-in-ten WCE riders (30%) began using WCE 8 or more years ago.
- Unchanged from the last two periods, WCE riders tend to make 8.1 transit trips in the past seven days, and they usually make an average of 7.9 trips on WCE in a week. As well, transit trips that were made exclusively on WCE have been trending down since March 2016 (from 48% to 20%). This suggests that WCE riders tend to make very few transit trips that do not include WCE.
- A majority of WCE riders (76%) continue to report that they have been using WCE with the same frequency as six months ago. Compared to March 2018, a higher proportion of riders say they have increased their usage of WCE in the last six months.



- The most popular method of payment continues to be a WCE Monthly Pass, but its usage is down from a year ago (61% versus 67%).
- Stored Value is the next most common payment method (28%, up from last September but down from March 2018).



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 314 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 17th to 28th, 2018.

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

<u>AM Westbound Train</u>	<u>Surveys Collected</u>	<u>PM Eastbound Train</u>	<u>Surveys Collected</u>
5:27AM	15	3:50PM	26
5:57AM	25	4:20PM	34
6:27AM	40	4:50PM	39
6:57AM	39	5:30PM	41
7:27AM	<u>39</u>	6:20PM	<u>16</u>
TOTAL	158	TOTAL	156

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

<u>Westbound Boarders</u>	<u>Surveys Collected</u>	<u>Eastbound Disembarkers</u>	<u>Surveys Collected</u>
Mission City	13	Mission City	10
Port Haney	14	Port Haney	12
Maple Meadows	17	Maple Meadows	19
Pitt Meadows	12	Pitt Meadows	12
Port Coquitlam	35	Port Coquitlam	35
Coquitlam	35	Coquitlam	35
Port Moody	<u>32</u>	Port Moody	<u>33</u>
TOTAL	158	TOTAL	156

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 17th to 28th, 2018.

Implementation of FTA Impact Score Method

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

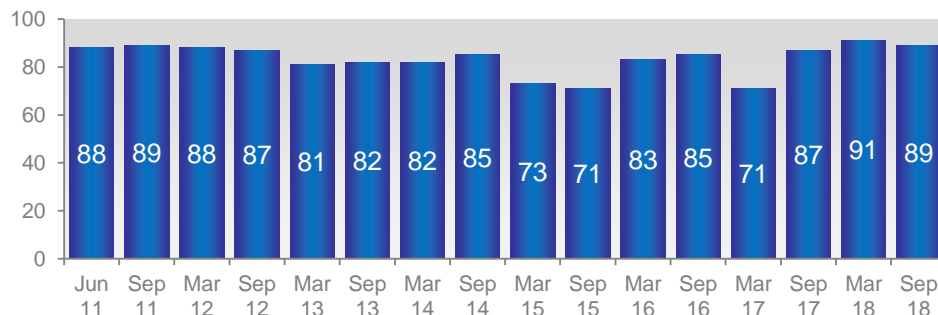


This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

- Overall Service Performance
- Performance on Specific Attributes

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

% Good to Excellent (8-10)

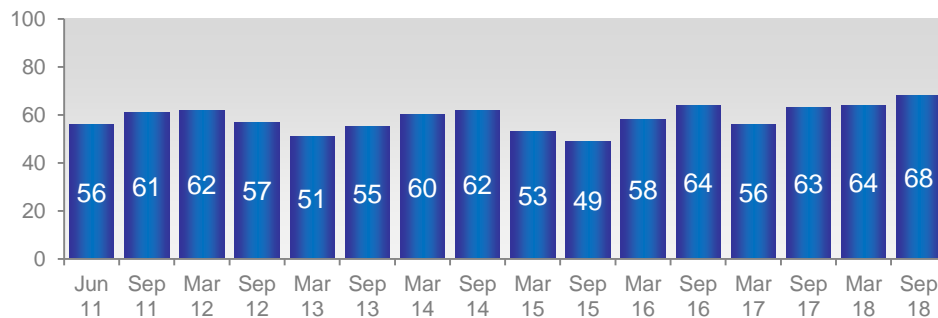


Avg Score 8.6 8.9 8.6 8.6 8.5 8.6 8.5 8.6 8.1 8.1 8.5 8.6 8.0 8.8 8.8 8.9

September 2018 Base = 314

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

% Good to Excellent (8-10)



Avg Score 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 7.9 8.0

September 2018 Base = 314

Overall Service

- Nine-in-ten WCE riders (89%) award top ratings to the Overall Service of WCE, which is consistent with the last two periods. The average score is sitting strong at 8.9 out of 10.

Good-to-Excellent ratings compared to:

March 2018
-2%

September 2017
+2%

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

Value for Money

- Ratings for Value for Money continue to trend upward from 56% in March 2017 to 68% this period. The average score has also reached to a new record high level at 8.0 out of 10

Good-to-Excellent ratings compared to:

March 2018
+4%

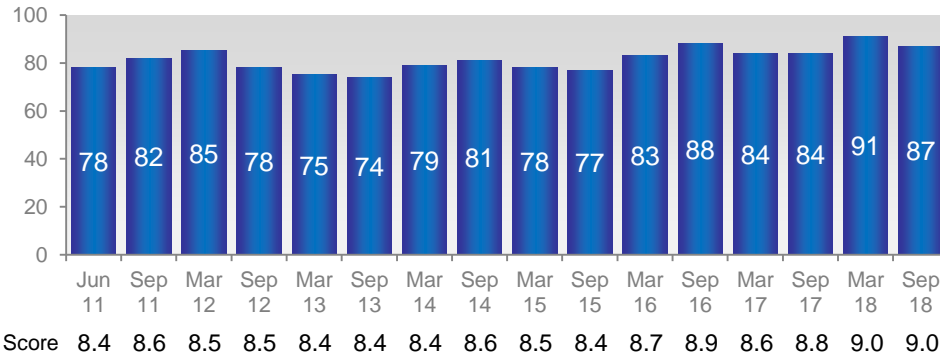
September 2017
+5%

- There are no differences at the station level.
- Among the 7% of riders who give a score of 1 to 5 for this attribute, the top cited reason is because WCE is too expensive.

● ● = Significant upward / downward shift

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

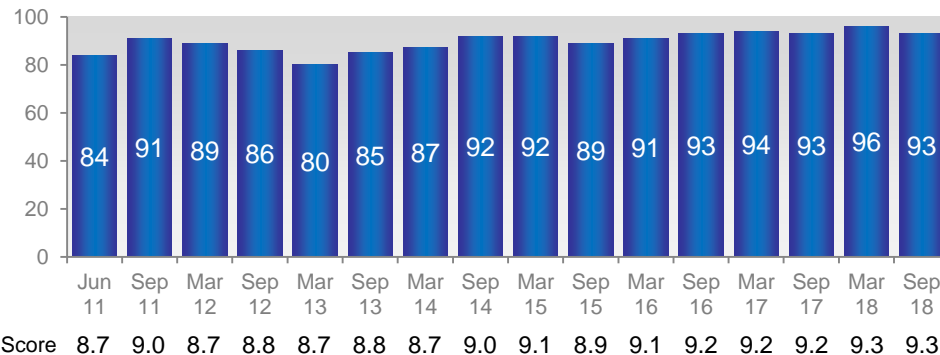
% Good to Excellent (8-10)



September 2018 Base = 307

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

% Good to Excellent (8-10)



September 2018 Base = 311

Staff Availability

- Staff Availability earns top scores from 87% of WCE riders, which is in-line with the last two waves. The average score remains at 9.0 out of 10.

Good-to-Excellent ratings compared to:	<u>March 2018</u>	<u>September 2017</u>
	-4%	+3%

- No differences are found between stations.

Courteous, Competent And Helpful Staff

- Consistent with the previous two periods, over nine-in-ten WCE riders (93%) give top ratings to WCE staff for being Courteous, Competent and Helpful. The average score remains strong at 9.3 out of 10.

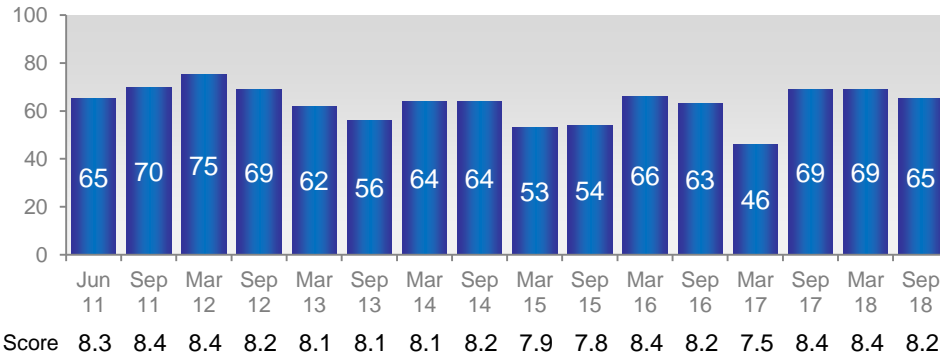
Good-to-Excellent ratings compared to:	<u>March 2018</u>	<u>September 2017</u>
	-3%	0%

- All stations receive similar ratings in this area.

● ● = 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?

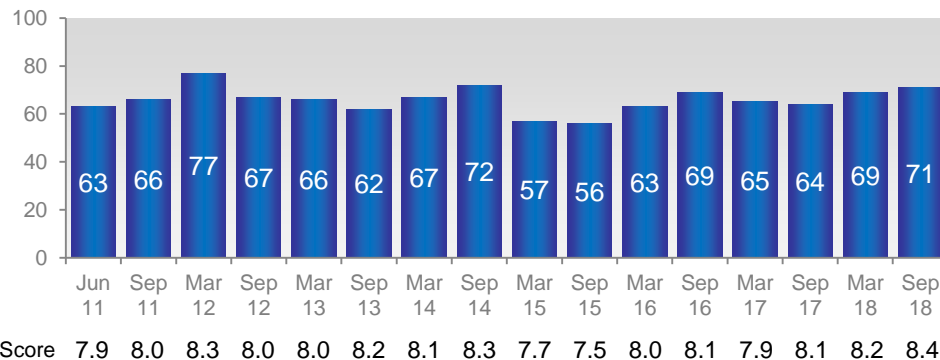
% Good to Excellent (8-10)



September 2018 Base = 312

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

% Good to Excellent (8-10)



September 2018 Base = 313

Good Connections

- Consistent with September 2017 and March 2018, Good Connections is rated highly by two-thirds of WCE riders (65%). The average score is at 8.2 out of 10.

