

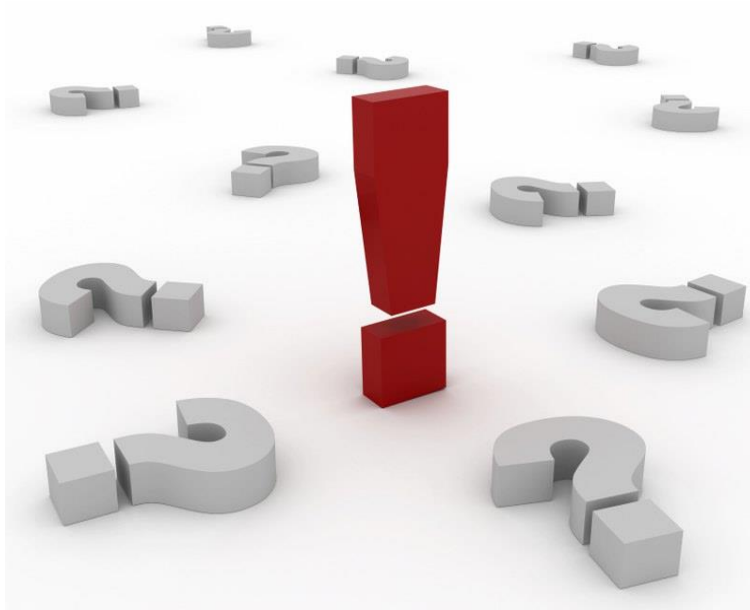


Customer Service Performance September 2019

West Coast Express



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

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





- **Overall WCE Service has softened slightly from the record high observed last wave but continues to be strong, receiving top ratings from 90% of WCE riders.** The average score is holding stable at 8.9 out of 10.
- **While scores for specific service attributes are largely holding stable compared to a year ago, average ratings for two areas have dropped from last wave.** In particular, areas that have slipped include Safe From Crime in WCE Lots and Sufficient Parking. Of note, scores for Sufficient Parking have deteriorated from both last wave and a year ago and the average rating is currently at a low, last seen in March 2007.
- Convenient Hours of Operation continues to be an opportunity for improvement. It receives top ratings from four-in-ten (44%) riders and the average score is at 6.8.



- **Similar to past observations, WCE riders report making an average of 8.1 transit trips in the past seven days and an average of 7.9 WCE trips in an average week.** One-quarter (26%) of trips continue to be made exclusively on WCE. The proportion of those using a combination of WCE and SkyTrain (22%) has dropped from both last wave and a year ago, while those using WCE in combination with SkyTrain and Bus (14%) is up slightly from those same periods and is at its highest level of the past 8 years.
- **The majority of WCE riders (79%) continue to say their usage of the service has not changed in the past 6 months.** Just over one-in-ten (15%) indicate an increase in usage. This is directionally down compared to a year ago.
- **There is a higher proportion of new WCE riders this period compared to last wave (45% started taking WCE within the past year vs. 40% last wave).** On the flip side, the proportion of long-term rider is down (25% who began using it 8 or more years ago vs. 30% last year).

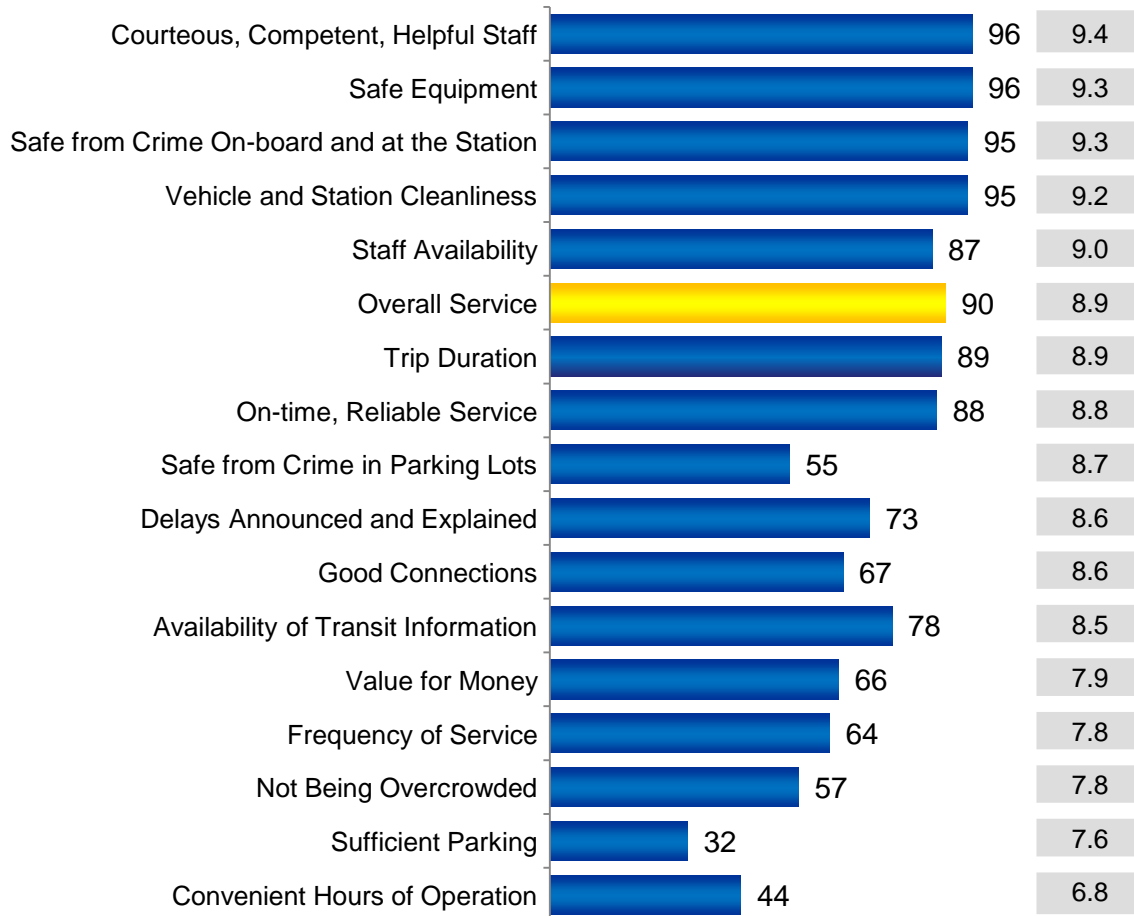


- **Usage of the WCE Monthly Pass is up from last wave (used to pay for 63% of trips, up 5 ppt) and continues to be the most commonly used payment method.** Stored Value is the next most used method of payment (30%).

Performance on West Coast Express Attributes

% Good to Excellent (8-10)

Average
Rating



Sep 2019 Base = 292-304

Performance on Specific Attributes

- Nine-in-ten (90%) WCE riders award top ratings to Overall Service of WCE. This is directionally down from 94% last period but still one of the highest ratings reported in the past eight years. The average score remains strong and steady at 8.9 out of 10.
- Compared to last period, average ratings have slipped for Safe From Crime in WCE Parking Lots (average 8.7, down from 8.9 in March) and Sufficient Parking (average 7.6, down from 7.9 last wave and 8.1 a year ago).
- This period, four service attributes receive an average score of 9.2 or above, namely Courteous, Competent, and Helpful Staff, Safe Equipment, Safe From Crime On-Board and at the Station and Vehicle and Station Cleanliness.
- Convenient Hours of Operation remains as the lowest rated attribute of service and is the only attribute receiving an average score under 7.0 (6.8 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 Operations has the most significant negative impact on Overall Service perceptions, receiving a negative impact score of 0.18. The average score for this attribute is the lowest at 6.8 out of 10. Those who award a low rating to this attribute would like to have weekend service and later eastbound service available.

Value For Money has the next most negative impact on perception of Overall WCE service.

	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	8.6	9.1	0.5	0.35	0.18
Value for Money	7.9	9.0	1.1	0.09	0.10

West Coast Express Rider Profile



- Similar to past waves, seven-in-ten (70%) WCE riders are between the age of 25 to 54. The majority of WCE riders work full-time (83%) and reside in Coquitlam East to Maple Ridge (83%, of which 40% reside in Coquitlam or Port Coquitlam). They are more affluent than other transit riders (66% with an annual household income of \$65,000 or more vs. 54%).
- WCE riders are more likely to be Choice riders (69% have access to a vehicle) and High Frequency Riders (64% making 10 or more one-way transit trips in a week).



- Compared to last period, slightly more riders say they just started taking WCE within the past year (45%) while slightly fewer (25%) say they started using WCE 8 or more years ago.
- Trending down slightly from last period, WCE riders report making 8.1 trips in the past seven days and they tend to make an average of 7.9 WCE trips in a typical week.
- The proportion of transit trips taken exclusively on WCE has grown over the last year (from 20% of trips in September 2018 to 26% currently), as has the proportion of trips made using WCE in combination with SkyTrain & Bus (14%, up 2 ppt). However, WCE in combination with SkyTrain is at 22%, down 9 ppt from a year ago.
- Eight-in-ten (79%) WCE riders continue to say their WCE usage remains unchanged over the past 6 months. However, those reporting an increase in usage is trending down (15%).



- WCE Monthly Pass remains as the most used payment method (63%, rebounded from 58% last period).
- Stored Value is the next most popular method of payment (30%).



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 304 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 16th to 27th, 2019.

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

<u>AM Westbound Train</u>	<u>Surveys Collected</u>	<u>PM Eastbound Train</u>	<u>Surveys Collected</u>
5:25AM	14	3:50PM	26
5:55AM	22	4:20PM	34
6:25AM	39	4:50PM	40
6:55AM	41	5:30PM	38
7:25AM	<u>34</u>	6:20PM	<u>16</u>
TOTAL	150	TOTAL	154

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

<u>Westbound Boarders</u>	<u>Surveys Collected</u>	<u>Eastbound Disembarkers</u>	<u>Surveys Collected</u>
Mission City	15	Mission City	13
Port Haney	14	Port Haney	14
Maple Meadows	19	Maple Meadows	21
Pitt Meadows	12	Pitt Meadows	11
Port Coquitlam	31	Port Coquitlam	31
Coquitlam	31	Coquitlam	31
Port Moody	<u>28</u>	Port Moody	<u>33</u>
TOTAL	150	TOTAL	154

Data Weighting

The stratified sampling plan necessitates the use of weights to bring the sample in line with the actual boardings and disembarkings at each station. For this wave, the weights were based on the average daily ridership collected from Compass Card taps between January 2 and October 31, 2018.

Means (Average Ratings)

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

Percentages

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

Survey Instrument

The questionnaire was designed by TransLink Marketing Research in consultation with WCE regarding survey content. The survey took approximately 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 16th to 27th, 2019.

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.

