

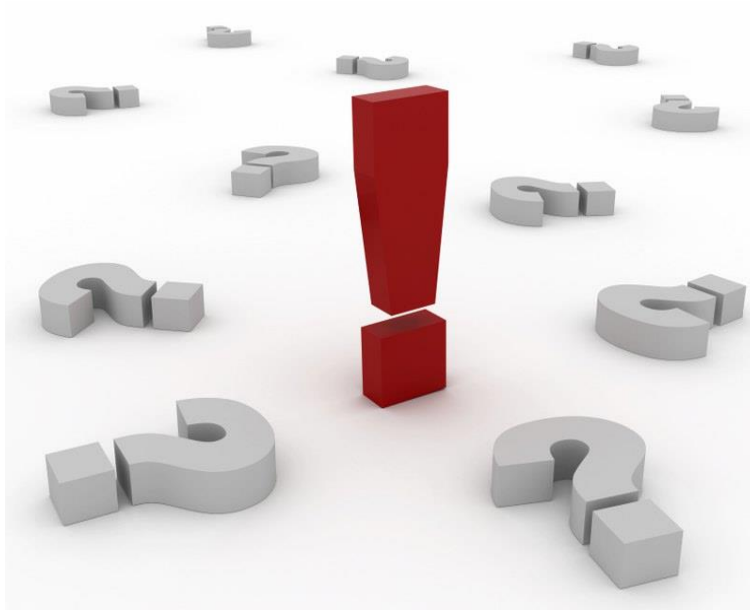


Customer Service Performance September 2020

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.





- **Many of the significant shifts in top ratings for WCE service aspects may be attributable to riders' changing perceptions and expectations as a result of the ongoing COVID-19 virus.** As of March 11th, the World Health Organization declared COVID-19 a global pandemic, and by March 16th the BC provincial government recommended stay-at-home directives and physical distancing precautions, which has greatly impacted the daily lives of transit riders. While restrictions have eased in recent months as the provincial government has moved BC into Phase 3 of its Restart Plan (which allows for safe travel and re-opening of businesses such as restaurants/bars), concern around the COVID-19 virus is highly relevant for the general public. As a result, the proportion of Captive WCE Riders has increased directionally (36%, up from 29% last period), which may have an impact on the results throughout the report.
- **Top ratings for Overall Service have remained relatively stable at 88%**, and the average score of 8.9 out of 10 is unchanged.
- **Many attributes have seen a drop in good-to-excellent scores** compared to last period, such as Frequency of Service (47% vs. 68%), and Convenient Hours of Operation (36% vs. 48%). In contrast, top scores for Not Being Overcrowded have jumped compared to a year ago (75%, up from 57%). These shifts are all likely due to impacts of the COVID-19 pandemic.