Good-to-Excellent ratings compared to:

	March 2018	September 2017
	-4%	-4%

- No apparent differences are found at the station level.
- One-in-ten riders (9%) give a score of 1 to 5 and their main reason for doing so is because bus was late getting to the station.
- On average, WCE riders say that 12 minutes is a reasonable connection wait time.

Delays Announced and Explained

- Trending up over the last two waves, Delays Announced and Explained earns top scores from 71% of WCE riders. The average score (8.4 out of 10) is also at its highest level since June 2011.

Good-to-Excellent ratings compared to:

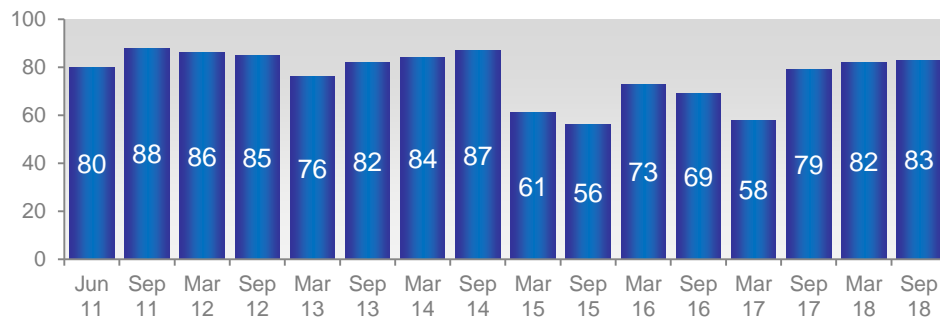
	March 2018	September 2017
	+2%	+7%

- There are no significant differences within stations.
- Among the 6% who provided 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)

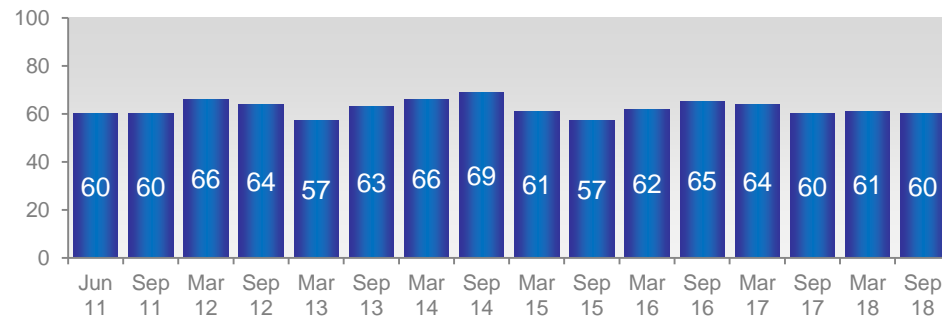


Avg Score 8.5 8.8 8.6 8.6 8.4 8.7 8.6 8.7 7.6 7.5 8.2 8.0 7.6 8.5 8.6 8.6

September 2018 Base = 312

Q9h. How would you rate West Coast Express in terms of: Frequency of service (how often the trains run during hours of operation)?

% Good to Excellent (8-10)



Avg Score 7.7 7.8 7.9 7.7 7.7 7.8 7.9 7.9 7.6 7.6 7.7 7.8 7.7 7.8 7.7 7.7

September 2018 Base = 313

On-Time Reliable Service

- On-Time Reliable Service shows stable performance this wave (83% good-to-excellent ratings and an average score of 8.6 out of 10).

Good-to-Excellent ratings compared to:

March 2018

+1%

September 2017

+4%

- There are no apparent differences at the station level.

Frequency of Service

- Frequency of Service continues to earn top ratings from six-in-ten WCE riders (60%), and its average score is stable at 7.7 out of 10.

Good-to-Excellent ratings compared to:

March 2018

-1%

September 2017

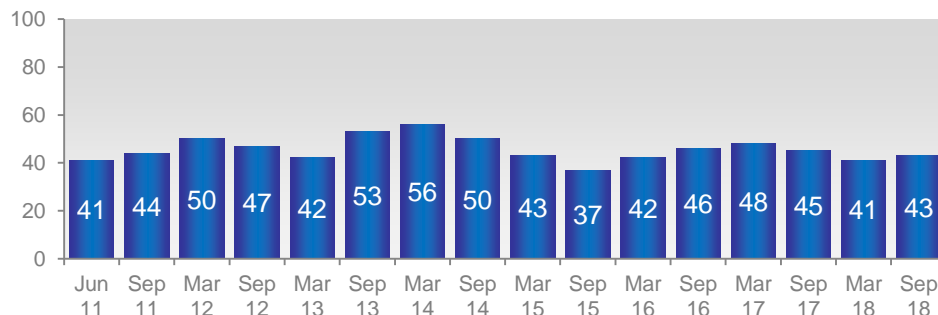
0%

- Scores are similar across stations.

● ● = Significant upward / downward shift

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

% Good to Excellent (8-10)

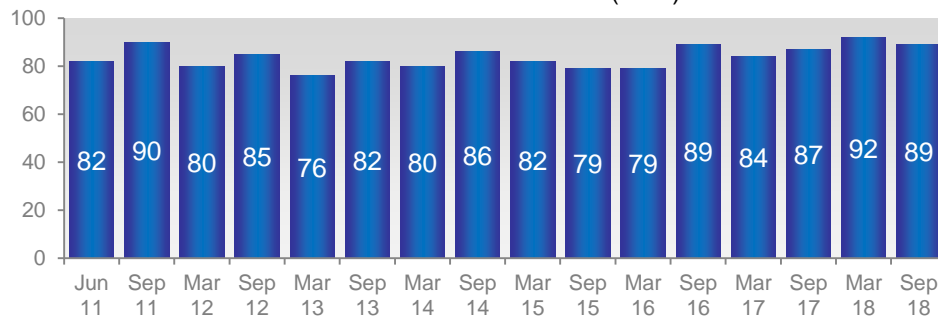


Avg Score 6.8 6.8 7.1 7.1 7.0 7.3 7.4 7.1 6.7 6.5 6.7 7.0 7.1 6.9 6.6 6.9

September 2018 Base = 313

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

% Good to Excellent (8-10)



Avg Score 8.6 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 8.9 8.8

September 2018 Base = 313

Convenient Hours of Operation

- Unchanged from the last two periods, 43% of WCE riders give top scores to Convenient Hours of Operation. This continues to be the lowest-rated attribute, earning an average score of 6.9 out of 10.

Good-to-Excellent ratings compared to:

<u>March 2018</u>	<u>September 2017</u>
+2%	-2%

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

Trip Duration

- Ratings for Trip Duration are stable at 89% and the average score is strong at 8.8 out of 10.

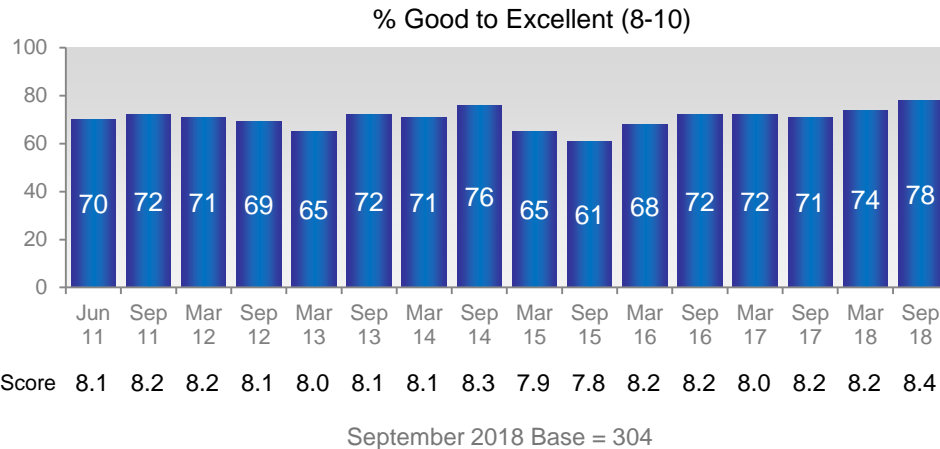
Good-to-Excellent ratings compared to:

<u>March 2018</u>	<u>September 2017</u>
-3%	+2%

- No differences are found across the different stations.

● ● = Significant upward / downward shift

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



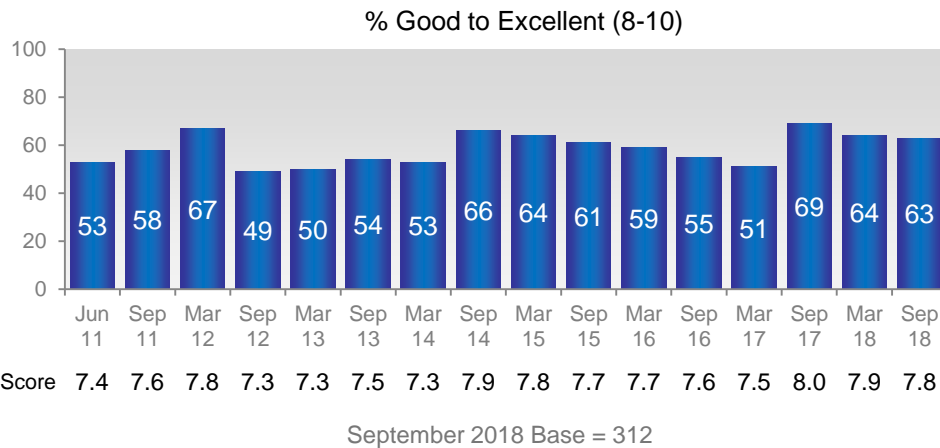
Availability of Transit Information

- Scores for Availability of Transit Information have been trending up since a year ago, from 71% to 78% this period. The average score has also climbed up to 8.4 out of 10, which exceeds the previous high of September 2014.

Good-to-Excellent ratings compared to:	<u>March 2018</u>	<u>September 2017</u>
	+4%	+7%

- There are no significant differences in the ratings at the station level.
- Among the 4% who give a low score, most of them say they haven't seen any information.

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



Not Being Overcrowded

- In-line with March 2018 but directionally down from a year ago, Not Being Overcrowded is being rated highly by 63% of WCE riders. The average score is at 7.8 out of 10.