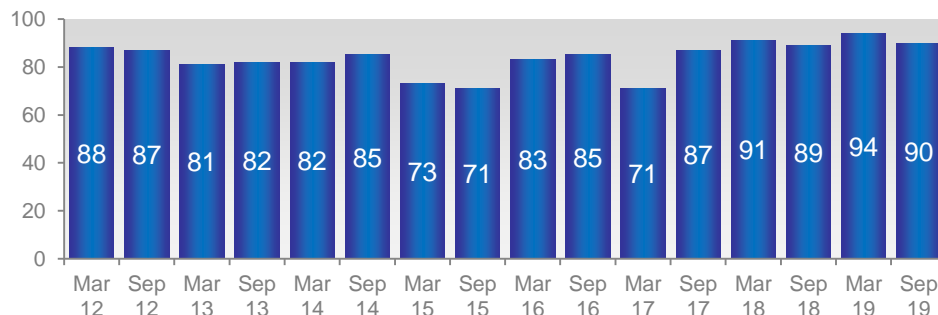


This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

- Overall Service Performance
- Performance on Specific Attributes

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

% Good to Excellent (8-10)

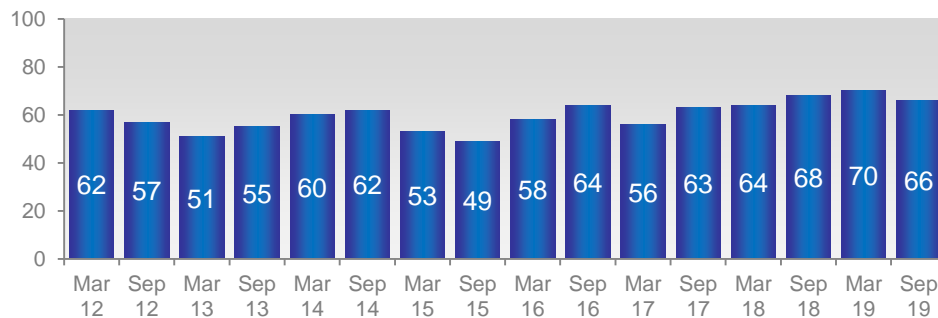


Avg Score 8.6 8.6 8.5 8.6 8.5 8.6 8.1 8.1 8.5 8.6 8.0 8.8 8.8 8.9 9.0 8.9

September 2019 Base = 304

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

% Good to Excellent (8-10)



Avg Score 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 8.3 7.9

September 2019 Base = 304

Overall Service

- Nine-in-ten (90%) WCE riders award top ratings to the Overall Service of WCE, directionally down from March. Since the dip in March 2017, the average score has remained relatively stable at 8.9.

Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	-4%	+1%

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

Value for Money

- Ratings for Value for Money have softened slightly from last wave, returning to the levels observed earlier with 66% of riders giving top ratings this period. Similarly, the average score has also dropped from the record high of 8.3 in March to 7.9 currently.

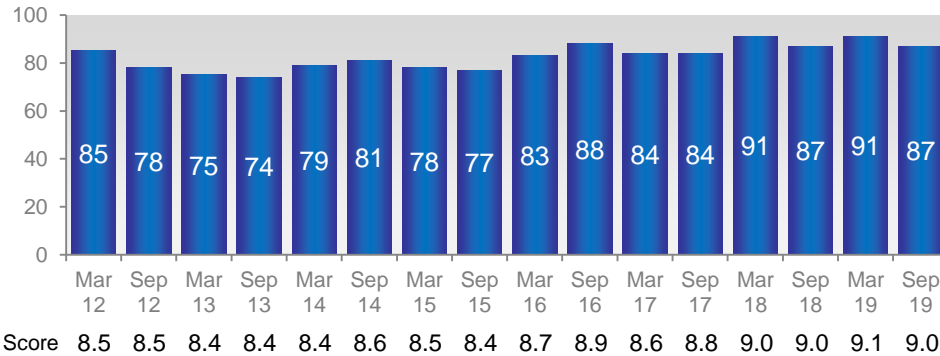
Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	-4%	-2%

- There are no differences at the station level.
- Among the 9% of riders who give a score of 1 to 5 for this attribute, most simply say 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?

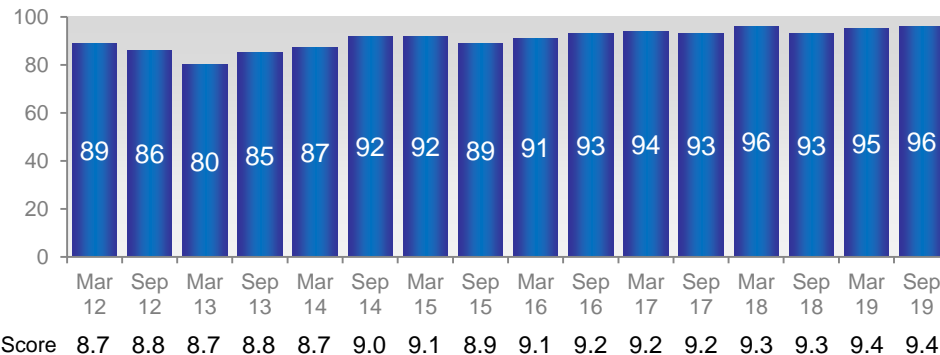
% Good to Excellent (8-10)



September 2019 Base = 299

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

% Good to Excellent (8-10)



September 2019 Base = 303

Staff Availability

- Consistent with the past two waves, close to nine-in-ten (87%) WCE riders award good-to-excellent scores to Staff Availability. The average score is holding strong at 9.0 out of 10.

Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	-4%	0%

- No differences are found between stations.

Courteous, Competent And Helpful Staff

- WCE riders continue to find WCE staff to be Courteous, Competent and Helpful, with 96% awarding top scores. The average score remains strong and stable at 9.4 out of 10 this wave.

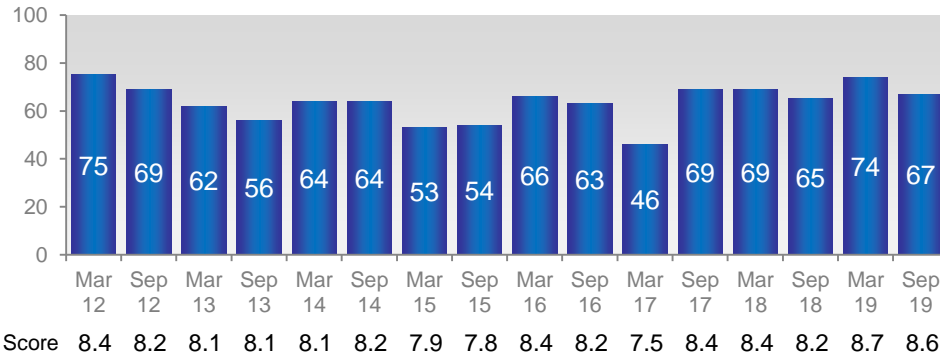
Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	+1%	+3%

- All the riders from Port Haney, Maple Meadows and Pitt Meadows award top 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?

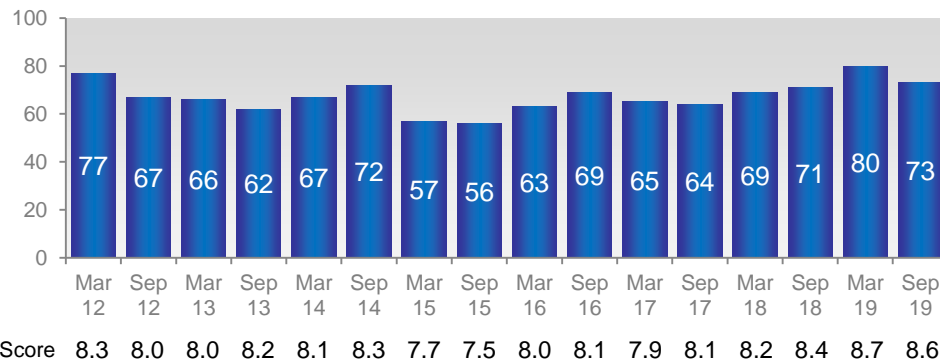
% Good to Excellent (8-10)



September 2019 Base = 304

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

% Good to Excellent (8-10)



September 2019 Base = 304

Good Connections

- The average score for Good Connections remains strong at 8.6. However, an increase in the proportion of “Not Applicable” responses (from 13% in March to 19% currently) has caused the top scores to go down.

Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	-7%	+2%

- No differences are found at the station level.
- 6% of WCE riders give a score of 1 to 5 and reasons primarily revolve around the shuttle/bus (e.g. shuttle/bus was late, didn't come or didn't wait for them to board).
- On average, WCE riders say that 10 minutes is a reasonable connection wait time.

Delays Announced and Explained

- Average ratings for Delays Announced and Explained are strong at 8.6, similar to March of this year and up from a year ago. Similar to above, the proportion selecting “Not Applicable” has increased this wave (10%, up from 5% in March).

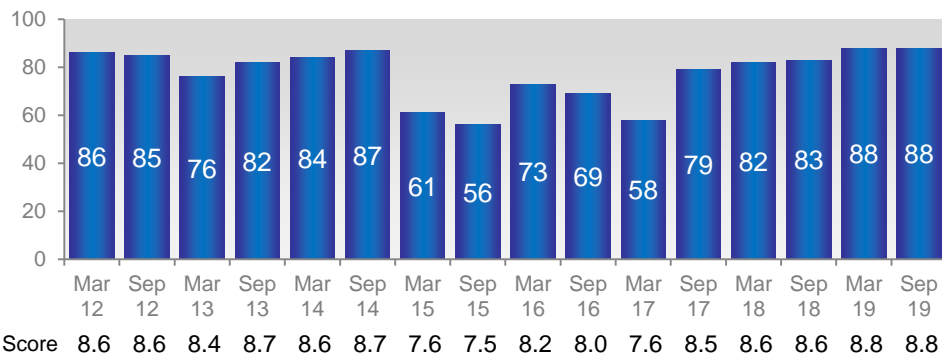
Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	-7%	+2%

- There are no significant differences between stations.
- A small proportion of riders (5%) give a low rating mainly because the delays are not explained.

● ● = Significant upward / downward shift

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

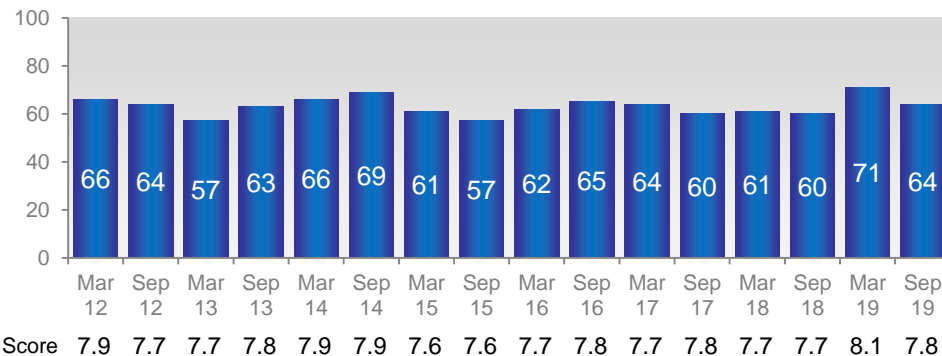
% Good to Excellent (8-10)



September 2019 Base = 303

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)



September 2019 Base = 304

On-Time Reliable Service

- Ratings for On-Time Reliable Service have been steadily increasing since March 2017 from 58% to 88% this period. The average score is strong at 8.8 out of 10.

Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	0%	+5%

- There are no apparent differences at the station level.