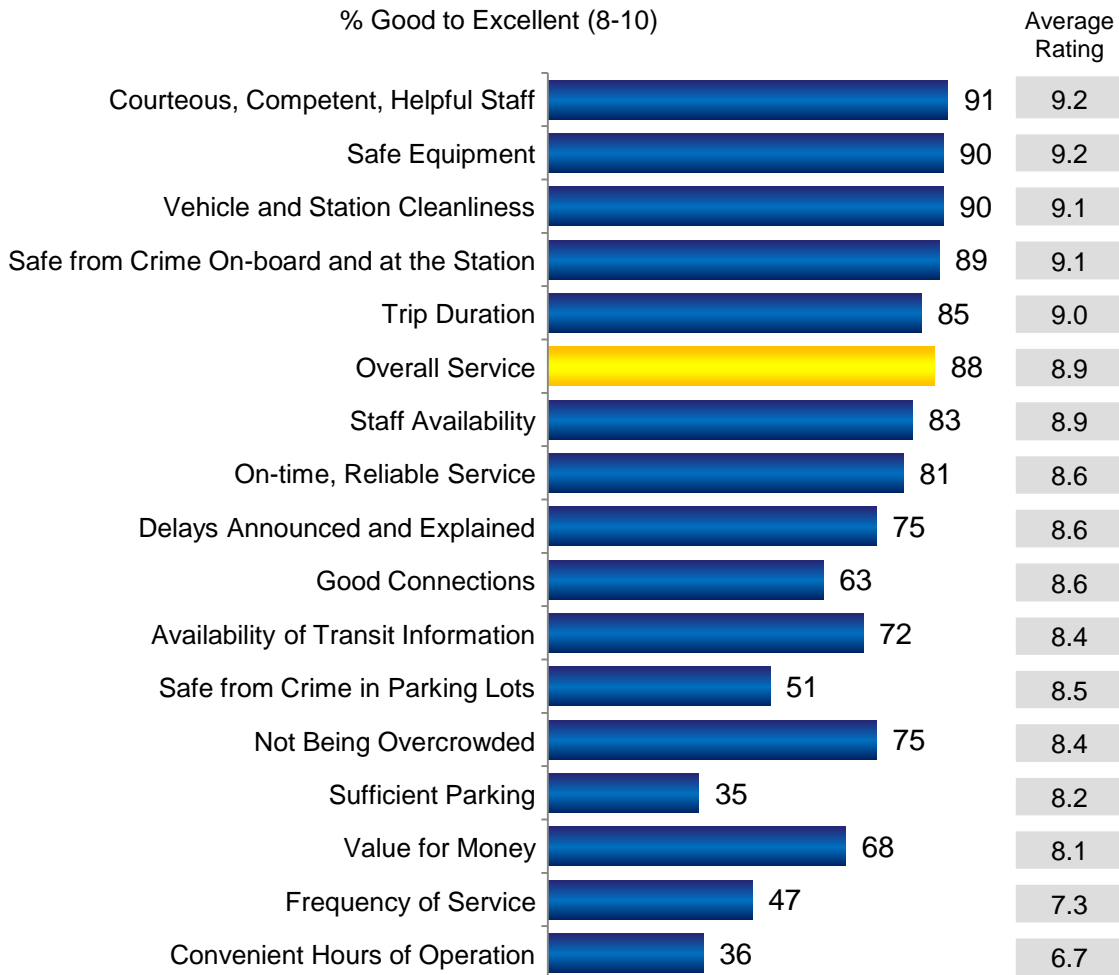


- **WCE riders indicate making an average of 6.7 transit trips in the past seven days (down from 8.5 last period) and an average of 6.9 WCE trips in an average week (down from 8.2 last period).** Four-in-ten (39%) trips are made solely on WCE, up from last period (34%) and a year ago (29%). The proportion of transit trips on WCE in combination with Bus has increased to 21% (from 16% last period), while the proportion of trips on WCE along with SkyTrain has decreased (16%, down from 25% last period).
- **Nearly three-in-ten riders (28%) indicate their usage of WCE has decreased compared to six months ago**, which is a significant increase from 5% last period. Six-in-ten (60%) say their usage has stayed the same, while the proportion indicating increased usage has remained stable (13%). Top reasons mentioned for decreased WCE usage include changing work circumstances and concern around COVID-19.
- Three in four (72%) riders now walk to WCE in the morning, up from 57% in March of this year while two in five (40%) carpool from the WCE in the afternoon, up from 19% in March.



- **While the WCE Monthly Pass is still the most commonly used payment method (47%), this has decreased significantly from 67% last period.** The proportion of trips paid for using Stored Value has jumped, from 23% last period to 39% currently, likely due to Stored Value being a more economical option for reduced commuting compared to Monthly Passes.

Performance on West Coast Express Attributes



September 2020 Base = 287-296

Performance on Specific Attributes

- Nine-in-ten (88%) WCE riders provide good-to-excellent scores for WCE's Overall Service, similar to last period (90%). The average score of 8.9 out of 10 has remained unchanged.
- Top ratings for some attributes related to the WCE schedule have decreased significantly compared to last wave, such as Frequency of Service (47%, down from 68%) and Convenient Hours of Operation (36%, down from 48%). These declines are likely attributable to the reduction in WCE train service in April due to reduced ridership amid the COVID-19 pandemic, which has not yet recovered to pre-pandemic levels.
- Good-to-excellent scores for staff-related aspects have also declined significantly compared to last period, such as Staff Availability (83%, down from 90%) and Courteous, Competent and Helpful Staff (91%, down from 96%).
- Ratings for cleanliness and safety have decreased as well since last wave, such as Vehicle and Station Cleanliness (90%, down from 95%), Safe Equipment (90%, down from 96%) and Safe from Crime On-board and at the Station (89%, down from 95%). Although sanitation measures have improved, these declines may be attributable to riders' increased expectations of cleanliness and safety onboard amid the COVID-19 pandemic.
- Top scores for Not Being Overcrowded have jumped since a year ago (75%, up from 57%), likely due to the reduced ridership on WCE trains during the COVID-19 pandemic.

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.

Similar to the last two periods, Convenient Hours of Operations has the most significant negative impact on Overall Service perceptions, with a negative impact score of 0.11. The average score for this attribute has dropped back down from 7.1 out of 10 last period to 6.7 currently, and it remains the lowest-rated service attribute. Those awarding a low rating of 1 to 5 for this attribute indicate they would like more service to be available on weekends and later eastbound.

Attribute	Overall Service Rating		Proportion		
	From Those Rating 1-5 (A)	From Those Rating 6-10 (B)	GAP Score (B-A=C)	Rating 1-5 (D)	Impact Score (CxD)
Convenient Hours of Operation	8.6	9.0	0.4	0.28	0.11

West Coast Express Rider Profile



- Six-in-ten (63%) WCE riders are aged 25 to 54, down from 73% last period. However, this period, there are slightly more younger riders aged 18-24 (15% vs. 11%) and older riders aged 65+ (6% vs. 2%). The majority of WCE riders work full time (75%) and reside in Coquitlam East to Maple Ridge (73%).
- WCE riders are more likely to be Choice riders (64% have access to a vehicle). While many are High Frequency Riders (41% making 10 or more one-way transit trips in a week), the proportion of Low Frequency Riders has jumped to 25% (from 11% last period).



- Three-in-ten (30%) riders started taking WCE within the past year, significantly down from last wave (39%) and a year ago (45%). The proportion of long-term riders who have taken WCE for 8+ years has remained unchanged at 25%.
- Riders indicate making 6.7 one-way transit trips in the past seven days, which is down from 8.5 last period.
- Four-in-ten (39%) transit trips were made exclusively on WCE, up from last wave (34%) and a year ago (29%). This may be due to riders wanting to reduce their exposure to COVID-19 by taking less modes. The proportion of trips made using WCE in combination with Bus has increased to 21% (from 16% last period), while the proportion of trips on WCE along with SkyTrain has decreased (16%, down from 25% last period).
- Nearly three-in-ten riders (28%) indicate their usage of WCE has decreased compared to six months ago, which has increased significantly from 5% last period. Top reasons mentioned for decreased WCE usage include changing work circumstances and concern around COVID-19. Six-in-ten (60%) indicate their usage has stayed the same, while those with increased usage has remained unchanged (13%).