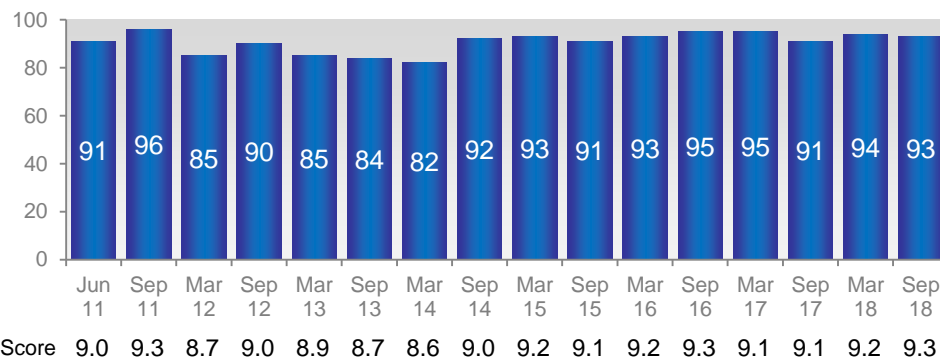
Good-to-Excellent ratings compared to:	<u>March 2018</u>	<u>September 2017</u>
	-1%	-6%

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

● ● = Significant upward / downward shift

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

% Good to Excellent (8-10)



September 2018 Base = 313

Clean, Graffiti-Free Vehicles and Stations

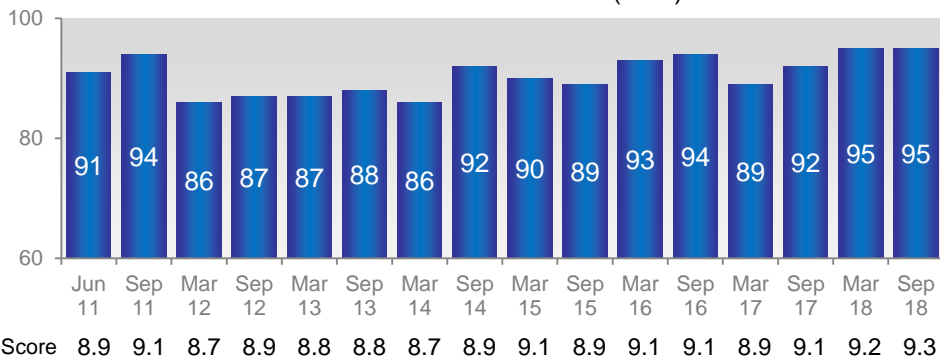
- A large majority of WCE riders (93%) continue to give top scores to WCE for being Clean and Graffiti-Free, and the average score is at 9.3 out of 10.

Good-to-Excellent ratings compared to:	<u>March 2018</u>	<u>September 2017</u>
	-1%	+2%

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

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)



September 2018 Base = 312

Safe WCE Equipment Provides a Safe Ride

- Nearly all WCE riders (95%) give a rating of 8 to 10 to WCE for having Safe Equipment, which is consistent with the last two waves. The average score (9.3 out of 10) is also at its highest level in the past several years.

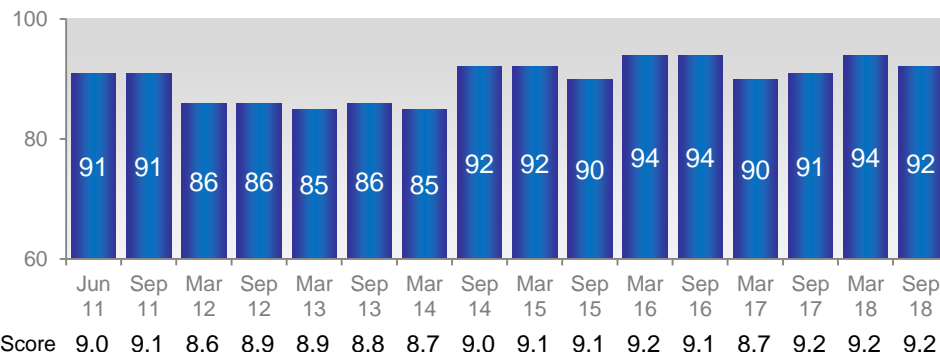
Good-to-Excellent ratings compared to:	<u>March 2018</u>	<u>September 2017</u>
	0%	+3%

- All of Mission and Port Haney riders give top scores to this attribute.

● ● = Significant upward / downward shift

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

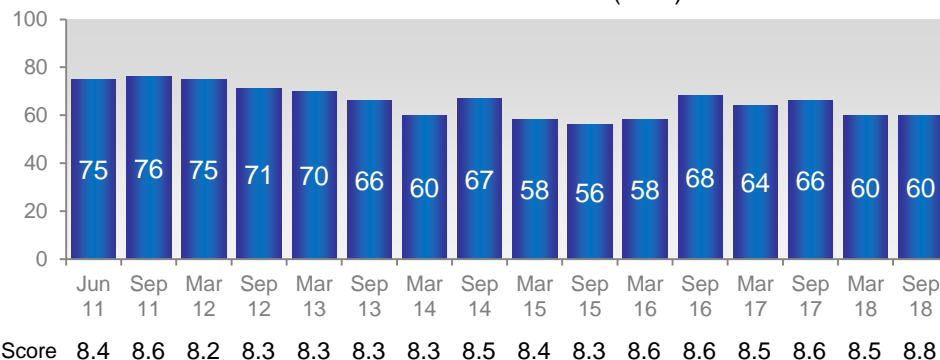
% Good to Excellent (8-10)



September 2018 Base = 314

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

% Good to Excellent (8-10)



September 2018 Base = 314

Safe From Crime On-Board and at the Station

- Similar to the last two periods, nine-in-ten WCE riders (92%) give top scores to Safe From Crime On-Board and at the Station, and the average score is unchanged at 9.2 out of 10.

Good-to-Excellent ratings compared to:	<u>March 2018</u>	<u>September 2017</u>
	-2%	+1%

- No significant variations are found across the different stations.
- All Port Haney station riders have awarded a high score to this attribute.

Safe From Crime in WCE Parking Lots

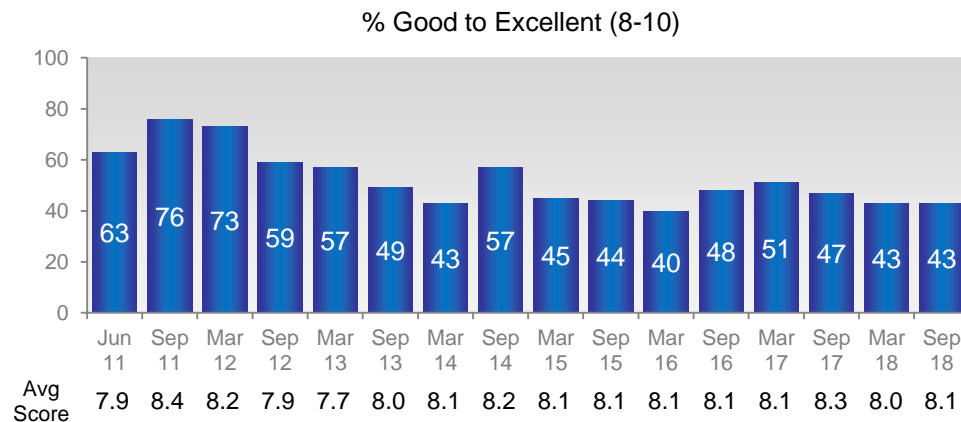
- Directionally down from last September but in-line with March of this year, six-in-ten WCE riders (60%) give high ratings to Safe From Crime in WCE Parking Lots. The average score (8.8 out of 10) is a new record high.
- However, it is important to note that 29% of WCE riders did not provide a rating for this question.

Good-to-Excellent ratings compared to:	<u>March 2018</u>	<u>September 2017</u>
	0%	-6%

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

● ● = Significant upward / downward shift

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



September 2018 Base = 314

Sufficient Parking at WCE Parking Lots

- 43% of WCE riders award a high score to WCE for Having Sufficient Parking, which is similar to the previous two waves.
- However, only six-in-ten WCE riders (61%) provided an answer to this question.

Good-to-Excellent ratings compared to:	<u>March 2018</u>	<u>September 2017</u>
	0%	-4%

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

1. Maple Meadows	62%
2. Pitt Meadows	50%
3. Coquitlam	47%
4. Mission	44%
5. Port Coquitlam	44%
6. Port Haney*	31%
7. Port Moody	29%

* Port Haney does not have a parking lot

● ● = Significant upward / downward shift

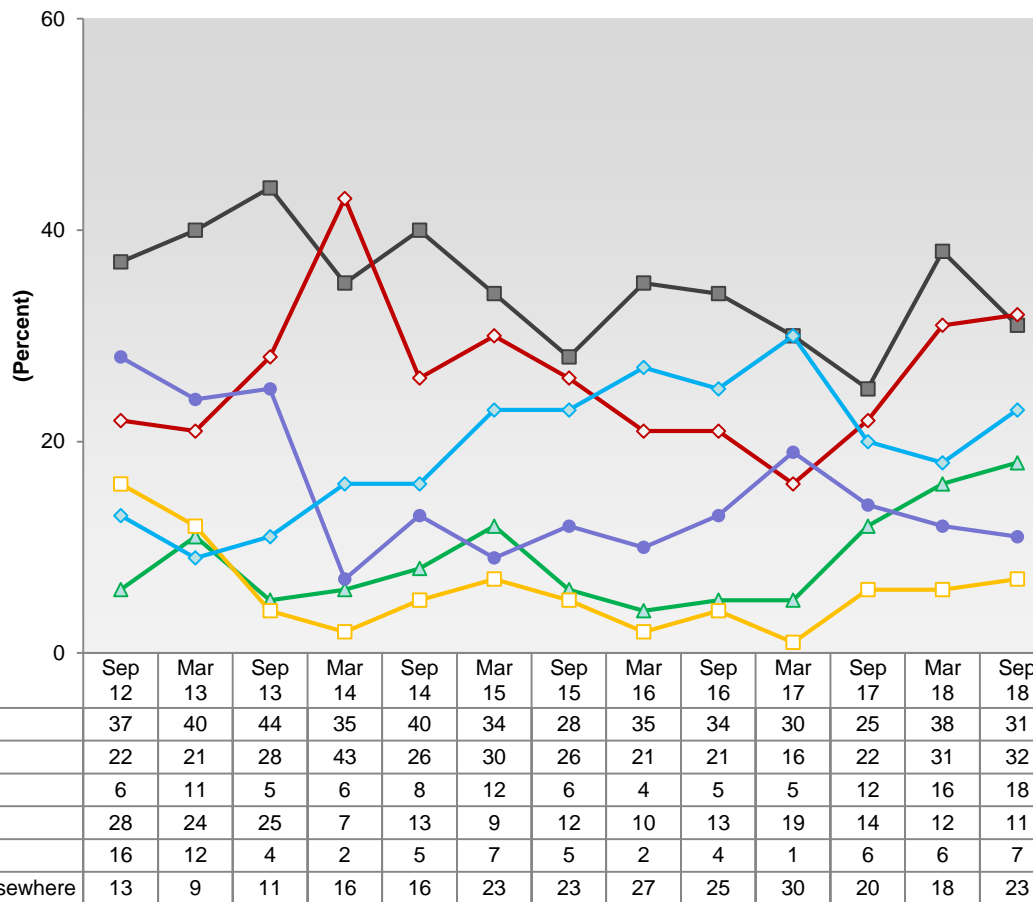


This section presents trends in the motivation and behaviour of WCE customers. It illustrates trends in the following areas:

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

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

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

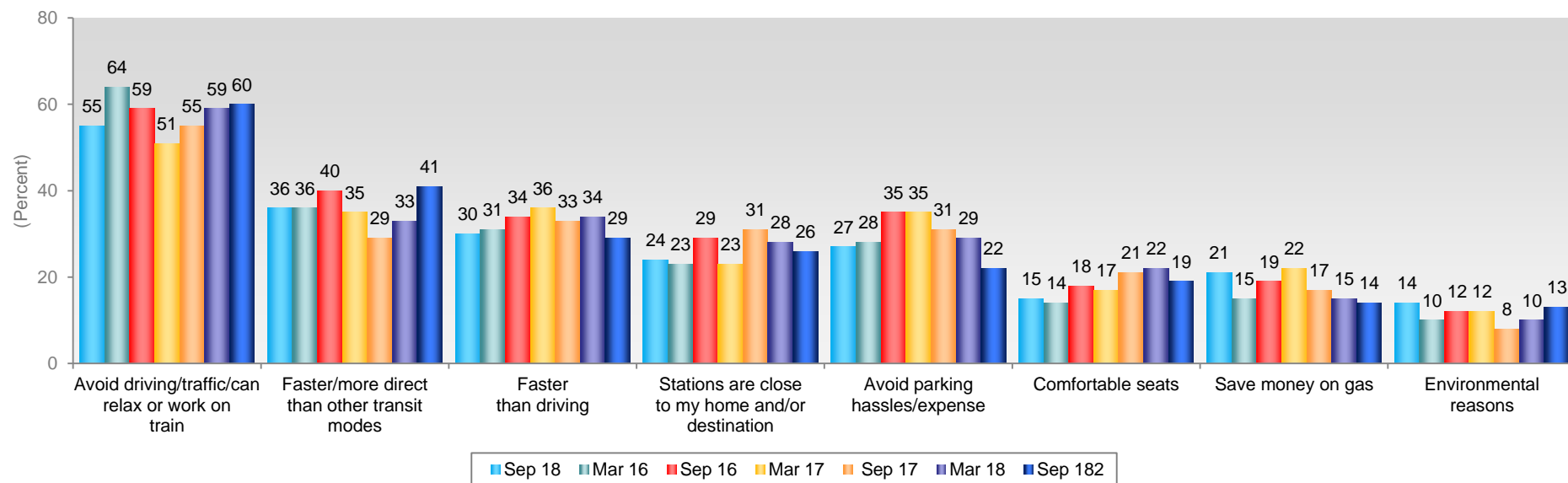


September 2018 Base = 314

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".

- Prior to taking WCE, one-third of WCE riders (32%) say their main mode of transportation was the Bus, which is significantly up from a year ago.
- The same proportion of WCE riders (31%) report that SOV used to be their usual mode of transportation, which is marginally up from last September but directionally down from last wave.
- SkyTrain continues to trend upward, from 4% in March 2016 to 18% this period.
- On the other hand, carpooling shows a downward trend over the last three periods, from 19% to 11%.
- Close to one-quarter of riders (23%) did not provide an answer or they say they are new to the area or that they did not have to reach the same destination in the past, which is in-line with the previous two waves.

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



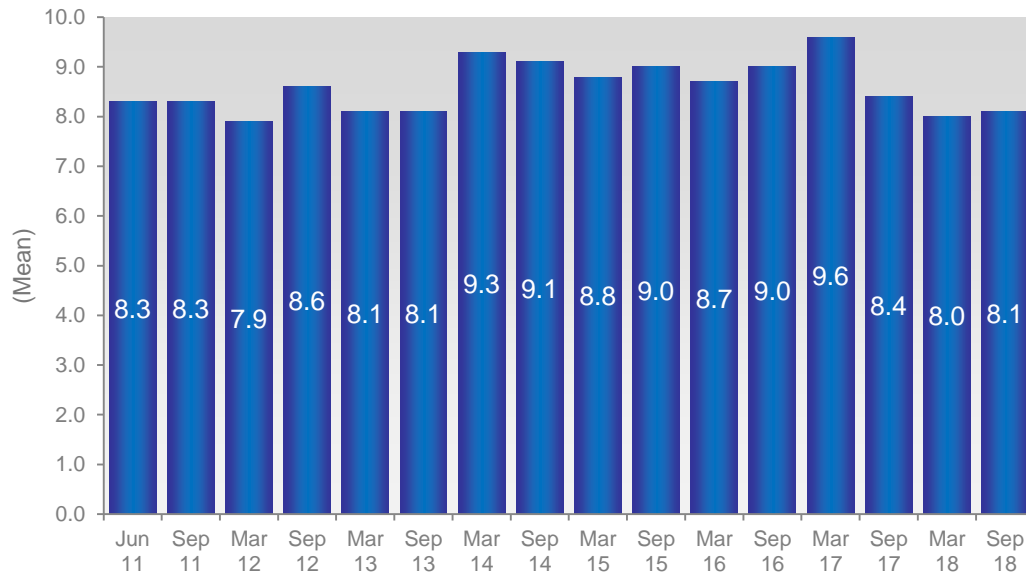
* Respondents are provided a list and asked to choose up to 3 reasons.

September 2018 Base = 314

- Avoid driving remains as the top reason why WCE riders take WCE instead of other modes of transportation (60%).
- Another common reason cited by riders is because WCE is faster/more direct than other transit modes (41%), which has been trending up since a year ago (29%).

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

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



September 2018 Base = 314

- In-line with the last two periods, the average number of one-way transit trips made by WCE riders in the last seven days is 8.1 out of 10.

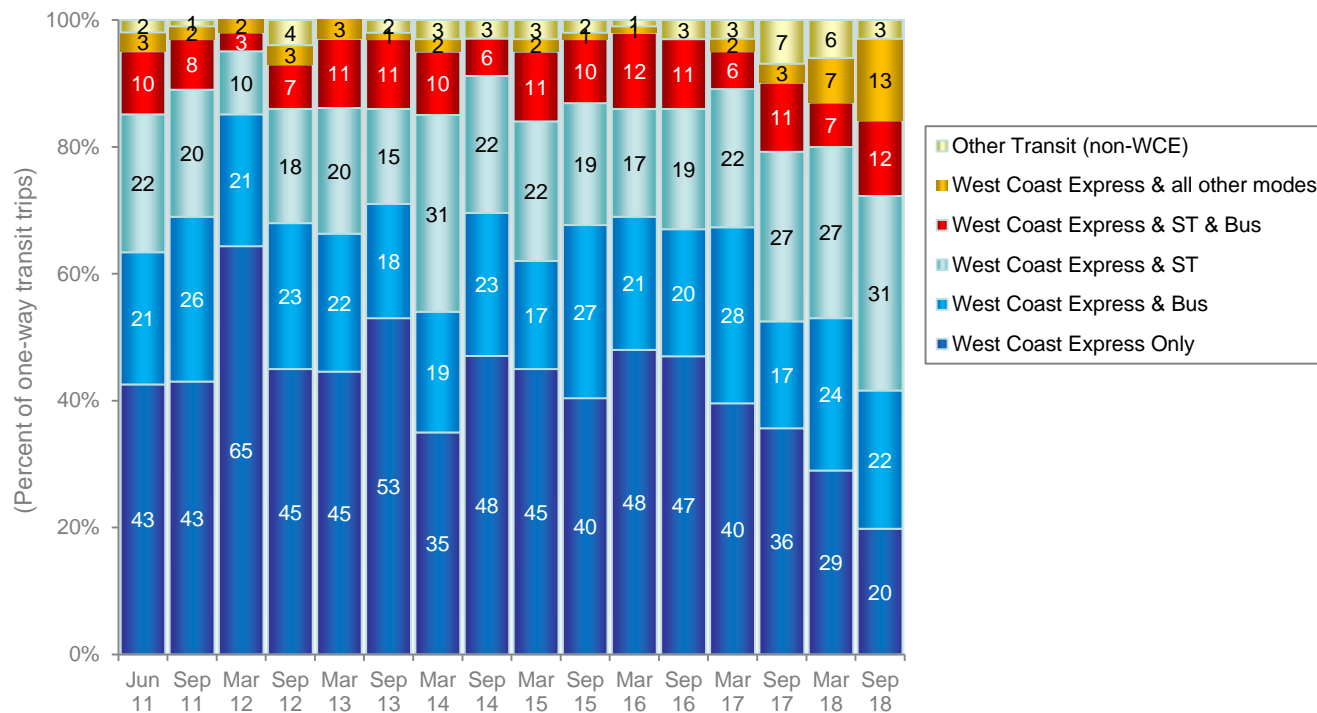
Compared to: March 2018 September 2017
 +0.1 -0.3

- Specifically, six-in-ten WCE riders (61%) report making 10 or more transit trips in the past week.