Frequency of Service

- Six-in-ten (64%) WCE riders award top ratings to Frequency of Service and the average score is at 7.8 out of 10 this period. This is consistent with a year ago but trending down slightly since March this year.

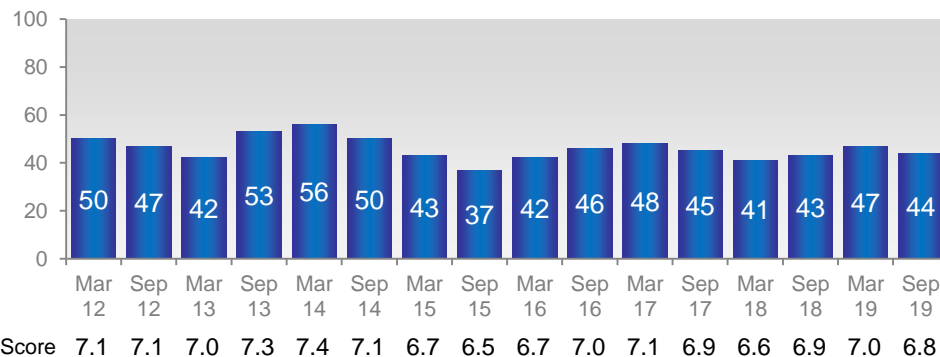
Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	-7%	+4%

- Scores are similar across stations.

● ● = Significant upward / downward shift

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

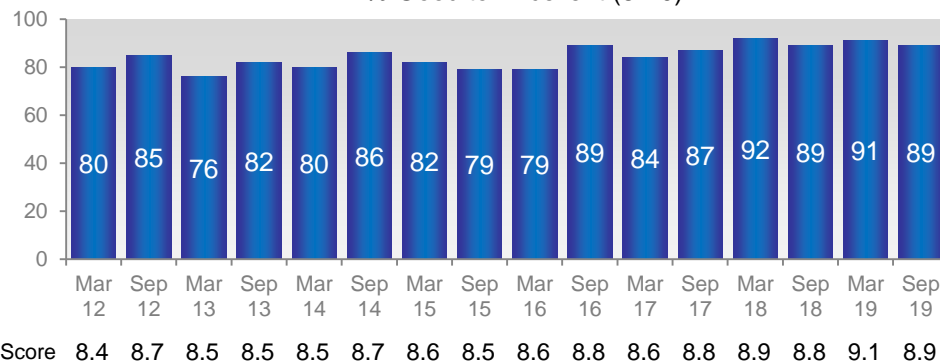
% Good to Excellent (8-10)



September 2019 Base = 304

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)



September 2019 Base = 303

Convenient Hours of Operation

- Unchanged from the last two waves, Convenient Hours of Operation earns top scores from 44% of WCE riders. This continues to be the lowest-rated attribute, earning an average score of 6.8 out of 10.

Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	-3%	+1%

- There are no differences in the scores at the station level.
- Among the 35% who award a low rating to this attribute, most of them want to be able to ride on WCE in the weekend and/or later eastbound hours.

Trip Duration

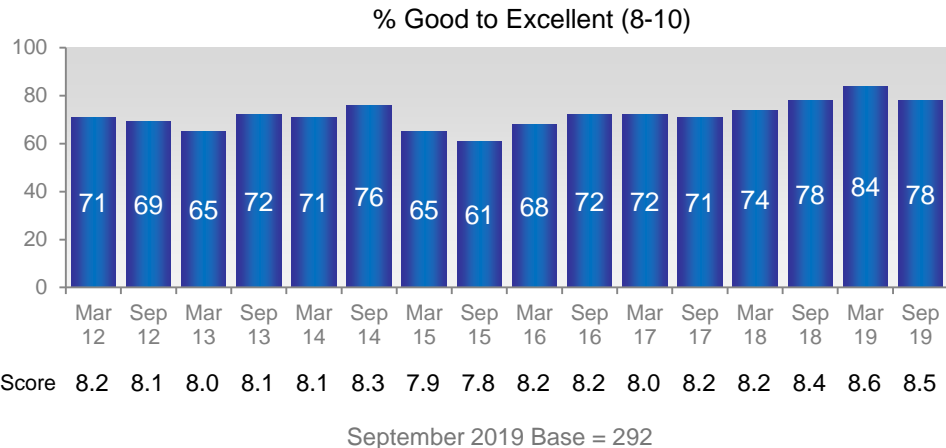
- Scores for Trip Duration remain stable this wave, receiving top ratings from 89% of WCE riders and the average score is at 8.9 out of 10.

Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	-2%	0%

- Port Moody station riders tend to give higher ratings to this attribute compared to riders from some of the other stations.

● ● = Significant upward / downward shift

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



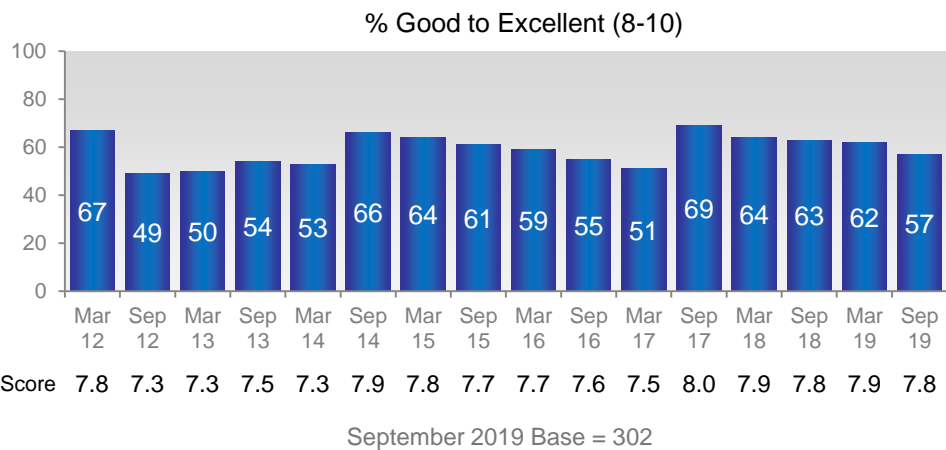
Availability of Transit Information

- While the average score is holding stable at 8.5, top scores for Availability of Transit Information have softened compared to the record high of 84% attained last period (78% currently).

Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	-6%	0%

- There are no significant differences in the ratings at the station level.
- Among the 3% who give a low score, some say they would like see more/better connecting information.

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



Not Being Overcrowded

- Scores for Not Being Overcrowded continue to be trending down, earning top ratings from 57% of WCE riders. The average score is stable at 7.8 out of 10.

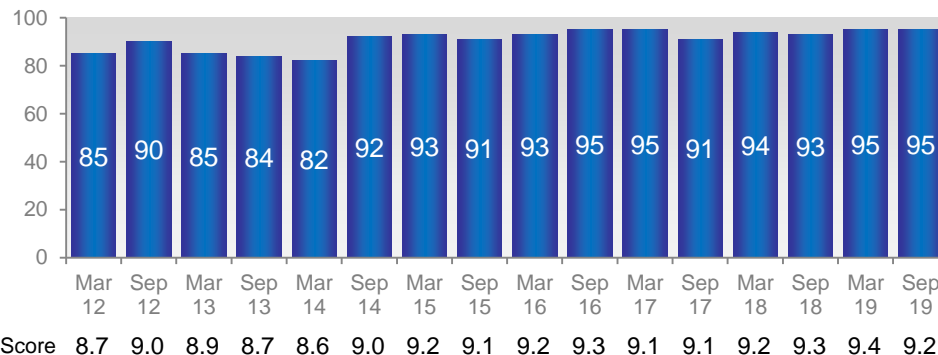
Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	-5%	-6%

- There are no noticeable differences at the station level.
- Of the 8% who give a low score in this area, there is a fairly-even split between the train being overcrowded in the morning and being overcrowded in the afternoon/evening.

● ● = Significant upward / downward shift

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

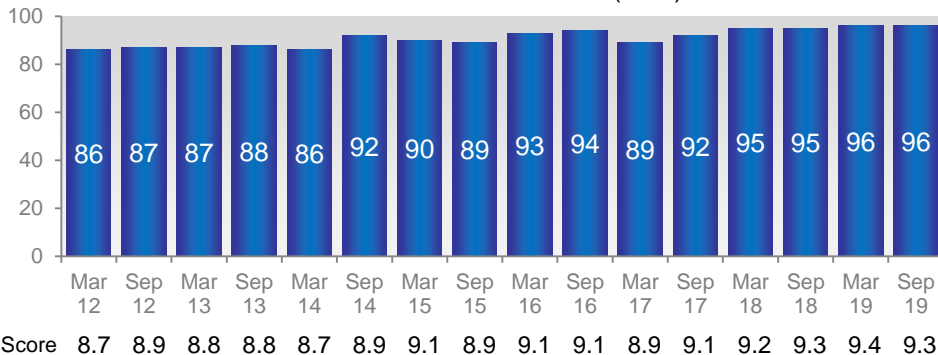
% Good to Excellent (8-10)



September 2019 Base = 303

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 2019 Base = 300

Clean, Graffiti-Free Vehicles and Stations

- Over nine-in-ten (95%) WCE riders give top scores to WCE for being Clean and Graffiti-Free. The average score is holding stable at 9.2 out of 10. This is consistent with the past two periods.

<i>Good-to-Excellent ratings compared to:</i>	<u>March 2019</u>	<u>September 2018</u>
	0%	+2%

- All riders from the Port Haney station award good-to-excellent scores to this area.

Safe WCE Equipment Provides a Safe Ride

- Since September 2017, scores for Safe Equipment have been holding consistent at 96%. The average score is also staying strong at 9.3 out of 10.

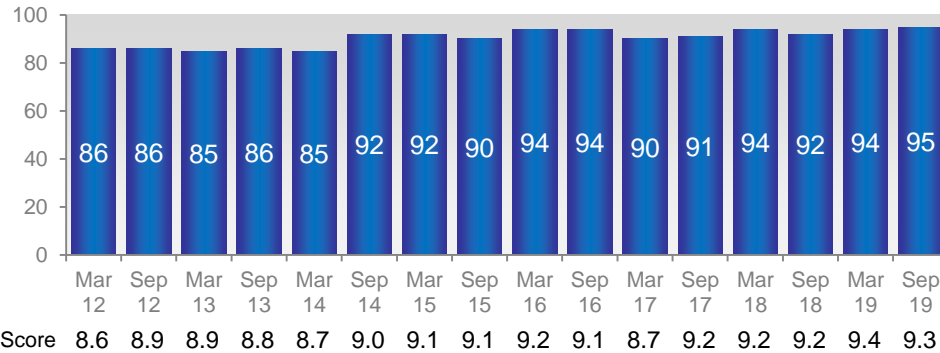
<i>Good-to-Excellent ratings compared to:</i>	<u>March 2019</u>	<u>September 2018</u>
	0%	+1%

- All riders from the Pitt Meadows station give positive ratings 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?