- While the WCE Monthly Pass remains as the most commonly used method of payment (47%), this has dropped significantly from 67% last wave.
- The proportion of trips paid for using Stored Value has increased significantly, from 23% last period to 39% currently. The shift to using Stored Value is likely due to this method being the more economical choice for reduced commuting, compared to Monthly Passes.



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 296 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 14th to 25th, 2020.

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

<u>AM Westbound Train</u>	<u>Surveys Collected</u>	<u>PM Eastbound Train</u>	<u>Surveys Collected</u>
5:25AM	33	3:50PM	50
6:25AM	55	4:50PM	62
7:25AM	<u>53</u>	6:20PM	<u>43</u>
TOTAL	141	TOTAL	155

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

<u>Westbound Boarders</u>	<u>Surveys Collected</u>	<u>Eastbound Disembarkers</u>	<u>Surveys Collected</u>
Mission City	19	Mission City	18
Port Haney	18	Port Haney	19
Maple Meadows	19	Maple Meadows	25
Pitt Meadows	14	Pitt Meadows	10
Port Coquitlam	19	Port Coquitlam	25
Coquitlam	27	Coquitlam	29
Port Moody	<u>25</u>	Port Moody	<u>29</u>
TOTAL	141	TOTAL	155

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

Data Weighting

The stratified sampling plan necessitates the use of weights to bring the sample in line with the actual boardings and disembarkings at each station. For this wave, the weights were based on the average daily ridership collected from Compass Card taps between September 8 and 21, 2020.

Means (Average Ratings)

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

Percentages

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

Survey Instrument

The questionnaire was designed by TransLink Marketing Research in consultation with WCE regarding survey content. The survey took approximately 15 minutes, with the first section being administered by the interviewer and the latter filled out by the respondent. The questionnaire can be found in Appendix A.

Fieldwork

All surveys were conducted during weekdays from September 14th to 25th, 2020.

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.

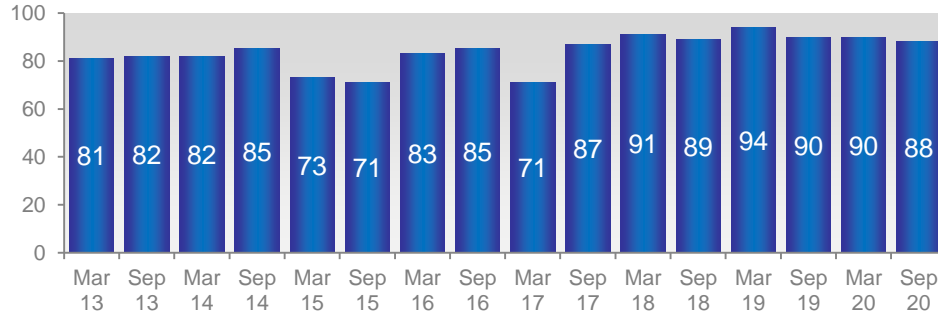


This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

- Overall Service Performance
- Performance on Specific Attributes

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

% Good to Excellent (8-10)

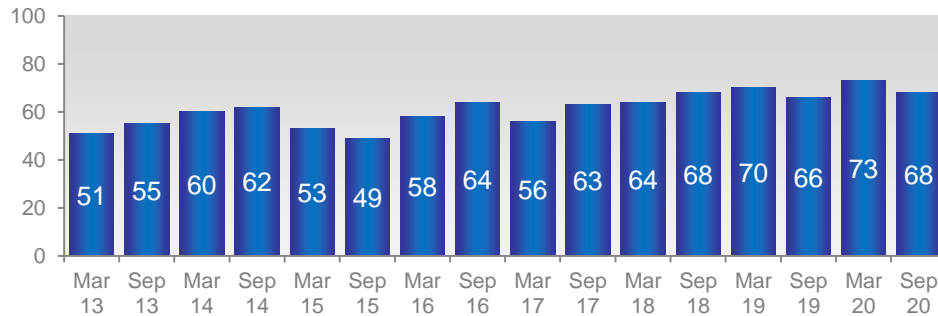


Avg Score 8.5 8.6 8.5 8.6 8.1 8.1 8.5 8.6 8.0 8.8 8.8 8.9 9.0 8.9 8.9 8.9

September 2020 Base = 296

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

% Good to Excellent (8-10)



Avg Score 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 8.2 8.1

September 2020 Base = 296

Overall Service

- Just under nine-in-ten (88%) WCE riders provide good-to-excellent ratings for Overall Service, similar to the last two waves. The average score has remained unchanged at 8.9 out of 10.

Good-to-Excellent ratings compared to:	<u>March 2020</u>	<u>September 2019</u>
	-2%	-2%

- Riders from Maple Meadows are significantly more likely than Port Coquitlam riders to award good-to-excellent ratings for Overall Service.