● ● = Significant upward / downward shift

Trends in Transit Usage Among WCE Riders: Modes Used

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

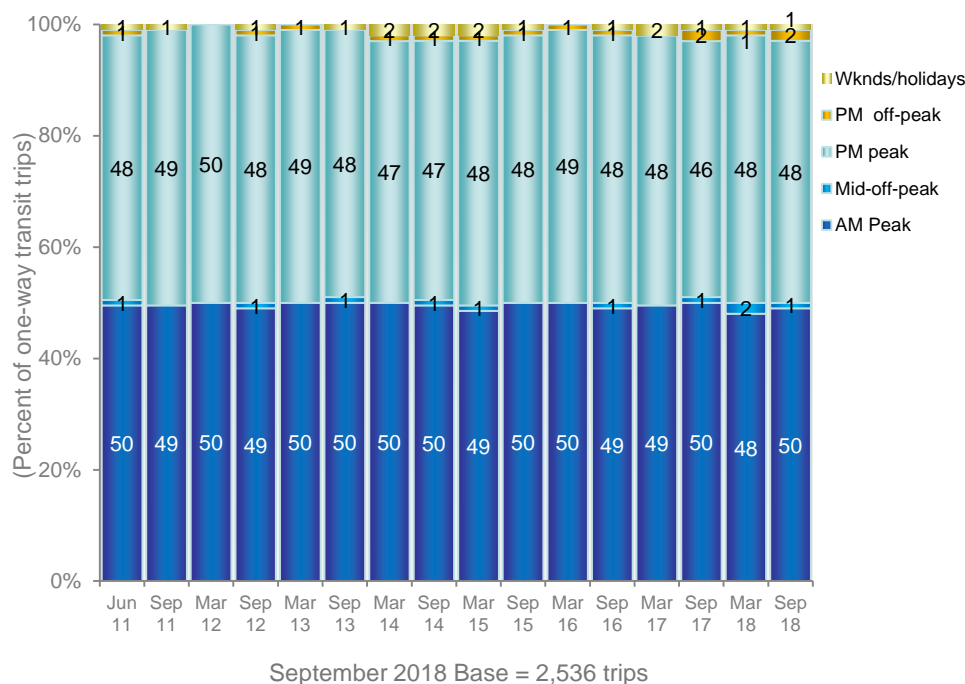


September 2018 Base = 2,536 trips

- Transit trips that were made exclusively on WCE continue to drop this period (20%, down from 48% in March 2016).
- The opposite is true for transit trips that were made using a combination of WCE and SkyTrain, which have been steadily increasing since March 2016 (31%, up from 17%).
- For trips using both WCE and the Bus, its proportion remains consistent with a year ago but has increased from last wave.

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

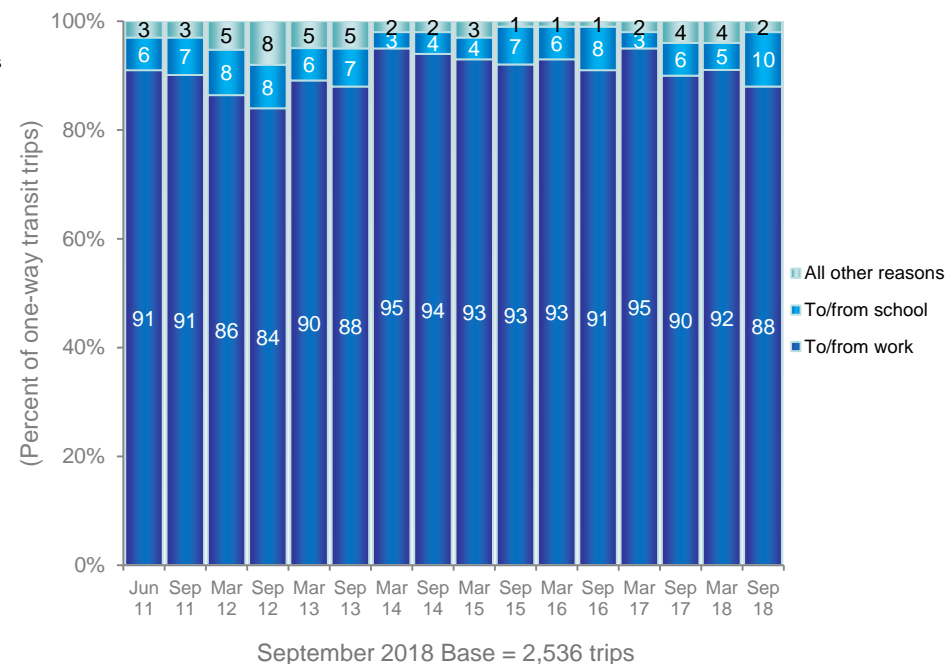
Q4. Of the one-way transit trips you made in the last seven days, how many did you make...?



Transit Trip Timing

- Unchanged from historical trends, nearly all transit trips were taken either in the AM peak hours (50%) 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...?

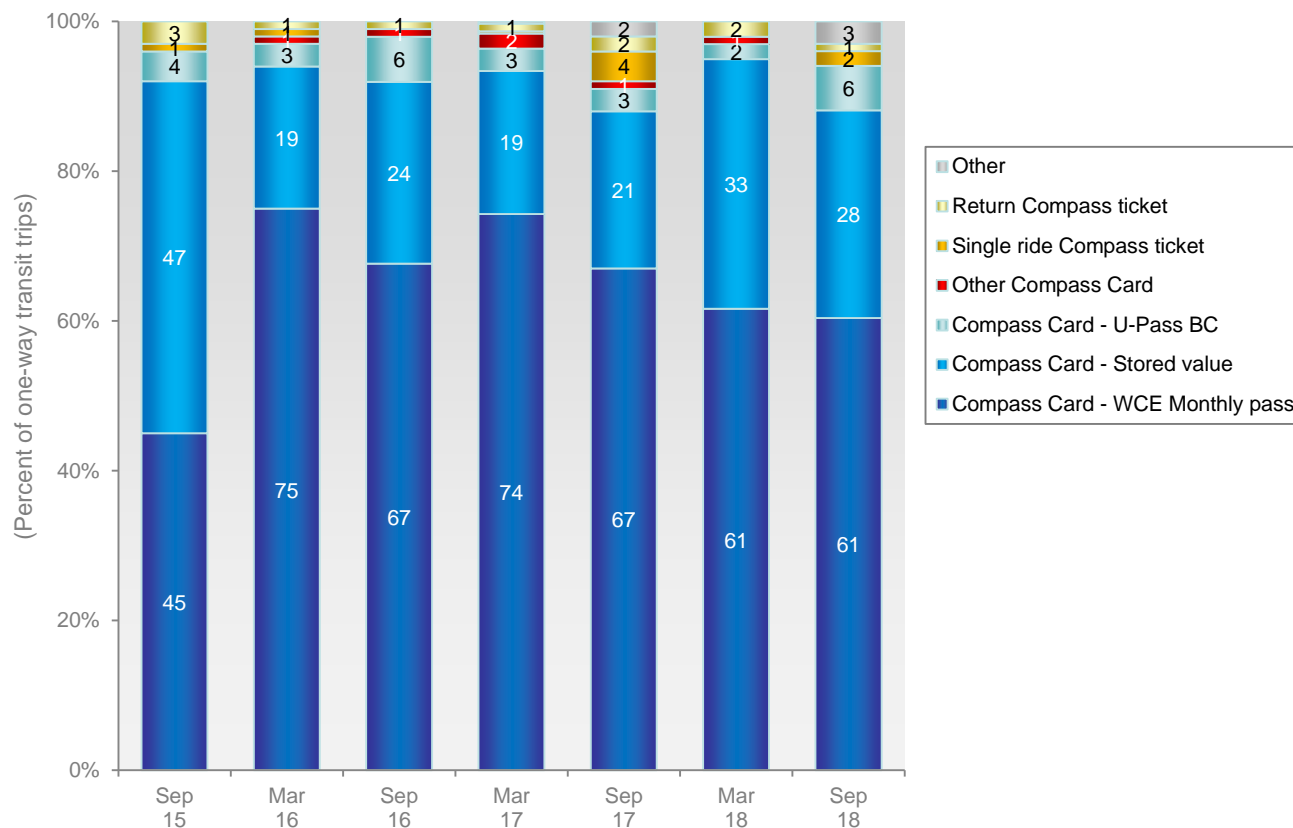


Transit Trip Purpose

- Travelling to/from work continues to be the main reason why WCE riders take the transit (88%), but it is down from the last two periods.

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...?



September 2018 Base = 2,536 trips

Fare Payment Method Used

- WCE Monthly Pass (61%) continues to be the most popular fare payment method, but it is down from September 2017.
- 28% of the transit trips made by WCE riders in the past week were paid by Stored Value, which is up from last September but down from last wave.

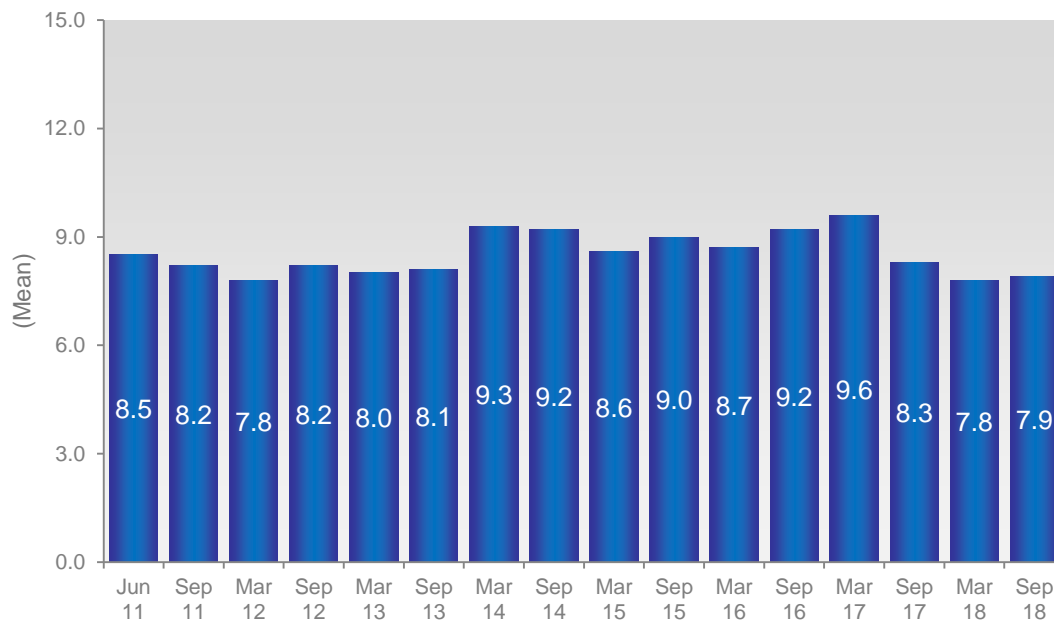
Note: Due to fare payment method changes in September 2015, prior historical data is no longer comparable.