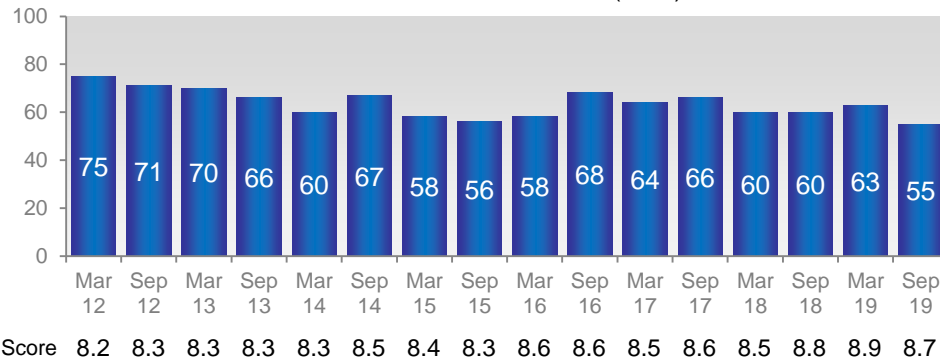
% Good to Excellent (8-10)



September 2019 Base = 303

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 2019 Base = 303

Safe From Crime On-Board and at the Station

- Consistent with the last two periods, Safe From Crime On-Board and at the Station is rated highly by 95% of WCE riders. The average score is holding strong at 9.3 out of 10.

Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	+1%	+3%

All riders from Port Haney station give positive ratings to this area.

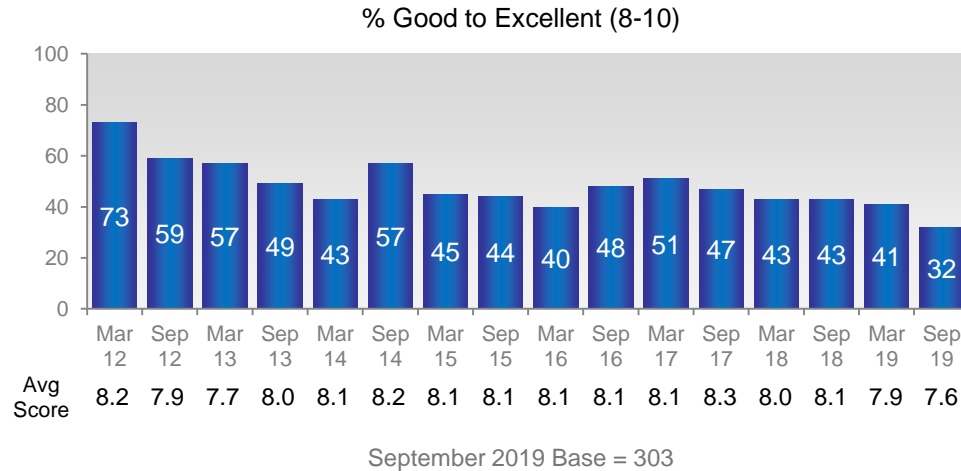
Safe From Crime in WCE Parking Lots

- Average ratings for Safe From Crime in WCE Parking Lots remain strong at 8.7, although down slightly from March of this year. The increase in the proportion who did not provide an answer (34%, up from 26% in March) has caused the top rating percentage to be lower this wave.

Good-to-Excellent ratings compared to:	<u>March 2019</u>	<u>September 2018</u>
	-8%	-5%

● ● = Significant upward / downward shift

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



Sufficient Parking at WCE Parking Lots

- The average score for WCE for Having Sufficient Parking has slipped to 7.6 this wave (down from 7.9 in March and 8.1 a year ago). This is the lowest level observed in the past 8 years.
- One-half (50%) of WCE riders did not provide an answer to this question, this is up from March (38%) and last September (39%), with an associated drop in the proportion awarding top ratings.

<i>Good-to-Excellent ratings compared to:</i>	<i>March 2019</i>	<i>September 2018</i>
	-9%	-11%

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

1. Pitt Meadows	9.2
2. Maple Meadows	8.7
3. Mission	8.0
4. Port Haney*	7.7
5. Port Coquitlam	7.4
6. Coquitlam	7.2
7. Port Moody	6.9

* Port Haney does not have a parking lot

● ● = Significant upward / downward shift

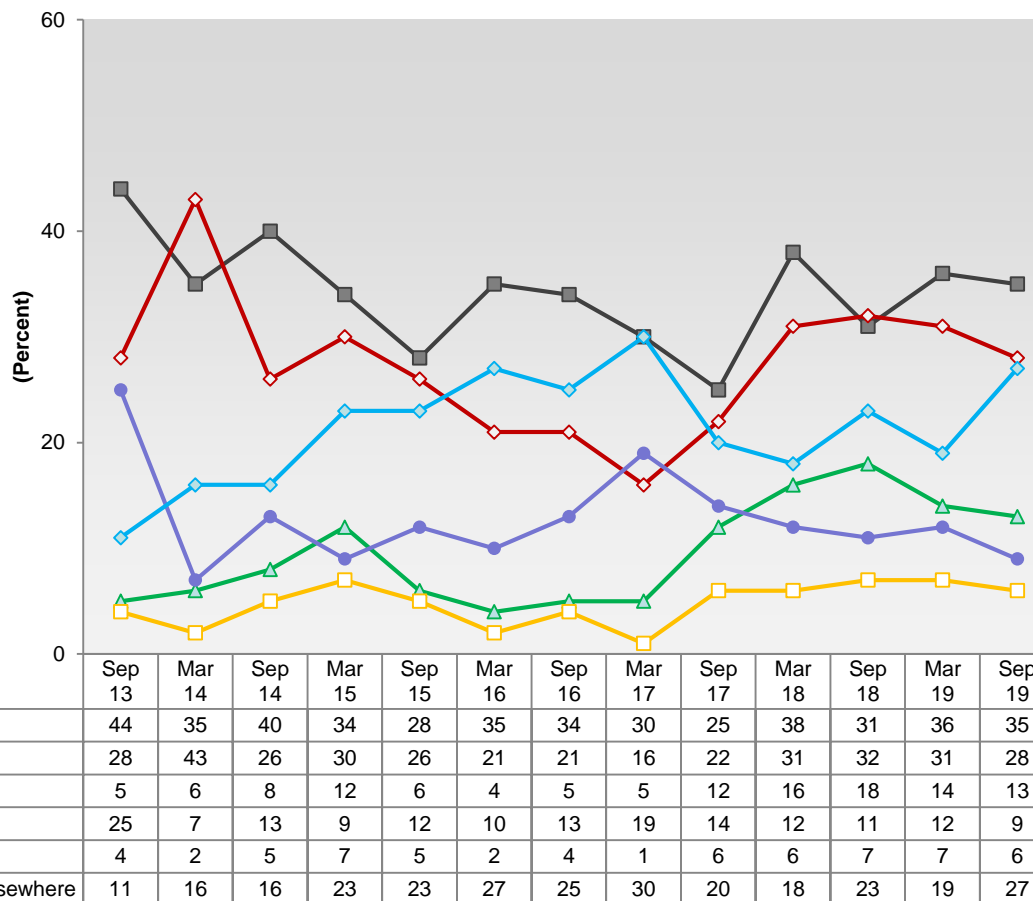


This section presents trends in the motivation and behaviour of WCE customers. It illustrates trends in the following areas:

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

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

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

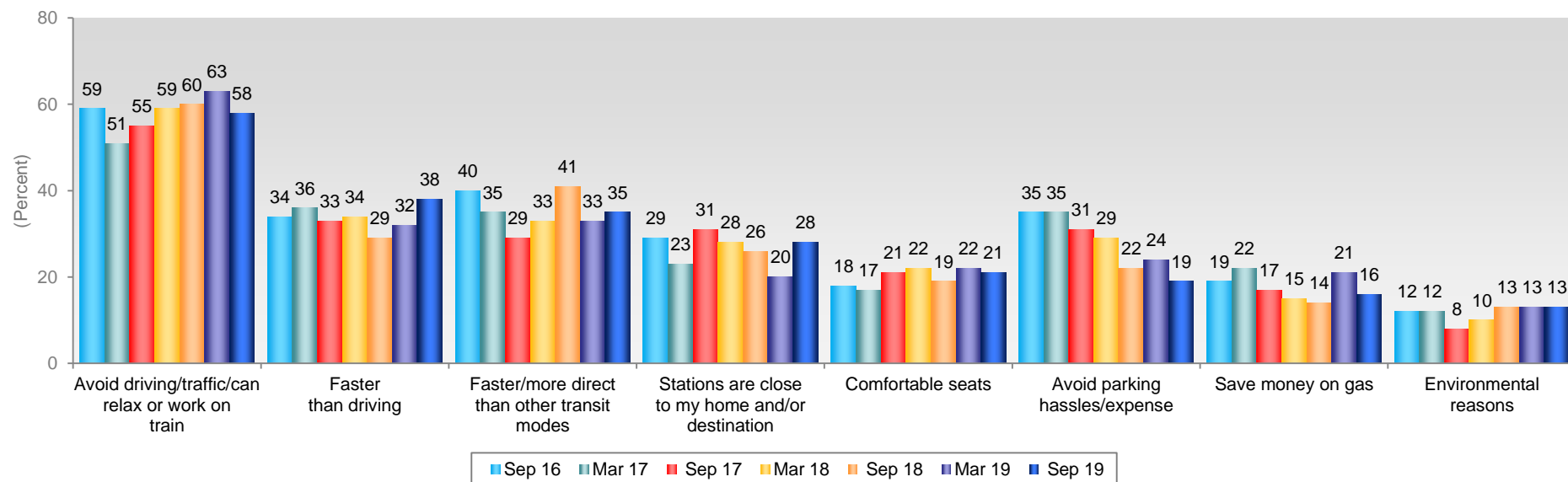


- SOV continues to remain as the most common mode of transportation that WCE riders used to use prior to taking WCE (35%).
- Bus was the next most common mode (28%).
- Just over one-in-ten (13%) say they took the SkyTrain before, directionally down from 18% a year ago.
- Three-in-ten (27%) WCE riders did not provide an answer or say they are new to the area or that they did not have to reach the same destination in the past. This is up from March 2019 but consistent with a year ago.

September 2019 Base = 304

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".

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



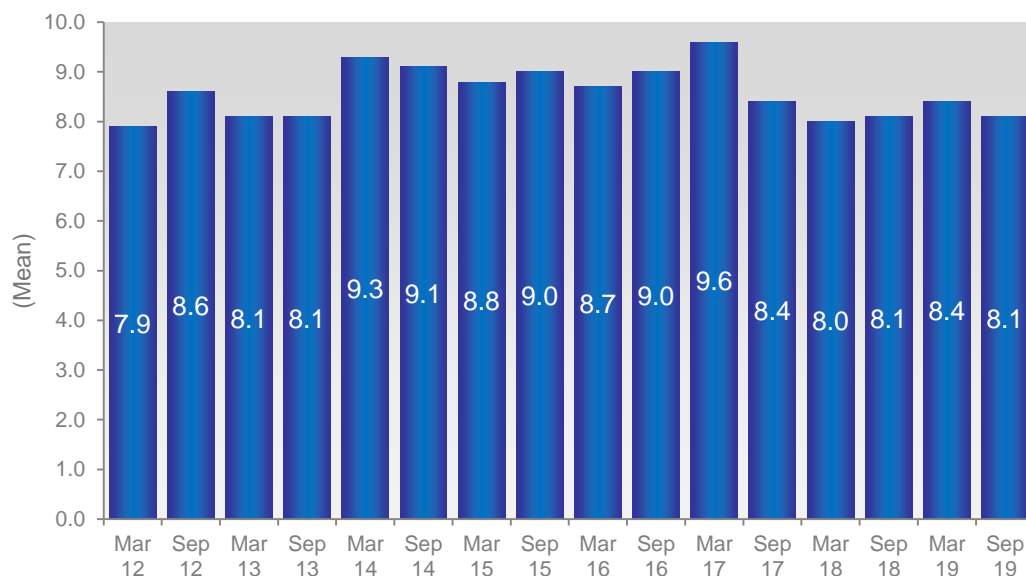
*Respondents are provided a list and asked to choose up to 3 reasons.