Value for Money

- Value for Money scores have dipped back down from last wave, with just under seven-in-ten (68%) riders awarding top ratings for this aspect. The decline could be attributable to the reduced WCE service since April 2020, as riders may feel they are paying the same amount for less train options. The average score is stable at 8.1 out of 10.

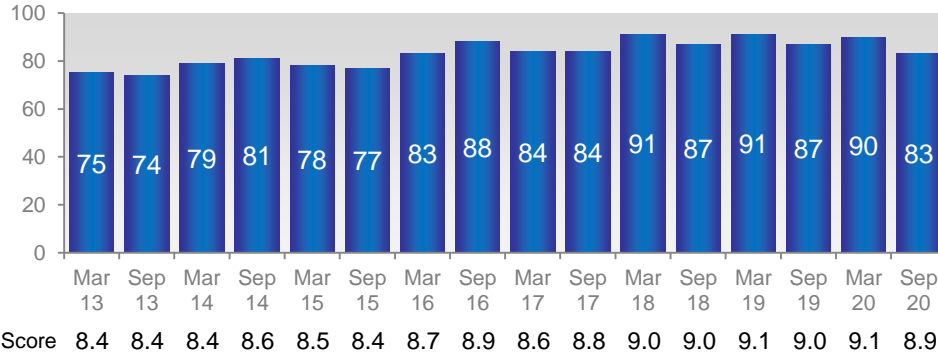
Good-to-Excellent ratings compared to:	<u>March 2020</u>	<u>September 2019</u>
	-5%	+2%

- There are no significant differences in top scores by station.
- Similar to previous waves, most of the small proportion (5%) of those who provided a score of 1 to 5 for this attribute indicate that 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?

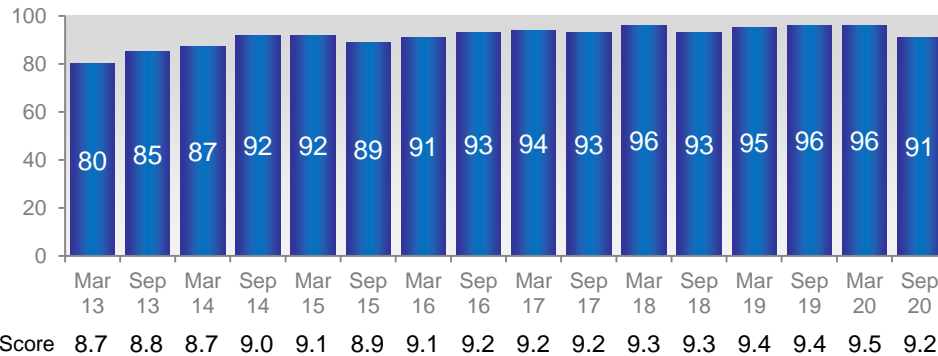
% Good to Excellent (8-10)



September 2020 Base = 296

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

% Good to Excellent (8-10)



September 2020 Base = 296

Staff Availability

- Eight-in-ten (83%) riders award good-to-excellent scores for Staff Availability, a significant decline compared to March 2020 (90%) and the lowest level seen in almost five years. The average score of 8.9 out of 10 is slightly down from 9.1 last wave.

Good-to-Excellent ratings compared to:

	<u>March 2020</u>	<u>September 2019</u>
	-7%	-4%

- Riders from Maple Meadows, Coquitlam and Port Moody are significantly more likely than Port Haney riders to award top ratings for Staff Availability.

Courteous, Competent And Helpful Staff

- Nine-in-ten (91%) WCE riders provide top scores for Courteous, Competent and Helpful Staff. While this is a high rating among all service attributes, it has dropped significantly from last wave and a year ago. The average score has also dropped, from 9.5 out of 10 to 9.2 currently.

Good-to-Excellent ratings compared to:

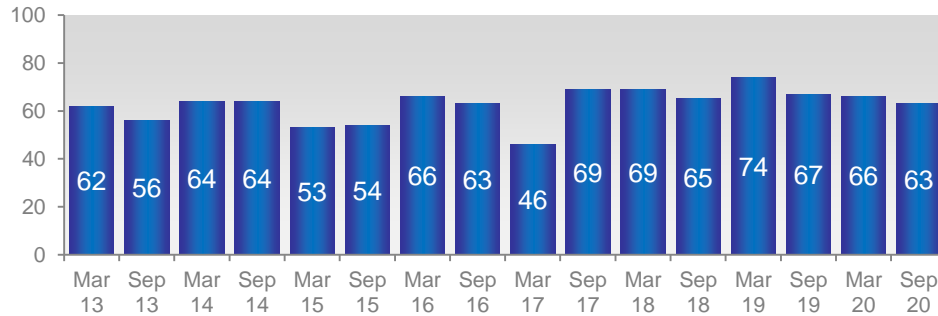
	<u>March 2020</u>	<u>September 2019</u>
	-5%	-5%

- Coquitlam and Port Moody riders are significantly more likely than those from Port Coquitlam to award good-to-excellent ratings.
- All riders from Pitt Meadows award top ratings for this attribute.