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

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

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



September 2018 Base = 311

WCE Trip Frequency

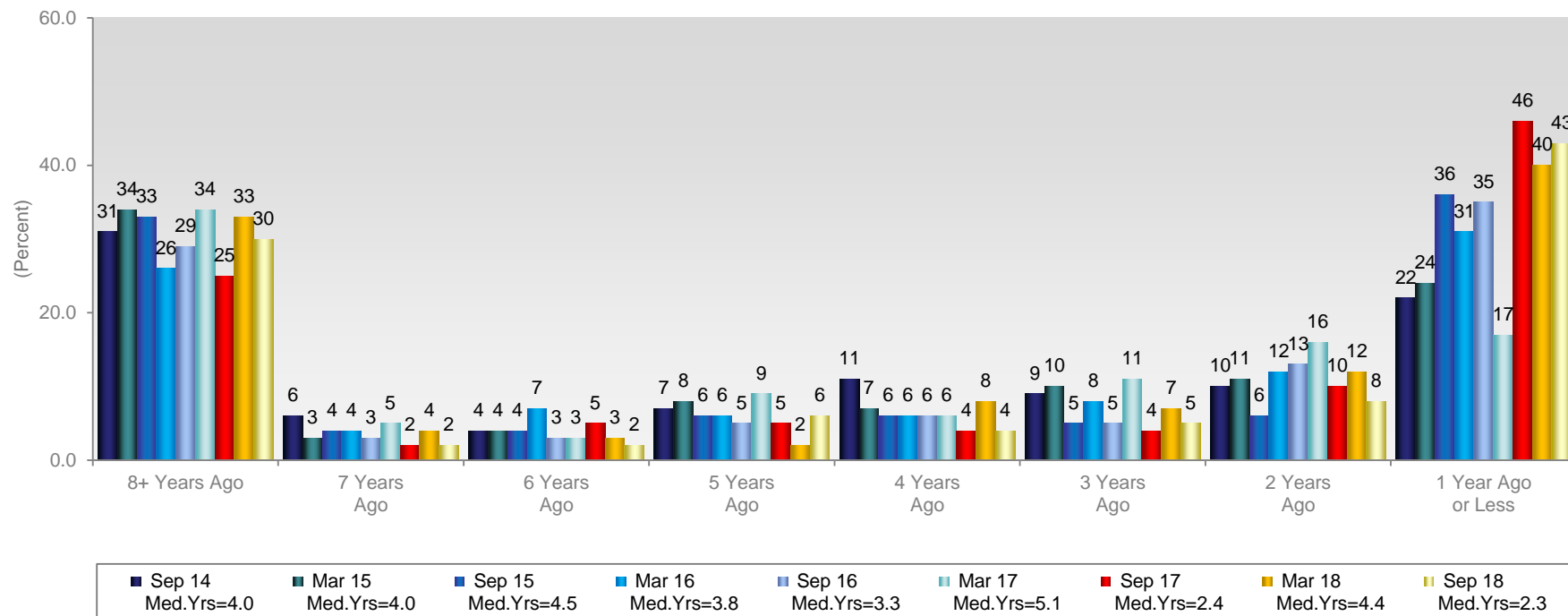
- In an average week, WCE riders typically make 7.9 one-way trips on WCE, which is consistent with the past two waves.

Compared to: March 2018 September 2017
+0.9 -0.4

- Close to four-in-ten WCE riders (37%) indicate making at least 10 one-way WCE trips in a typical week.

● ● = Significant upward / downward shift

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

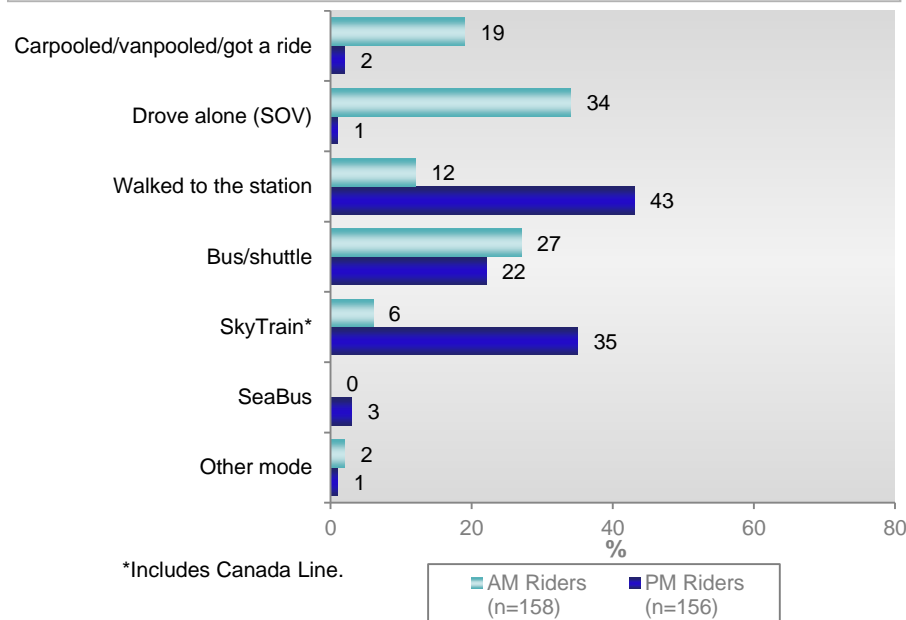


September 2018 Base = 312

Duration of WCE Usage

- Similar to last September and March 2018, four-in-ten WCE riders (43%) say they have started taking WCE within the past year.
- Another three-in-ten WCE riders (30%) indicate they have taken WCE for 8 or more years.

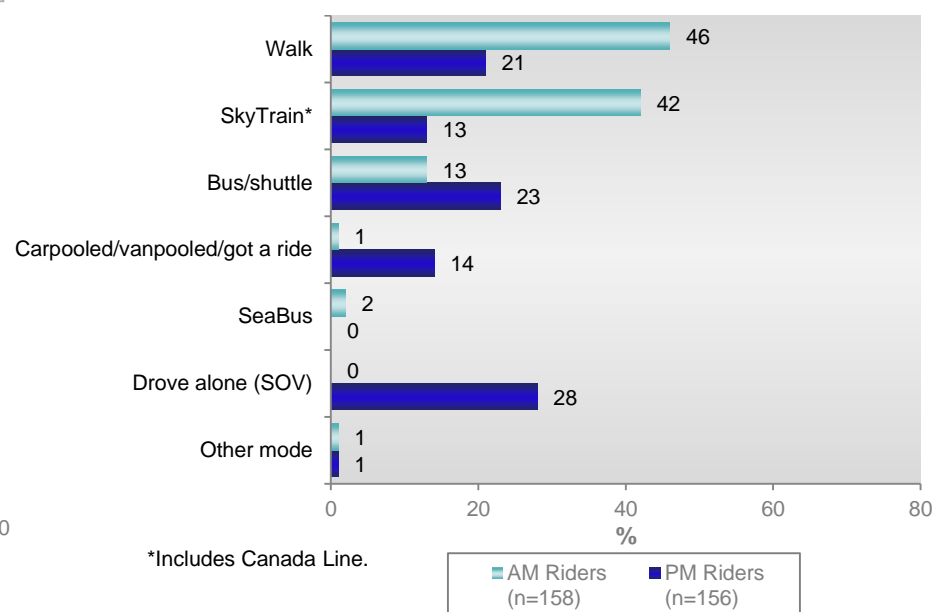
Q1c. This morning/afternoon how did you get to the station to board the train?



Mode to the Boarding Station

- Morning WCE riders usually get to the station by driving (34%), Bus/shuttle (27%) or carpooling (19%).
- For afternoon riders, they tend to walk to the station (43%) or take the SkyTrain (35%).

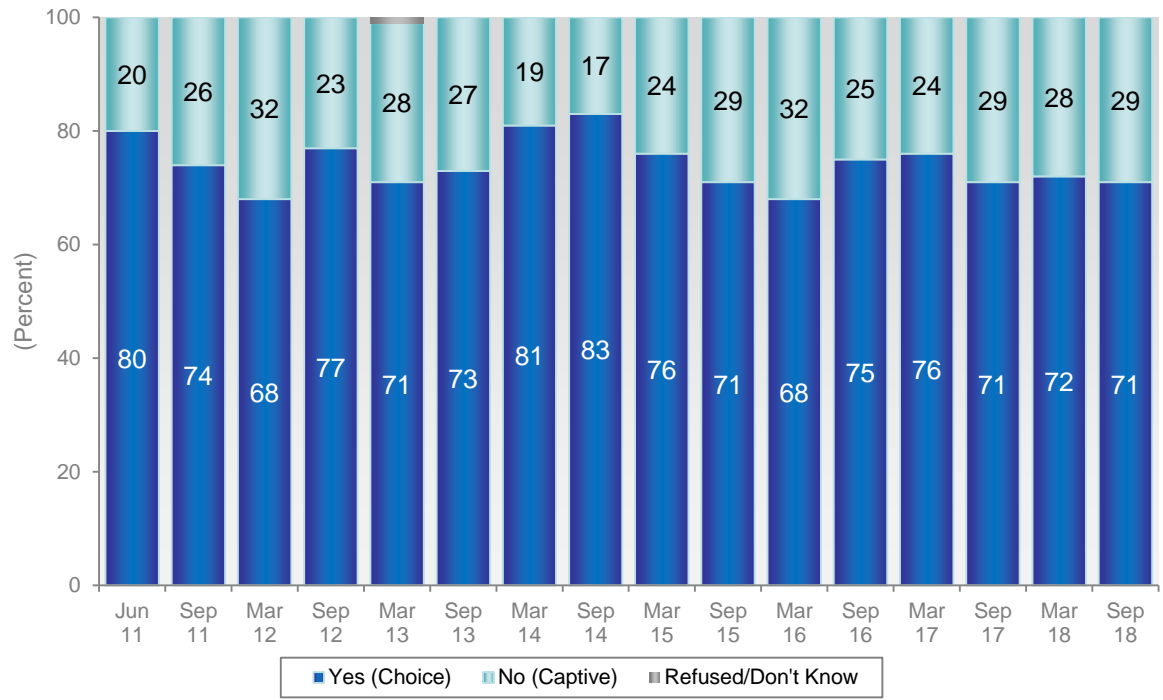
Q1d. And when you get off the train this morning/afternoon, how will you get from the station to your destination?