September 2019 Base = 304

- As observed in the past, avoiding driving is the primary reason for WCE riders to take WCE rather than other modes of transportation (58%). However, this is directionally down from last period.
- Faster than driving (38%, up from a year ago) and faster/more direct than other transit modes (35%) are other commonly cited reasons.

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 2019 Base = 304

- WCE riders report making slightly fewer transit trips in the past seven days this period compared to March 2019 (8.1 trips vs. 8.4 trips, respectively).

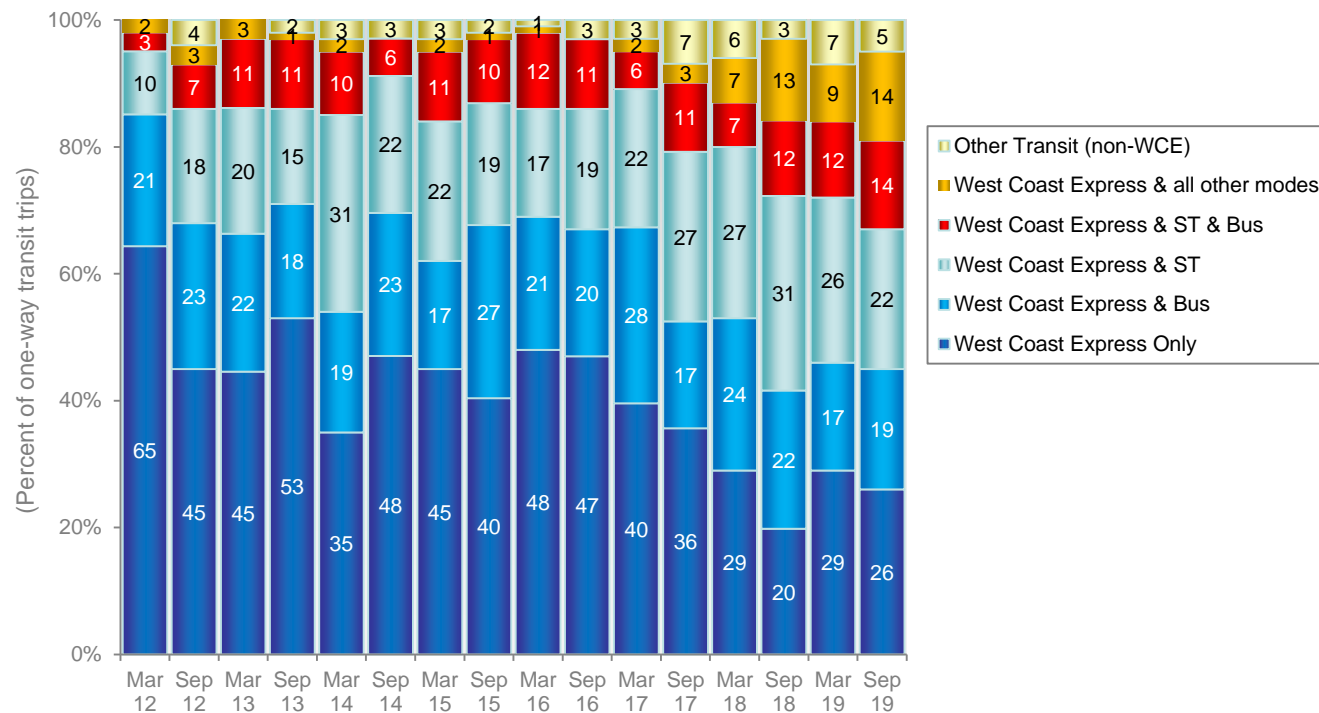
Compared to:	<u>March 2019</u>	<u>September 2018</u>
	-0.3	0.0

- Over six-in-ten (64%) made 10 transit trips or more 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...

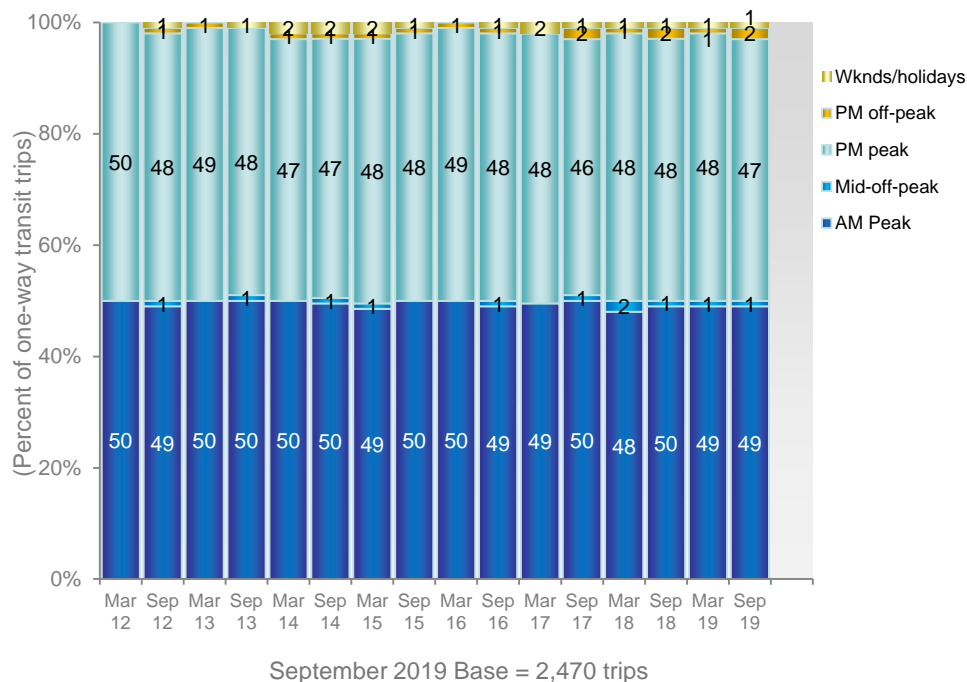


September 2019 Base = 2,470 trips

- Up from a year ago, one-quarter (26%) of transit trips were made exclusively on WCE this period.
- Transit trips that were made using a combination of WCE and Bus remain relatively steady at 19% while WCE and SkyTrain trips continue to drop (from 31% in Sep 2018 to 22% currently).
- Another one-in-seven (14%) of transit trips were made using WCE in combination with SkyTrain and Bus. This is directionally higher than both last period and a year ago, and the highest level of the past 8 years.

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

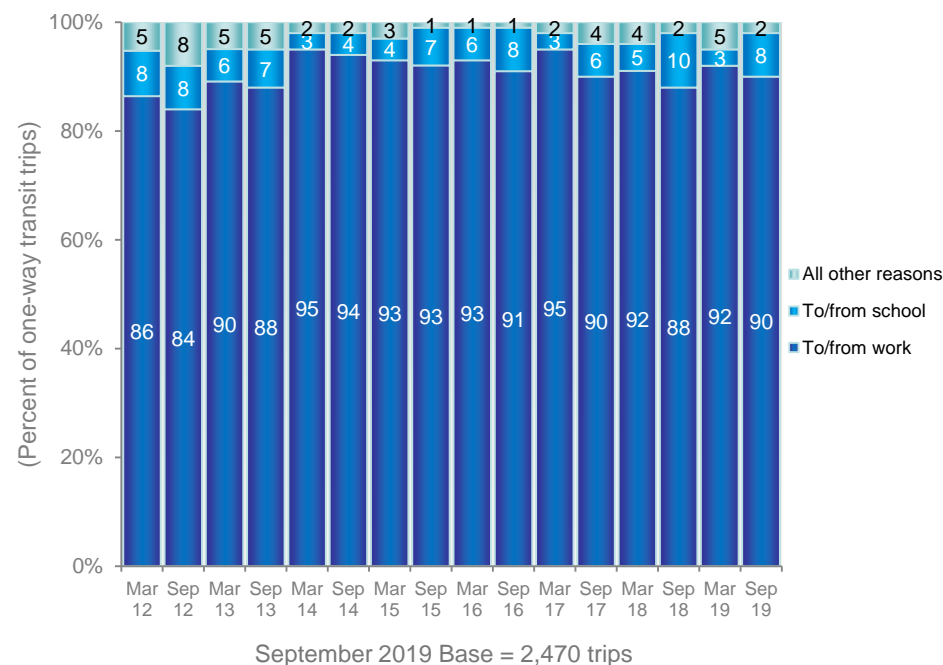
Q4. Of the one-way transit trips you made in the last seven days, how many did you make...?



Transit Trip Timing

- Consistent with past observations, nearly all transit trips were taken during the peak hours (49% AM Peak and 47% PM Peak).