= Significant upward / downward shift

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

% Good to Excellent (8-10)

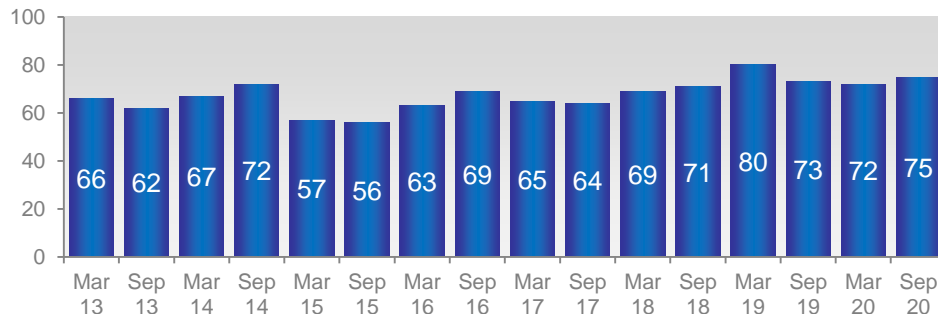


Avg Score 8.1 8.1 8.1 8.2 7.9 7.8 8.4 8.2 7.5 8.4 8.4 8.2 8.7 8.6 8.6 8.6

September 2020 Base = 296

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

% Good to Excellent (8-10)



Avg Score 8.0 8.2 8.1 8.3 7.7 7.5 8.0 8.1 7.9 8.1 8.2 8.4 8.7 8.6 8.4 8.6

September 2020 Base = 296

Good Connections

- Just over six-in-ten (63%) WCE riders award top scores for Good Connections, directionally down by 3 ppt compared to last wave and trending down since March 2019. The proportion of riders providing “Not Applicable” responses has increased slightly (from 19% a year ago to 22% currently). The average score of 8.6 out of 10 has remained stable.

Good-to-Excellent ratings compared to:	<u>March 2020</u>	<u>September 2019</u>
	-3%	-4%

- There are no observable differences between stations.
- Among the small proportion of riders (3%) who gave a score of 1 to 5, top reasons involve the shuttle/bus (e.g. shuttle/bus was late or didn't stop because it was full).
- Those who rated this attribute between 1 to 5 indicate that approximately 15 minutes on average is a reasonable connection wait time, compared to 11 minutes last wave; riders may have adjusted their expectations to tolerate longer wait times due to the reduced WCE service since April.

Delays Announced and Explained

- Three-quarters (75%) of riders provide good-to-excellent ratings for Delays Announced and Explained, marginally up by 3 ppt from last period. The average score has bumped up to 8.6 out of 10, compared to 8.4 last period.

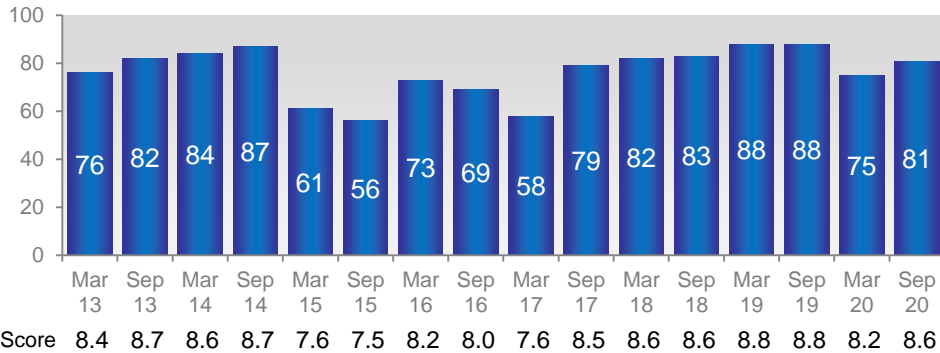
Good-to-Excellent ratings compared to:	<u>March 2020</u>	<u>September 2019</u>
	+3%	+2%

- There are no significant differences in ratings between the stations.
- Among the 5% who provided ratings of 1 to 5 for this attribute, the majority indicate they are unable to hear/understand the announcements.

● ● = Significant upward / downward shift

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

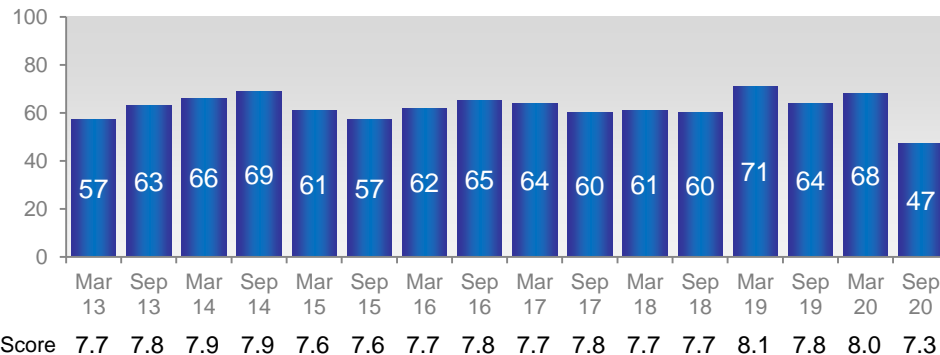
% Good to Excellent (8-10)



September 2020 Base = 296

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 2020 Base = 293

On-Time Reliable Service

- Eight-in-ten (81%) riders award good-to-excellent ratings for On-Time Reliable Service, which has rebounded from last wave's decline. Nonetheless, this proportion is significantly down compared to a year ago (-7 ppt). The average score has increased from 8.2 out of 10 in March 2020 to 8.6 currently.