Mode after Disembarking

- Riders who take WCE in the morning tend to walk (46%) or take the SkyTrain (42%) to reach to their final destination after they get off from the station .
- Afternoon riders are likely to drive alone (28%), take the Bus/shuttle (23%) or walk (21%) to their destination.

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



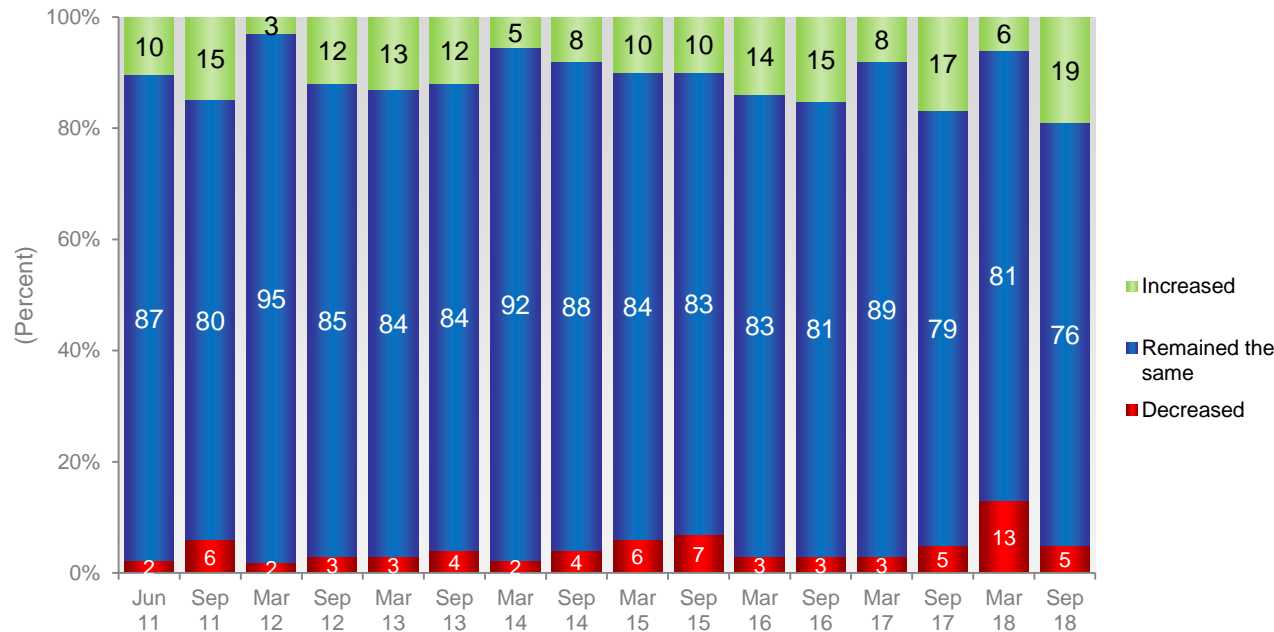
September 2018 Base = 312

Choice vs. Captive

- In-line with the previous two waves, seven-in-ten WCE riders (71%) have access to a vehicle for the trip that they made on WCE and they are classified as Choice riders.
- The proportion of Captive riders, or those who have no vehicle access is consistent at 29%.

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?



September 2018 Base = 305

Changes in Usage Over Last Six Months

- Majority of WCE riders (76%) continue to indicate that their usage of WCE remains the same in the past 6 months.
- Riders who say they have increased their usage of WCE (19%) have gone up from last wave. On the other hand, the proportion of WCE riders who report using WCE less frequently has dropped from 13% last wave to 5% this period.

Trends in WCE Usage:

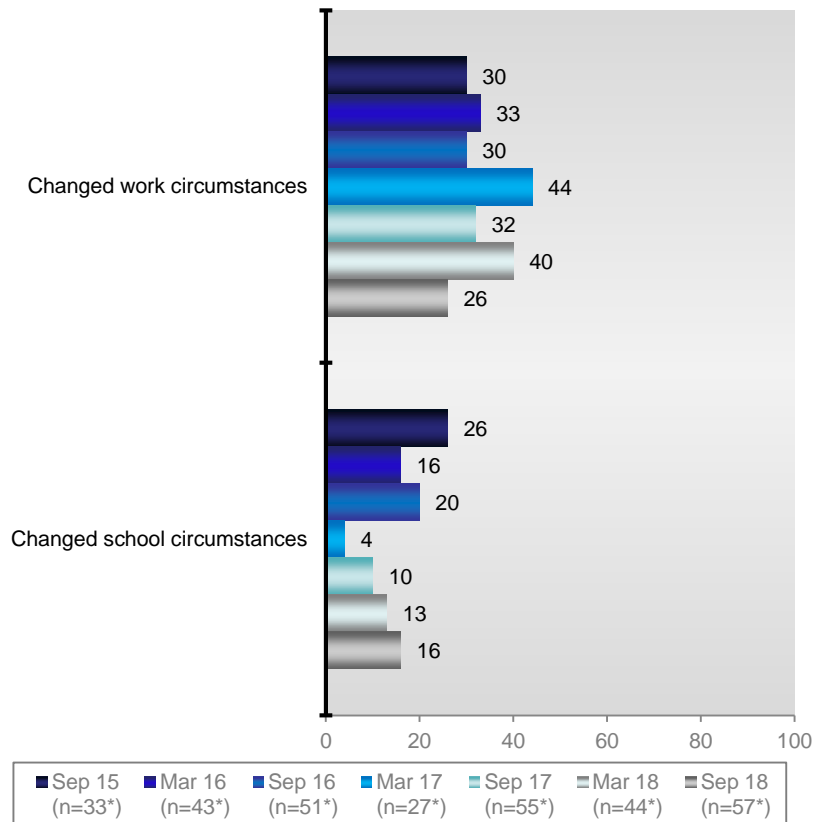
Reasons for Riding More/Less Regularly

Reasons for Riding More Often

- Consistent with historical trends, the two main reasons why riders have been taking WCE more often are because of changes in their work circumstances (26%), and changes in their school circumstances (16%).

Q16b. Why are you riding more often?

(Showing top reasons only)

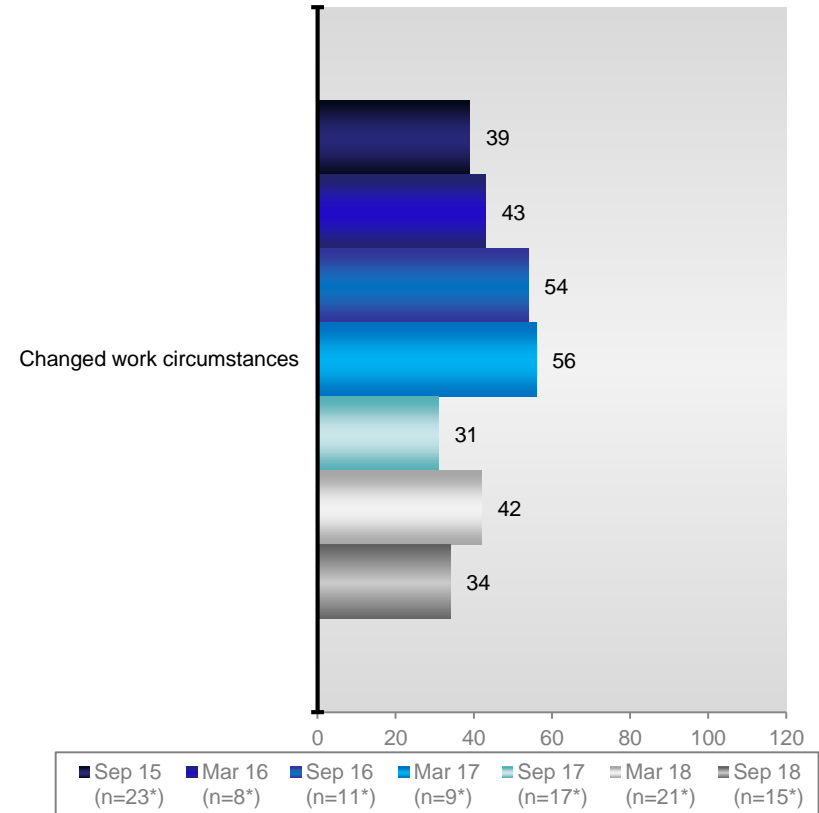


Reasons for Riding Less Often

- Among those who say they have been riding WCE less often, 34% of them say that it's because of work changes.

Q16b. Why are you riding less often?

(Showing top reasons only)



* Caution: small base size.



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

Choice Versus Captive Riders

Seven-in-ten WCE riders (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%):

- Compared to Captive riders, they are more likely to be 55-64 years old (15% versus 4%), hold a university degree (54% versus 31%), work full-time (89% versus 71%) and make an annual household income of \$95k or more (46% versus 22%)
- More likely to have started taking WCE earlier (5.8 years ago versus 3.9 years ago)
- Past-week transit trips made by Choice Riders are more likely to be for work purposes (92% versus 79%) and using WCE exclusively (23% versus 11%) 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 (31% versus 21%)
- More likely than Captive riders to give top ratings to Courteous, Competent and Helpful Staff (96% versus 88%), Clean & Graffiti Free Stations and Vehicles (95% versus 88%), Trip Duration (91% versus 83%), Availability of Transit Information (83% versus 67%) and Frequency of Service (64% versus 50%)

Captive Riders (29%):

- More likely to be under 34 years old (57% versus 29%) and studying full-time (18% versus 5%)
- More likely that the highest level of education that they have completed is high school (18% versus 6%)
- Transit trips made by Captive Riders in the past week are more likely to be for school purposes (18% versus 7%)
- Compared to Choice Riders, Captive Riders are more likely to give a low rating to Not Being Overcrowded (17% versus 8%).