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

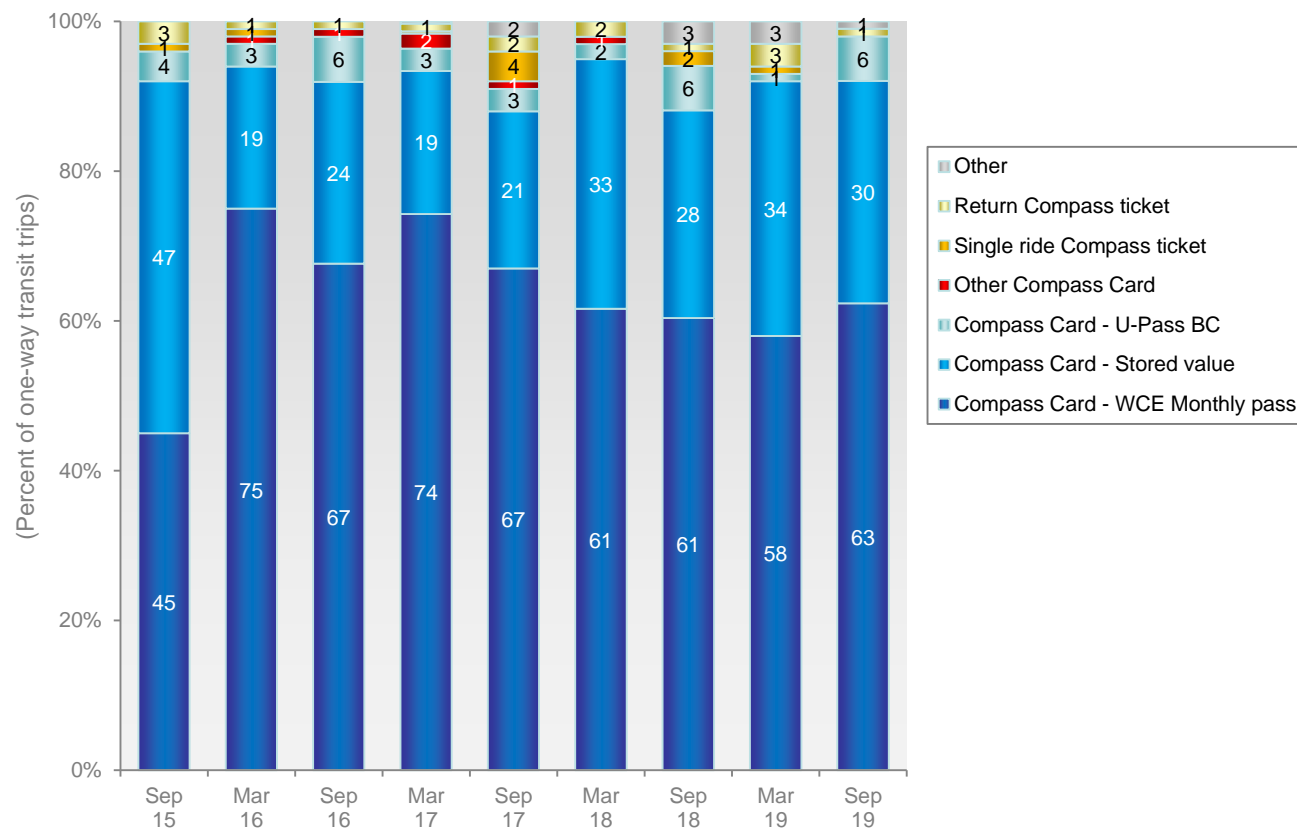


Transit Trip Purpose

- Nine-in-ten transit trips reported were for work purposes (90%).

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 2019 Base = 2,470 trips

Fare Payment Method Used

- Reversing the dip observed last period, six-in-ten (63%) transit trips were paid using WCE Monthly Pass.
- Stored Value is the next most used payment method (30%, marginally down from last wave).

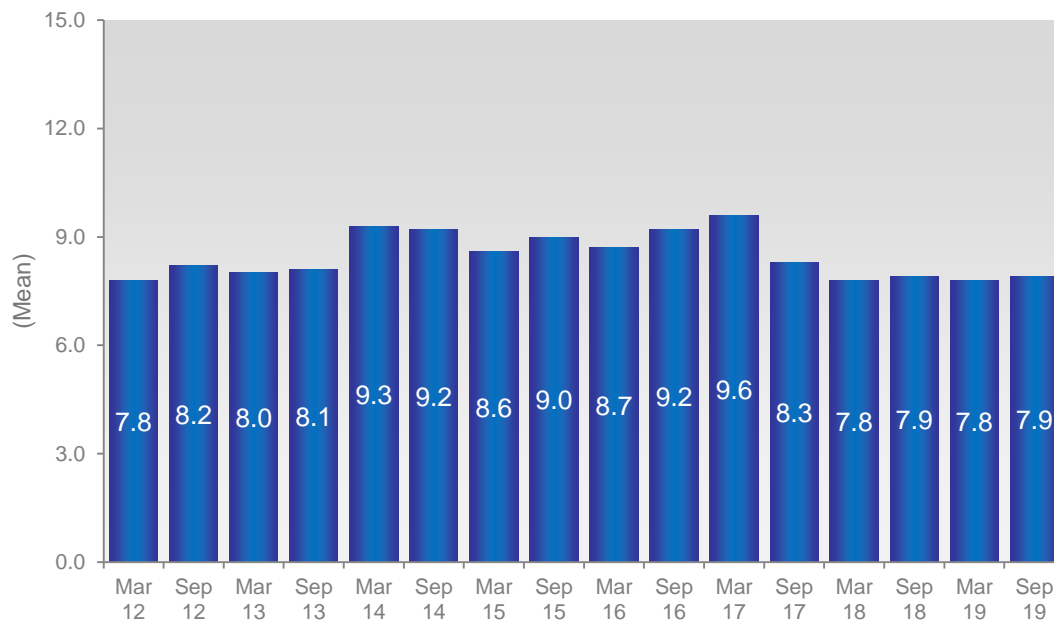
Note: Due to fare payment method changes in September 2015, prior historical data is no longer comparable.



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 2019 Base = 300

WCE Trip Frequency

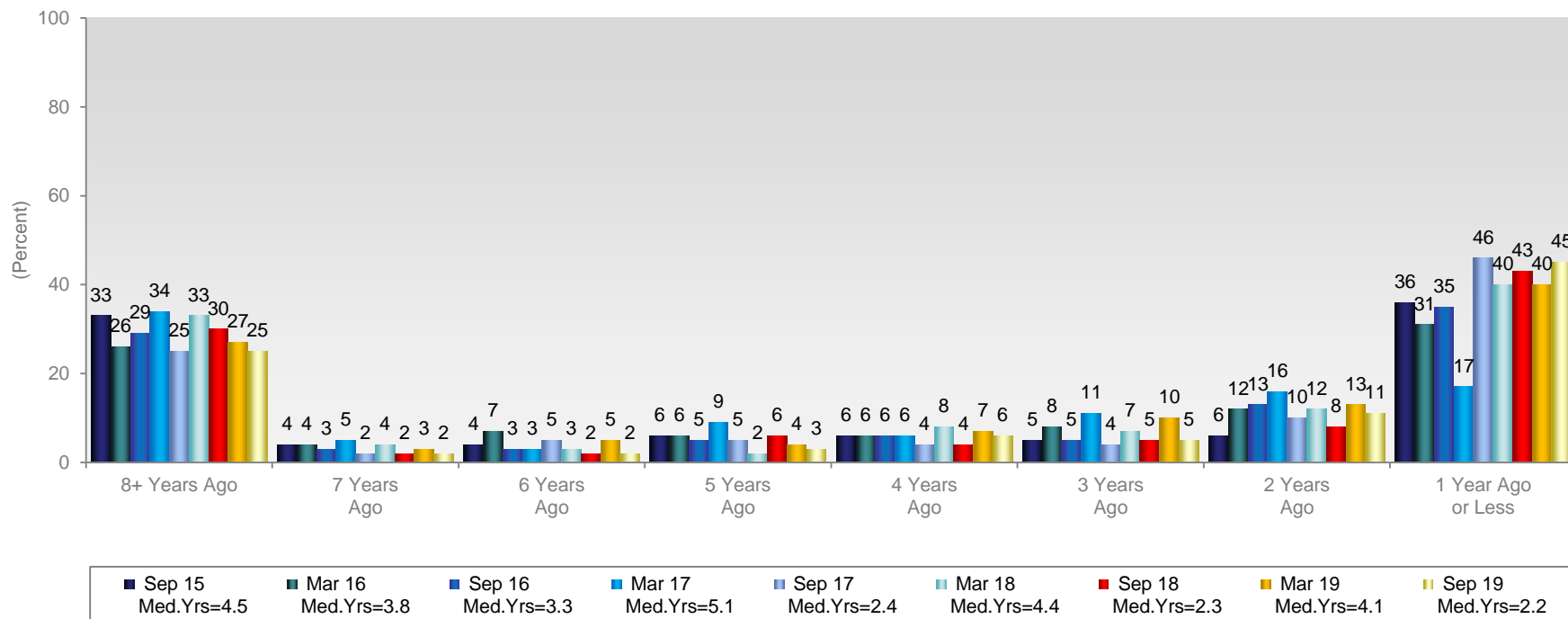
- WCE riders make an average of 7.9 one-way trips on WCE in an average week, which is consistent since March 2018.

Compared to: March 2019 September 2018
 +0.1 0.0

- 45% of WCE riders report 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?

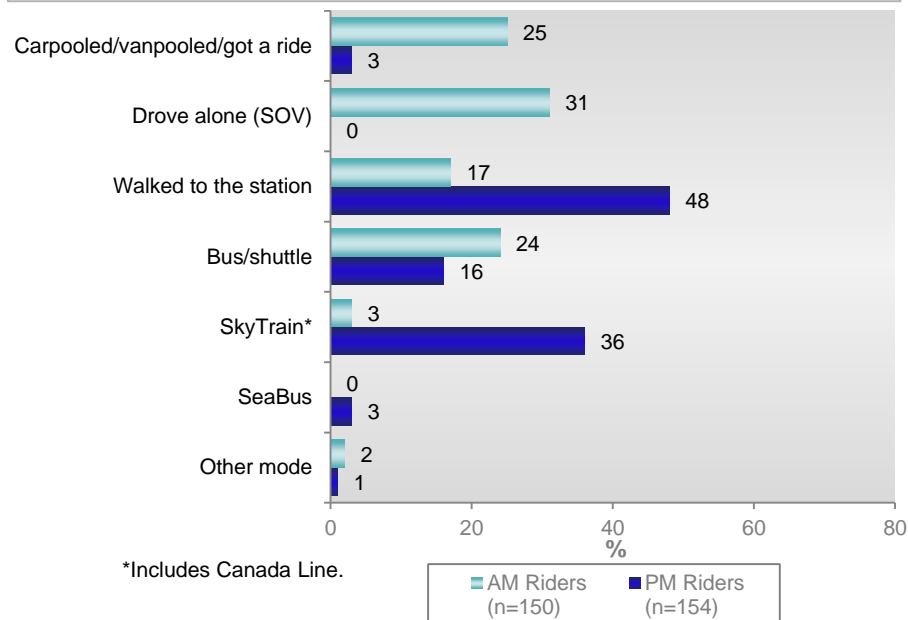


September 2019 Base = 298

Duration of WCE Usage

- Just over four-in-ten (45%) say they have started using WCE in the past year. This is directionally up from last wave.
- Another one-quarter (25%) of WCE riders indicate they have taken WCE for 8 or more years.

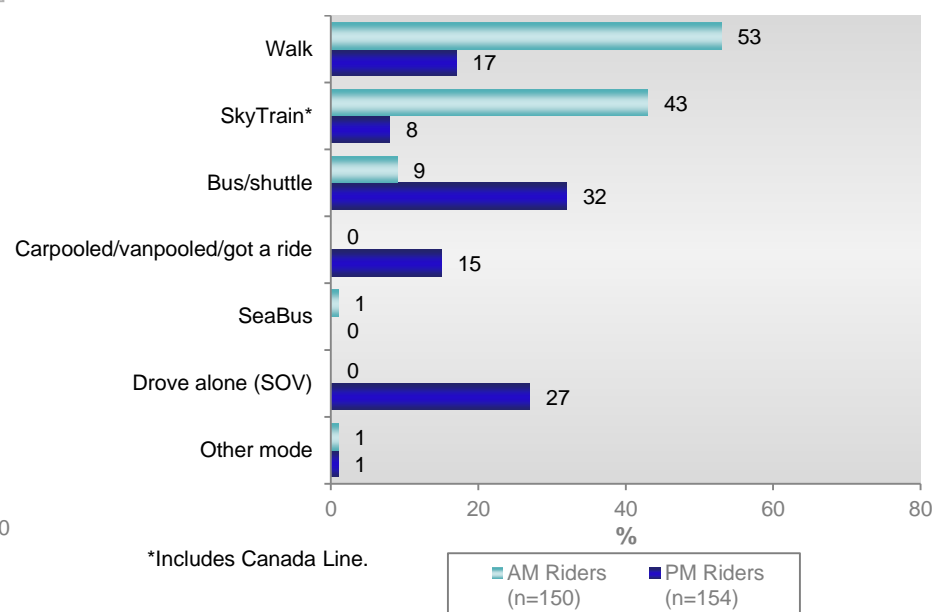
Q1c. This morning/afternoon how did you get to the station to board the train?