Good-to-Excellent ratings compared to:	<u>March 2020</u>	<u>September 2019</u>
	+6%	-7%

- Top ratings do not differ significantly between the stations on this attribute.
- While only 2% provided a rating of 1 to 5 for this attribute, trains breaking down/running late and recently worsened services are the top mentioned issues.

Frequency of Service

- Top ratings for Frequency of Service have dropped significantly since March and a year ago, with under half (47%) of WCE riders providing top scores for this attribute. This is the lowest level observed in the past seven years; the decline is likely due to the reduced WCE train service as a result of the COVID-19 pandemic lowering ridership levels. The average score of 7.3 out of 10 has also dropped to an all-time low.

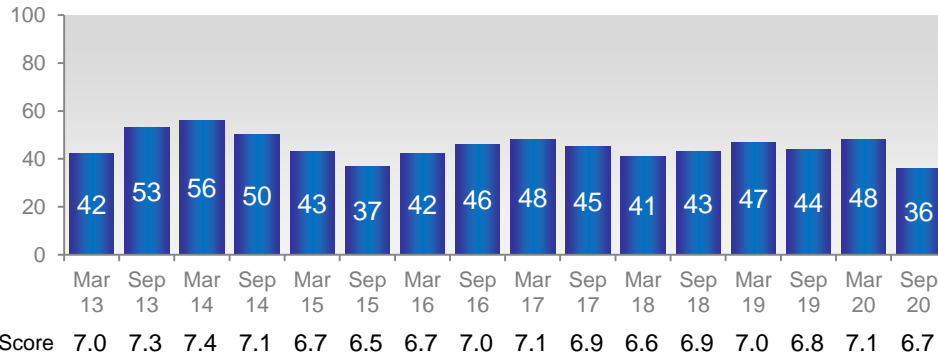
Good-to-Excellent ratings compared to:	<u>March 2020</u>	<u>September 2019</u>
	-21%	-17%

- Riders from Mission, Port Haney and Maple Meadows are significantly more likely than those from Port Coquitlam to provide good-to-excellent ratings for this attribute.

● ● = Significant upward / downward shift

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

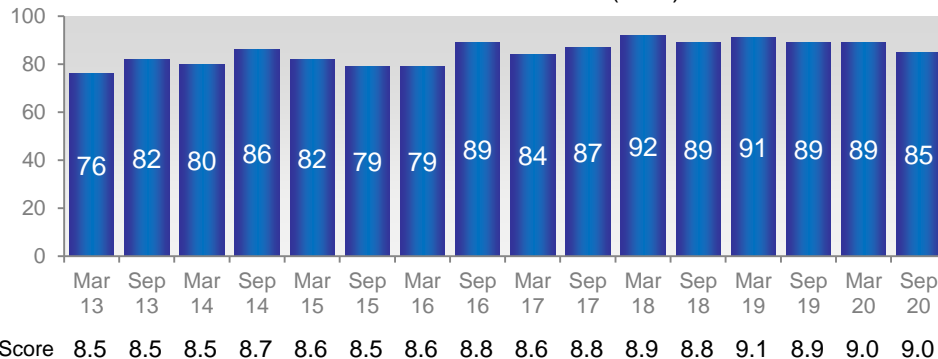
% Good to Excellent (8-10)



September 2020 Base = 296

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 2020 Base = 296

Convenient Hours of Operation

- Top scores for Convenient Hours of Operation have declined significantly, from 44% a year ago and 48% last period to 36% currently. This is the lowest level observed since September 2015. The average score of 6.7 out of 10 has also dropped since last wave, but is similar to a year ago (6.8).

Good-to-Excellent ratings compared to:

	<u>March 2020</u>	<u>September 2019</u>
	-12%	-8%

- No significant differences can be observed for this attribute among the different stations.
- 28% of riders provided a rating of 1 to 5 for Convenient Hours of Operation, which is similar to last period. Among them, most would like more service to be available on weekends and later eastbound.

Trip Duration

- 85% of WCE riders award good-to-excellent ratings for Trip Duration, which is down 4 ppt from last wave and trending down slightly since March 2019.

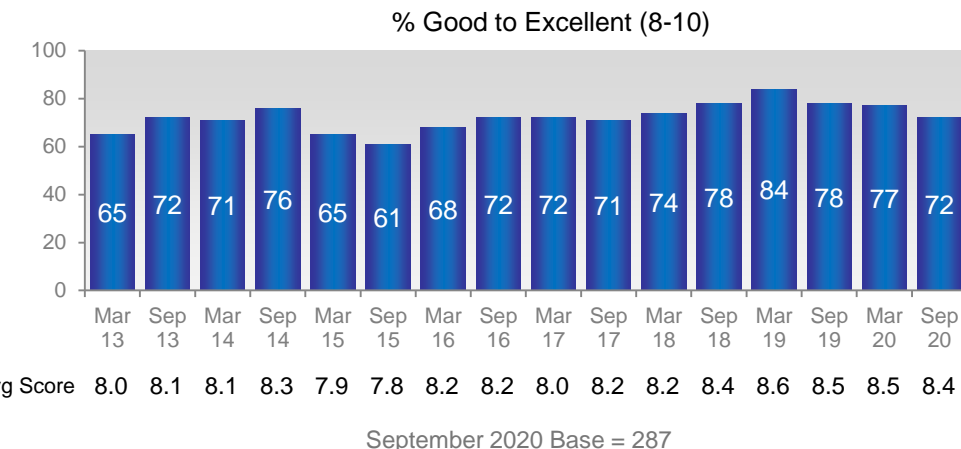
Good-to-Excellent ratings compared to:

	<u>March 2020</u>	<u>September 2019</u>
	-4%	-4%

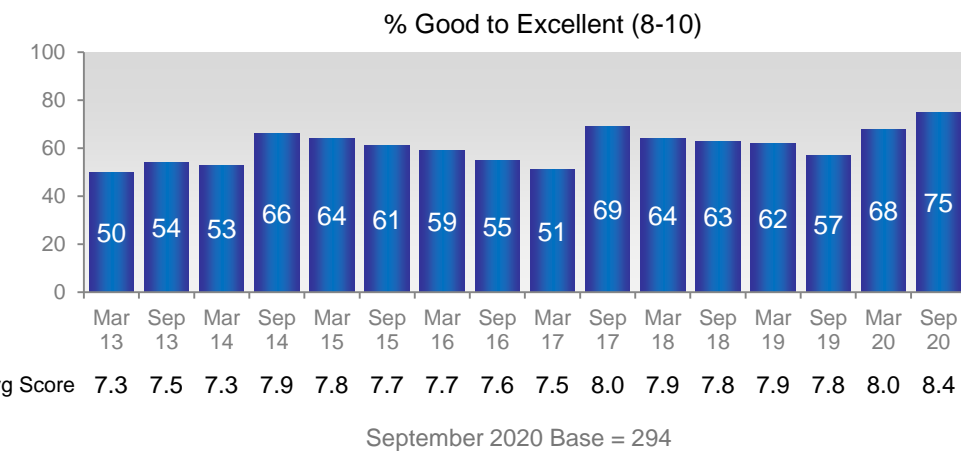
- In the current period, there are no significant differences in ratings between stations.

● ● = Significant upward / downward shift

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



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



Availability of Transit Information

- Seven-in-ten (72%) riders provide top scores for Availability of Transit Information at WCE stations, which has declined directionally compared to last period and has trended down from 84% in March 2019.

Good-to-Excellent ratings compared to:	<u>March 2020</u>	<u>September 2019</u>
	-5%	-6%

- Maple Meadows riders are significantly more likely than those from Port Coquitlam to award top ratings for this attribute.

Not Being Overcrowded

- Three-quarters (75%) of WCE riders award good-to-excellent scores for Not Being Overcrowded, a 7 ppt increase from last period and a significant jump since a year ago. This is the highest level observed in the last seven years, likely due to reduced ridership on WCE trains throughout the COVID-19 pandemic.

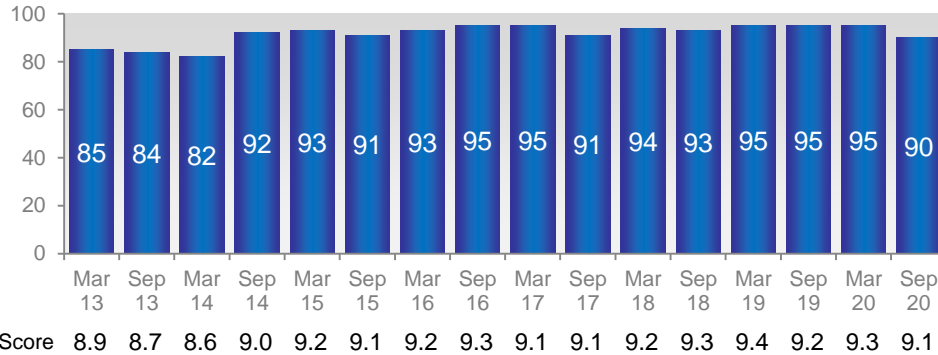
Good-to-Excellent ratings compared to:	<u>March 2020</u>	<u>September 2019</u>
	+7%	+18%

- Those from Maple Meadows are significantly more likely than riders from Port Coquitlam and Port Moody to award good-to-excellent ratings.
- While the proportion of those rating 1 to 5 for this attribute is low (4%), most indicate crowding during mornings and in general.

● ● = Significant upward / downward shift

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

% Good to Excellent (8-10)

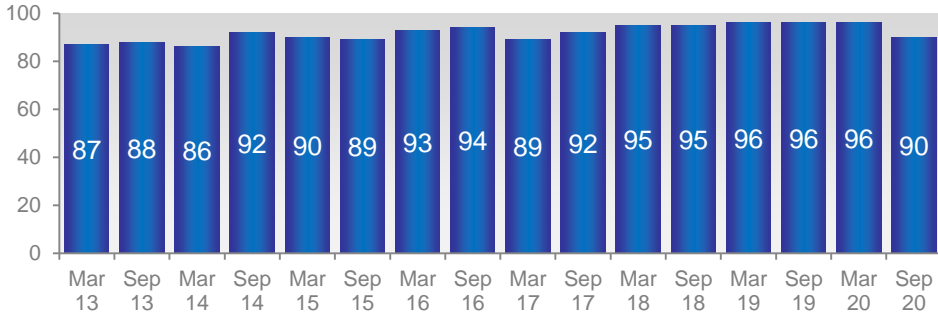


Avg Score 8.9 8.7 8.6 9.0 9.2 9.1 9.2 9.3 9.1 9.1 9.2 9.3 9.4 9.2 9.3 9.1

September 2020 Base = 296

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)