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 (62%):

- Are more likely to be working full-time (89% versus 84% overall) and travel for work purposes (90% versus 88% overall)
- Are more likely to use a Compass Card loaded with the WCE Monthly Pass (71% versus 61% overall)
- Are more likely to give top ratings to Feeling Safe from Crime in WCE Parking Lots (67% versus 60% overall)

Medium Frequency Riders (25%):

- Are more likely to make an annual household income of \$95k or higher (51% versus 39% overall)

Low Frequency Riders (13%)

- Are more likely to be 65 years old or older (10% versus 4% overall)
- Are more likely to be retired (10% versus 1% overall) or not employed (8% versus 2% overall)
- Transit trips made in the past week are more likely to be on WCE only (41% versus 20% overall) and for personal or entertainment purposes (25% versus 1% overall)

Customer Profiles:

Demographic Profile of WCE Customers

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

WCE riders are more likely than other transit users to be between the ages of 25 to 44 years old and working full-time. As well, the majority of them tend to reside in Coquitlam East to Maple Ridge area.

	Metro Van Pop. 18 Years Or Older ¹	Bus, SeaBus, SkyTrain Riders, 18+ Years Q2 2018	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	WCE Riders Mar 2018	WCE Riders Sep 2018
BASE	2,004	2,101	311	325	317	321	333	322	338	337	314
Age⁴:	%	%	%	%	%	%	%	%	%	%	%
18 – 24	13	19	5	7	12	10	10	5	12	8	13
25 – 34	17	19	21	21	15	22	20	18	26	21	24
35 – 44	18	15	30	27	25	25	30	28	24	26	25
45 – 54	20	19	29	26	27	24	21	32	21	23	22
55 – 64	16	11	12	15	19	18	17	15	14	17	12
65 and older	17	15	2	4	3	2	1	3	3	5	4
Gender⁴:	%	%	%	%	%	%	%	%	%	%	%
Male	48	49	50	46	48	49	51	50	43	38	41
Female	52	51	50	54	52	51	49	50	58	62	59
Employment⁴:	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	51	52	92	87	87	87	85	93	85	84	84
Employed part-time	15	16	3	5	2	5	6	4	6	9	3
Student (FT/PT)	6	14	4	7	9	7	7	3	7	5	10
Homemaker	4	2	-	-	-	-	-	-	-	<1	-
Retired	18	15	1	2	1	1	1	-	2	2	1
Not employed	5	4	<1	-	0	<1	1	<1	1	-	2
Refused	1	1	-	-	-	-	-	-	-	-	-
Education⁴:	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	23 ³	3	1	1	1	2	2	1	1	4	1
Graduated high school		15	5	8	11	9	13	14	8	9	10
Voc./college/tech.		25	28	26	24	25	27	27	18	24	27
Some university		10	19	18	17	20	15	21	17	26	15
Graduated university	41	49	47	47	48	45	43	38	56	38	48
Refused	1	1	-	-	-	-	-	-	-	-	-

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

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, 18+ Years Q2 2018	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	WCE Riders Mar 2018	WCE Riders Sep 2018
BASE	2,004	2,101	311	325	317	321	333	322	338	337	314
Household Income² :	%	%	%	%	%	%	%	%	%	%	%
Less than \$25,000	7	n/a	5	5	6	7	3	3	6	6	5
\$25,000 - \$44,999	11	n/a	5	9	13	11	9	6	10	12	10
\$45,000 - \$64,999	10	n/a	27	19	13	22	17	22	20	19	17
\$65,000 or more	54	n/a	63	67	68	61	70	70	64	64	67
\$65,000 - \$84,999	n/a	n/a	22	13	17	16	15	24	14	12	17
\$85,000 or more	n/a	n/a	41	54	52	45	55	46	50	51	50
\$85,000 - \$94,999	n/a	n/a	8	9	8	8	13	16	8	7	11
\$95,000 or more	n/a	n/a	33	45	44	37	42	30	43	44	39
Refused/Don't know	18	n/a	-	1	-	-	-	-	-	-	-
Municipality of Residence² :	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	13	9	84	83	82	82	88	86	84	86	87
Port Coquitlam/Coquitlam	n/a	6	37	40	39	34	45	45	41	45	48
Maple Ridge	n/a	2 ³	19	20	20	14	18	17	17	19	20
Port Moody/Belcarra/Anmore	n/a	1	16	13	13	13	16	16	13	11	13
Pitt Meadows	n/a	n/a	8	6	7	8	8	7	7	6	7
Unspecified	-	-	4	4	4	13	-	3	6	5	-
Surrey/North Delta/Langley/White Rock	28	18	2	2	2	2	3	2	3	1	3
Vancouver	28	38	<1	1	1	2	1	1	-	1	<1
Burnaby/ New Westminster	13	16	<1	1	1	<1	1	1	1	2	1
Richmond/South Delta	11	10	-	-	-	-	-	-	-	-	-
North Shore	8	10	<1	<1	<1	-	-	-	<1	-	-
Outside Metro Vancouver	n/a	n/a	13	13	13	13	8	7	8	9	8
Mission	n/a	n/a	9	7	7	9	6	6	5	5	4
Abbotsford	n/a	n/a	2	4	4	3	1	1	2	3	3
Chilliwack	n/a	n/a	-	<1	-	<1	<1	-	1	1	<1
Other	n/a	n/a	<1	1	1	<1	1	<1	-	1	-
Unspecified	-	-	2	<1	-	-	-	-	-	-	-
Refused	n/a	n/a	-	-	-	2	-	3	4	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.

Interviewer Name: _____

A1. Date:

	<u>M</u>	<u>T</u>	<u>W</u>	<u>Th</u>	<u>F</u>
September	17	18	19	20	21
September	24	25	26	27	28

A2. Train Departure Time:

	<u>Train 1</u>	<u>Train 2</u>	<u>Train 3</u>	<u>Train 4</u>	<u>Train 5</u>
AM-Train Left Mission at	5:25 AM	5:55 AM	6:25 AM	6:55 AM	7:25 AM
	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵

	<u>Train 6</u>	<u>Train 7</u>	<u>Train 8</u>	<u>Train 9</u>	<u>Train 10</u>
PM-Train Left Waterfront at	3:50 PM	4:20 PM	4:50 PM	5:30 PM	6:20 PM
	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁷	<input type="checkbox"/> ⁸	<input type="checkbox"/> ⁹	<input type="checkbox"/> ¹⁰

Hello, my name is _____ from Ipsos (a Vancouver-based research firm). Today we're conducting a survey about the service on West Coast Express. Do you have 8 to 12 minutes before you get off the train to answer some questions?

A3. To the best that you recall, did you participate in a WCE customer service survey in March 2018?

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

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

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

A5. GENDER: ☐¹ MALE ☐² FEMALE

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

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

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

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

AM SURVEYING:

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

PM SURVEYING:

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

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

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

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

AM SURVEYING:

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

PM SURVEYING:

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

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

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

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

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

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

TOTAL NUMBER OF ONE-WAY TRIPS _____

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

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

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

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

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

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

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

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

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

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

- _____ a. Cash

Compass Ticket Options:

- _____ d. A Single-Ride Compass Ticket

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

- _____ e. A Return Compass Ticket

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



Compass Card Options:

_____ f. Return Pass

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

_____ g. Stored Value

_____ h. U-Pass BC

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

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

Other:

_____ k. Other (specify)_____

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

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

NAME _____ PHONE # _____

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

HAND THE REMAINDER OF THE QUESTIONNAIRE TO THE RESPONDENT

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

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

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

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

a) Staff available to assist with problems

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

Why do you give that rating? PLEASE BE SPECIFIC

b) Providing on-time, reliable service

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

Why do you give that rating? PLEASE BE SPECIFIC

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

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

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

☐¹ Shuttle / bus didn't stop because it was full

☐² Shuttle / bus didn't come

☐³ Shuttle / bus was late getting to the station

☐⁴ Shuttle / bus didn't wait for me to board

☐⁵ Other (specify) _____

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

_____ MINUTES

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

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

Why do you give that rating? PLEASE BE SPECIFIC

e1) Feeling safe from crime in WCE parking lots

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

Why do you give that rating? PLEASE BE SPECIFIC

e) Having enough parking at the WCE parking lots

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

Why do you give that rating? PLEASE BE SPECIFIC

f) Value for the money

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

Why do you give that rating? PLEASE BE SPECIFIC

g) Convenient hours of operation

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

When would you like the service to be available?

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

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

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

i) Availability of transit information at the stations

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

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

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

k) Delays are announced and explained

Very Poor

Excellent

N/A

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰ ☐[?]

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

l) Clean and graffiti-free vehicles and stations

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

m) Courteous, competent and helpful staff

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰

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

n) Safe West Coast Express equipment provides a safe ride

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰



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

o) Not being overcrowded

Very Poor

Excellent

☐¹ ☐² ☐³ ☐⁴ ☐⁵ ☐⁶ ☐⁷ ☐⁸ ☐⁹ ☐¹⁰



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

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

PLEASE CIRCLE MONTH AND YEAR TO THE BEST OF YOUR RECALL

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

YEAR: 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009

2010 2011 2012 2013 2014 2015 2016 2017 2018

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

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

☐¹ Carpool/vanpool

☐⁷ Bus

☐² Walk

☐⁸ Other (specify) _____

☐³ Bicycle

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

☐⁴ Motorcycle

☐⁵ Taxi

☐⁶ Drove alone (SOV)

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

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

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

- ☐¹ Yes ☐² No

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

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

Q16b. Why? _____

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

D1. Please indicate your age:

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

D2. Please indicate your present employment status:

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

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

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

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

- | | |
|--|--|
| <input type="checkbox"/> ¹ Under \$15,000 | <input type="checkbox"/> ⁶ \$55,000 to under \$65,000 |
| <input type="checkbox"/> ² \$15,000 to under \$25,000 | <input type="checkbox"/> ⁷ \$65,000 to under \$75,000 |
| <input type="checkbox"/> ³ \$25,000 to under \$35,000 | <input type="checkbox"/> ⁸ \$75,000 to under \$85,000 |
| <input type="checkbox"/> ⁴ \$35,000 to under \$45,000 | <input type="checkbox"/> ⁹ \$85,000 to under \$95,000 |
| <input type="checkbox"/> ⁵ \$45,000 to under \$55,000 | <input type="checkbox"/> ¹⁰ \$95,000 or over |

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

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

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

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