Mode to the Boarding Station

- Morning WCE riders usually get to the station by driving (31%) carpooling (25%) or bus/shuttle (24%).
- On the other hand, afternoon riders tend to walk to the station (48%) or take the SkyTrain (36%).

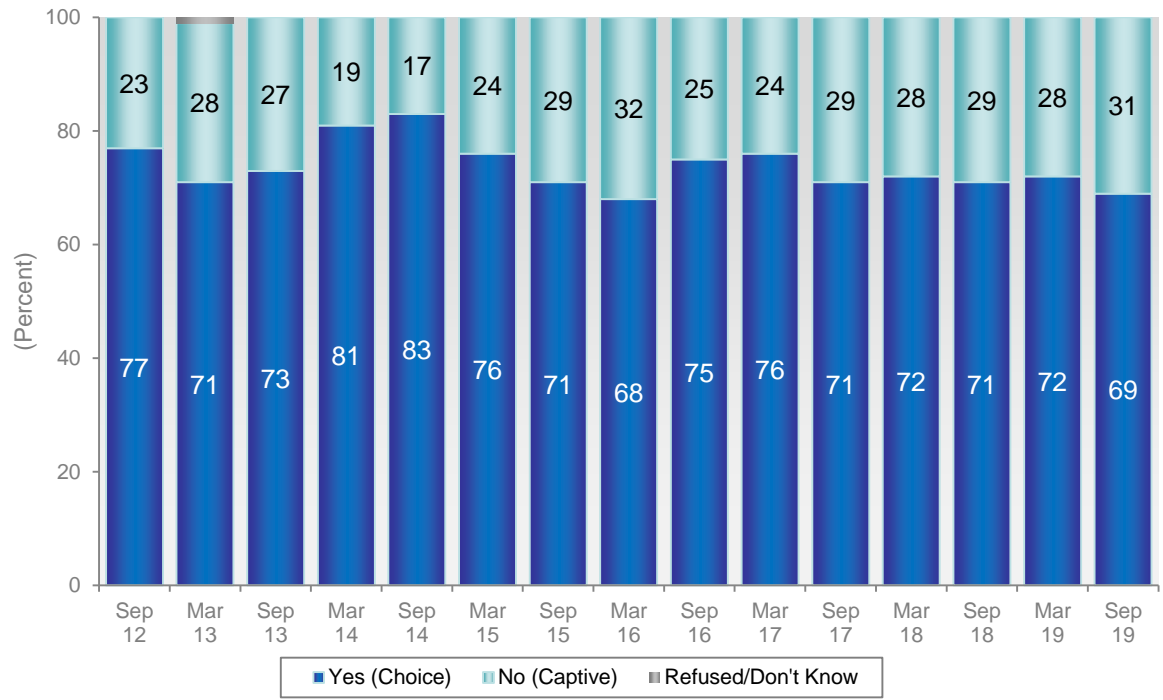
Q1d. And when you get off the train this morning/afternoon, how will you get from the station to your destination?



Mode after Disembarking

- After getting off the WCE, morning riders usually walk (53%) or take the SkyTrain (43%) to get to their final destination.
- Afternoon riders mostly take the bus/shuttle (32%), drive alone (27%) or walk (17%) to their final destination.

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



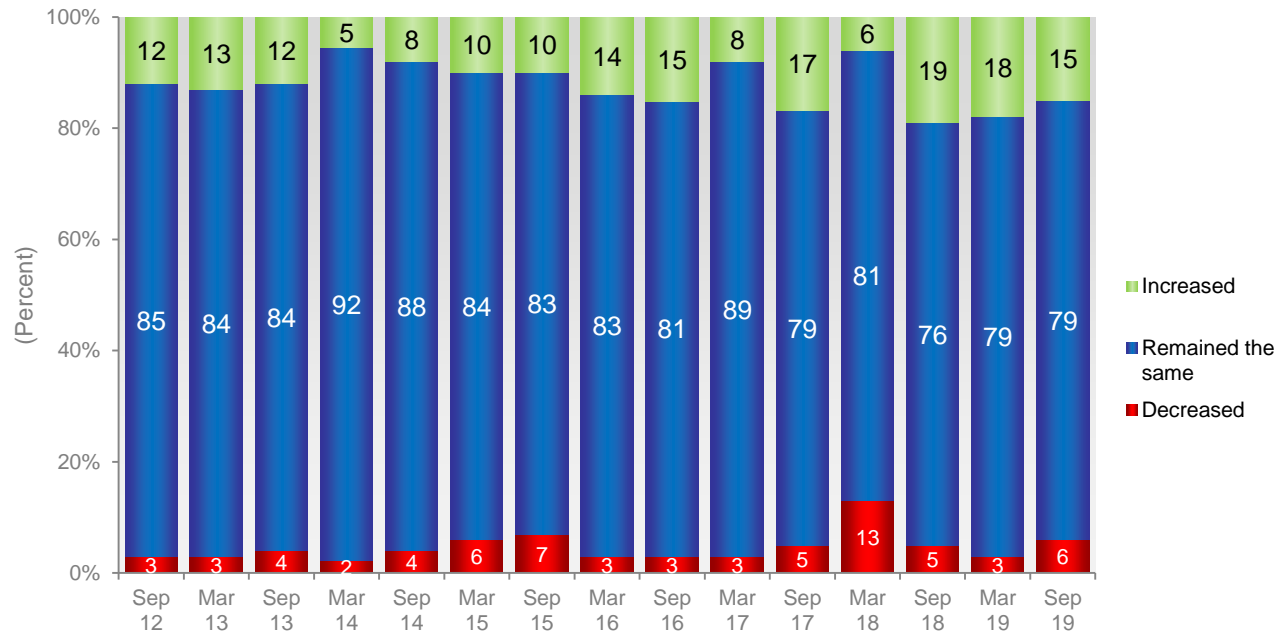
September 2019 Base = 298

Choice vs. Captive

- In-line with the last 4 periods, seven-in-ten (69%) WCE riders are Choice riders, meaning they have access to a vehicle for the WCE trip they made.
- The remaining three-in-ten (31%) are Captive riders, or those without vehicle access.

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

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



September 2019 Base = 295

Changes in Usage Over Last Six Months

- Unchanged from the last two waves, eight-in-ten (79%) WCE riders say their usage of WCE remained the same over the past 6 months.
- The proportion of riders who indicate an increase in WCE usage is marginally trending down from a year ago (15%). A small proportion (6%) say they are using WCE less frequently.

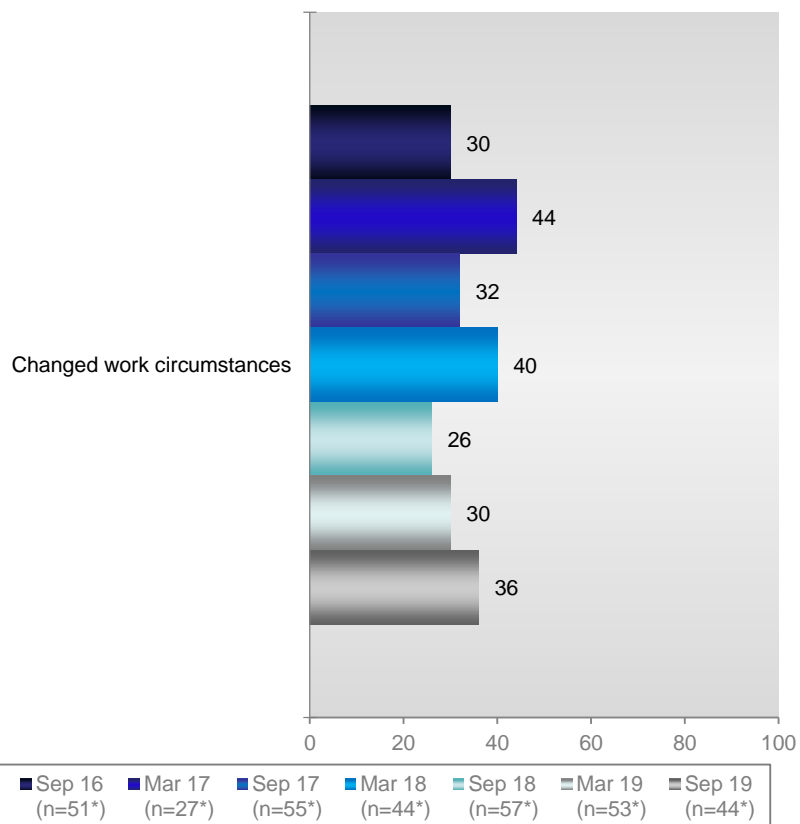
Trends in WCE Usage: Reasons for Riding More/Less Regularly

Reasons for Riding More Often

- Changes in work circumstances continue to be the driving reason for taking WCE more often (36%).

Q16b. Why are you riding more often?

(Showing top reasons only)

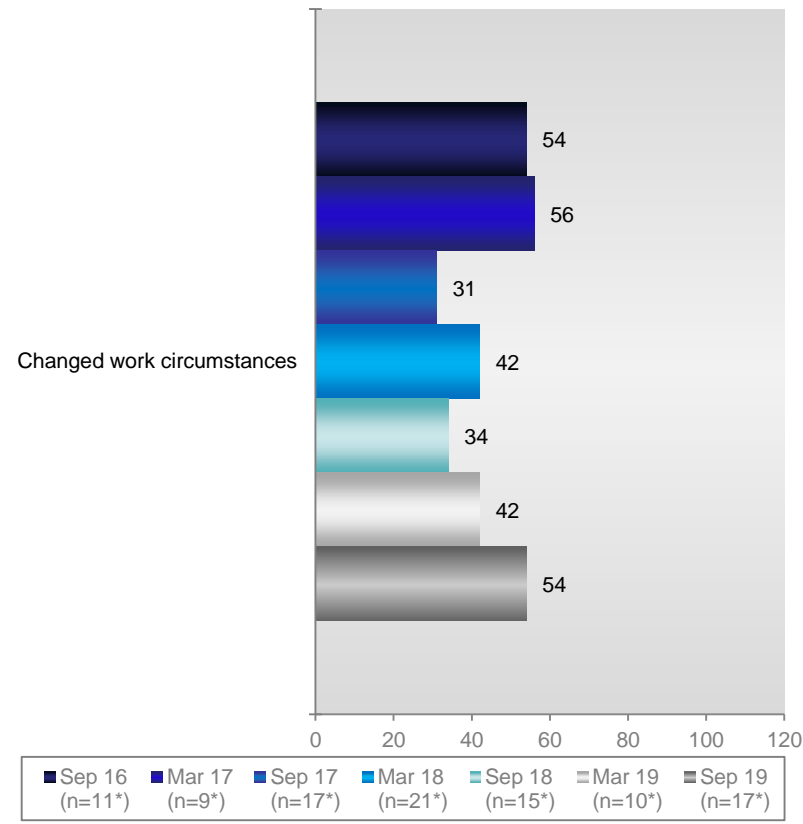


Reasons for Riding Less Often

- Similarly, WCE riders are taking WCE less because of changes in their work situations (54%).

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 (69%) WCE riders have access to a vehicle for the WCE trip they make and are classified as Choice riders. The remaining three-in-ten (31%) are Captive riders with no vehicle access.

The characteristics of Choice and Captive riders are as follows:

Choice Riders (69%):

- Compared to Captive riders, Choice Riders are more likely to be employed full time (87% vs. 73%) and as such, they are more likely to be taking transit for working purposes (93% vs 83%)
- Are more affluent (51% with a household income of \$95,000 or more vs. 24%)
- Are more likely to have paid with a WCE Monthly Pass (65% vs. 59%) and have taken WCE only in the past 7 days (29% vs. 15%)
- Are more likely than Captive riders to award top ratings to Having Enough Parking at the WCE Parking Lots (37% vs 21%)

Captive Riders (31%):

- Compared to Choice Riders, Captive Riders are more likely to be 18 to 24 (20% vs. 10%) and unemployed (3% vs. <1%)
- Nearly all Captive riders paid with a Compass Card (100% vs. 98%) and are more likely to have used U-Pass BC (10% vs. 4%)
- Of the trips taken in the past 7 days, they are more likely to be a combination of WCE and Bus (29% vs. 15%) or WCE and SkyTrain and Bus (21% vs. 10%) and are more likely to be for school purposes (14% vs. 6%)
- Are more likely than Choice riders to award top scores to Delays Announced and Explained (83% vs. 69%)

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 (64%):

- Made the most one-way WCE in an average week (9.5 trips vs. 6.1 trips for Medium Frequency Riders and 2.9 trips for Low Frequency Riders)
- Are more likely to be employed full time (90% vs. 71% for Medium Frequency Riders and 70% for Low Frequency Riders) and travel for work purposes (93% vs. 84% for Medium Frequency Riders and 55% for Low Frequency Riders)
- Are more likely to use a Compass Card loaded with WCE Monthly Pass (76% vs. 18% for Medium Frequency Riders and 1% for Low Frequency Riders)

Medium Frequency Riders (22%):

- Are more affluent (62% with an annual household income of \$95,000 or more vs. 43% overall)
- Are more likely to have paid with Stored Value (72% vs. 30% overall)

Low Frequency Riders (15%)

- Tend to be older (15% 65+ vs. 6% overall) and more likely to be retired (15% vs. 3% overall) or unemployed (4% vs. 1% overall)
- Are less likely to award top ratings to Delays are Announced and Explained (56% vs. 73% overall)
- Are more likely to have decreased their usage of WCE in the past 6 months (20% vs. 6% overall)
- Transit trips made in the past week are more likely to have been paid using a Compass Ticket (8% vs. 1% overall) and for personal (16% vs. 1% overall) or entertainment/social purposes (11% vs. 1% overall)

Customer Profiles:

Demographic Profile of WCE Customers

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

WCE riders are more likely than other transit users to be between the ages of 55 to 54 years old and working full-time. As well, the majority of them tend to reside in Coquitlam East to Maple Ridge area.

	Metro Van Pop. 18 Years Or Older ¹	Bus, SeaBus, SkyTrain Riders, 18+ Years Q4 2018	WCE Riders Sep 2015	WCE Riders Mar 2016	WCE Riders Sep 2016	WCE Riders Mar 2017	WCE Riders Sep 2017	WCE Riders Mar 2018	WCE Riders Sep 2018	WCE Riders Mar 2019	WCE Riders Sep 2019
BASE	2,004	2,100	317	321	333	322	338	337	314	309	304
Age³:	%	%	%	%	%	%	%	%	%	%	%
18 – 24	13	22	12	10	10	5	12	8	13	10	13
25 – 34	17	16	15	22	20	18	26	21	24	19	21
35 – 44	18	16	25	25	30	28	24	26	25	22	26
45 – 54	20	18	27	24	21	32	21	23	22	27	23
55 – 64	16	10	19	18	17	15	14	17	12	17	12
65 and older	17	16	3	2	1	3	3	5	4	5	6
Gender³:	%	%	%	%	%	%	%	%	%	%	%
Male	48	49	48	49	51	50	43	38	41	39	42
Female	52	51	52	51	49	50	58	62	59	61	58
Employment³:	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	51	45	87	87	85	93	85	84	84	85	83
Employed part-time	15	18	2	5	6	4	6	9	3	6	6
Student (FT/PT)	6	17	9	7	7	3	7	5	10	4	8
Homemaker	4	4	-	-	-	-	-	<1	-	1	-
Retired	18	17	1	1	1	-	2	2	1	3	3
Not employed	5	4	0	<1	1	<1	1	-	2	1	1
Refused	1	1	-	-	-	-	-	-	-	-	-
Education³:	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	23 ²	3	1	2	2	1	1	4	1	<1	2
Graduated high school		15	11	9	13	14	8	9	10	11	13
Voc./college/tech.		25	24	25	27	27	18	24	27	27	18
Some university		10	17	20	15	21	17	26	15	10	11
Graduated university		41	48	45	43	38	56	38	48	51	58
Refused	1	2	-	-	-	-	-	-	-	-	-

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

² Category includes both high school or less and graduated high school.

³ Percentaged among those who gave a response (i.e., not the full sample).

Customer Profiles:

Demographic Profile of WCE Customers

	Metro Van Pop. 18 Years Or Older ¹	Bus, SeaBus, SkyTrain Riders, 18+ Years Q4 2018	WCE Riders Sep 2015	WCE Riders Mar 2016	WCE Riders Sep 2016	WCE Riders Mar 2017	WCE Riders Sep 2017	WCE Riders Mar 2018	WCE Riders Sep 2018	WCE Riders Mar 2019	WCE Riders Sep 2019
BASE	2,004	2,100	317	321	333	322	338	337	314	309	304
Household Income² :	%	%	%	%	%	%	%	%	%	%	%
Less than \$25,000	7	n/a	6	7	3	3	6	6	5	2	4
\$25,000 - \$44,999	11	n/a	13	11	9	6	10	12	10	9	7
\$45,000 - \$64,999	10	n/a	13	22	17	22	20	19	17	19	22
\$65,000 or more	54	n/a	68	61	70	70	64	64	67	70	66
\$65,000 - \$84,999	n/a	n/a	17	16	15	24	14	12	17	11	16
\$85,000 or more	n/a	n/a	52	45	55	46	50	51	50	59	51
\$85,000 - \$94,999	n/a	n/a	8	8	13	16	8	7	11	10	8
\$95,000 or more	n/a	n/a	44	37	42	30	43	44	39	49	43
Refused/Don't know	18	n/a	-	-	-	-	-	-	-	-	-
Municipality of Residence² :	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	13	10	82	82	88	86	84	86	87	83	83
Port Coquitlam/Coquitlam	n/a	6	39	34	45	45	41	45	48	44	40
Maple Ridge	n/a	2 ³	20	14	18	17	17	19	20	21	20
Port Moody/Belcarra/Anmore	n/a	1	13	13	16	16	13	11	13	11	15
Pitt Meadows	n/a	n/a	7	8	8	7	7	6	7	7	8
Unspecified	-	-	4	13	-	3	6	5	-	-	-
Surrey/North Delta/Langley/White Rock	28	19	2	2	3	2	3	1	3	4	3
Vancouver	28	38	1	2	1	1	-	1	<1	<1	1
Burnaby/ New Westminster	13	16	1	<1	1	1	1	2	1	<1	3
Richmond/South Delta	11	10	-	-	-	-	-	-	-	-	-
North Shore	8	10	<1	-	-	-	<1	-	-	-	-
Outside Metro Vancouver	n/a	n/a	13	13	8	7	8	9	8	10	9
Mission	n/a	n/a	7	9	6	6	5	5	4	4	4
Abbotsford	n/a	n/a	4	3	1	1	2	3	3	4	5
Chilliwack	n/a	n/a	-	<1	<1	-	1	1	<1	1	-
Other	n/a	n/a	1	<1	1	<1	-	1	-	1	1
Unspecified	-	-	-	-	-	-	-	-	-	-	-
Refused	n/a	n/a	-	2	-	3	4	3	2	2	2

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>
Sept	16	17	18	19	20
Sept	23	24	25	26	27

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 2019?

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

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

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

A5. GENDER: ☐¹ MALE ☐² FEMALE

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

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

<u>AM</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 N/A ☐[?]

Why do you give that rating? PLEASE BE SPECIFIC

e) Having enough parking at the WCE parking lots

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

Why do you give that rating? PLEASE BE SPECIFIC

f) Value for the money

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

Why do you give that rating? PLEASE BE SPECIFIC

g) Convenient hours of operation

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

When would you like the service to be available?

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

☐¹ ☐² ☐³ ☐⁴ ☐⁵

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

i) Availability of transit information at the stations

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

☐¹ ☐² ☐³ ☐⁴ ☐⁵

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

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

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

☐¹ ☐² ☐³ ☐⁴ ☐⁵

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

k) Delays are announced and explained

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

☐¹ ☐² ☐³ ☐⁴ ☐⁵

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

l) Clean and graffiti-free vehicles and stations

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

☐¹ ☐² ☐³ ☐⁴ ☐⁵

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

m) Courteous, competent and helpful staff

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

☐¹ ☐² ☐³ ☐⁴ ☐⁵

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

n) Safe West Coast Express equipment provides a safe ride

Very Poor

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

Why do you give that rating? PLEASE BE SPECIFIC

o) Not being overcrowded

Very Poor

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

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

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

PLEASE CIRCLE MONTH AND YEAR TO THE BEST OF YOUR RECALL

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

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

☐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? _____

Coffee Service on board West Coast Express trains ceased operating in August. We would really like to get your thoughts about this.

Q17. How often did you usually buy a coffee on West Coast Express (on the train or at the platform)?

- | | |
|--|---|
| <input type="checkbox"/> ¹ Once a day or more often | <input type="checkbox"/> ⁵ Never |
| <input type="checkbox"/> ² At least once a week but not every day | <input type="checkbox"/> ⁶ I did not know WCE had a coffee service -> GO TO Q19 |
| <input type="checkbox"/> ³ At least once a month but not every week | |
| <input type="checkbox"/> ⁴ Less than once a month | |

Q18. Has this affected your travel on West Coast Express?

- ☐¹ It makes no difference to me
- ☐² I will continue to take WCE as often as I do now, but it does detract from the trip
- ☐³ I will take WCE less often because of this
- ☐⁴ I prefer WCE without a coffee service -> **GO TO QD1**
- ☐⁵ Other (specify) _____

Q19. Please help West Coast Express decide on future coffee services. Which one of the following most closely reflects your thoughts:

- ☐¹ Please find another supplier to replace the previous service
- ☐² I would like onboard coffee vending machines
- ☐³ I would like coffee to be available at each station
- ☐⁴ Other (specify) _____
- ☐⁵ I have no preference

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.