Avg Score 8.8 8.8 8.7 8.9 9.1 8.9 9.1 9.1 8.9 9.1 9.2 9.3 9.4 9.3 9.4 9.2

September 2020 Base = 294

Clean, Graffiti-Free Vehicles and Stations

- Nine-in-ten (90%) WCE riders provide top scores for Clean and Graffiti-Free Vehicles and Stations, a significant decline compared to last period and a year ago (both 95%). Although train sanitization has increased since the COVID-19 pandemic, riders may have higher expectations of cleanliness compared to previous waves. The average score has decreased slightly to 9.1 out of 10, from 9.3 in the previous period.

Good-to-Excellent ratings compared to: March 2020 September 2019
-5% -5%

- No significant differences can be observed between stations.

Safe WCE Equipment Provides a Safe Ride

- Nine-in-ten (90%) riders award good-to-excellent ratings for Safe Equipment. This has decreased significantly compared to the last two waves (96% for both); however, the proportion of riders providing a rating of 6 or 7 out of 10 for this attribute has increased from 3% last period to 10% currently, which may be influencing the shift in ratings. The average score of 9.2 out of 10 has also dropped slightly from 9.4 in March 2020.

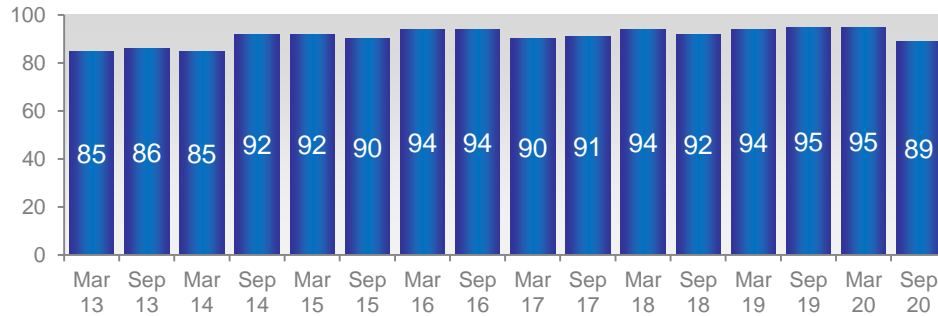
Good-to-Excellent ratings compared to: March 2020 September 2019
-6% -6%

- Riders from Maple Meadows, Coquitlam and Port Moody are significantly more likely to award top ratings compared to those from Mission.

● ● = Significant upward / downward shift

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

% Good to Excellent (8-10)

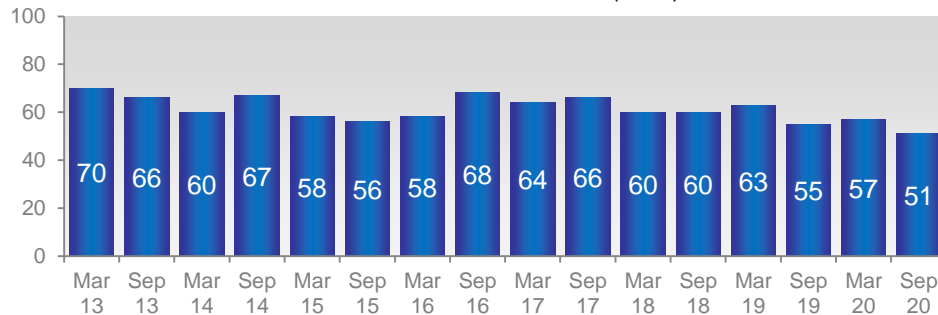


Avg Score 8.9 8.8 8.7 9.0 9.1 9.1 9.2 9.1 8.7 9.2 9.2 9.2 9.4 9.3 9.3 9.1

September 2020 Base = 296

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

% Good to Excellent (8-10)



Avg Score 8.3 8.3 8.3 8.5 8.4 8.3 8.6 8.6 8.5 8.6 8.5 8.8 8.9 8.7 8.7 8.5

September 2020 Base = 296

Safe From Crime On-Board and at the Station

- Good-to-excellent ratings for WCE being Safe From Crime On-Board and at the Station have dropped significantly, from 95% in March 2020 and September 2019 to 89% currently. There is a higher proportion of riders rating 6 or 7 for this attribute this period (9%) compared to last period (4%), which may be contributing to the decline in top ratings. The average score is at 9.1 out of 10, slightly down from 9.3 last wave.

Good-to-Excellent ratings compared to:

	<u>March 2020</u>	<u>September 2019</u>
	-6%	-6%

- Port Haney riders are significantly more likely than those from Mission to award top scores for this attribute.

Safe From Crime in WCE Parking Lots

- Half (51%) of WCE riders provide top scores for Feeling Safe From Crime in WCE Parking Lots, a directional decline from 57% last period. This is also a directional decrease from a year ago (55%); however, the proportion who did not provide an answer has increased since a year ago (35%, up from 26% in September 2019), which may have influenced the lower good-to-excellent ratings. The average score has decreased from 8.7 out of 10 last period to 8.5 currently.

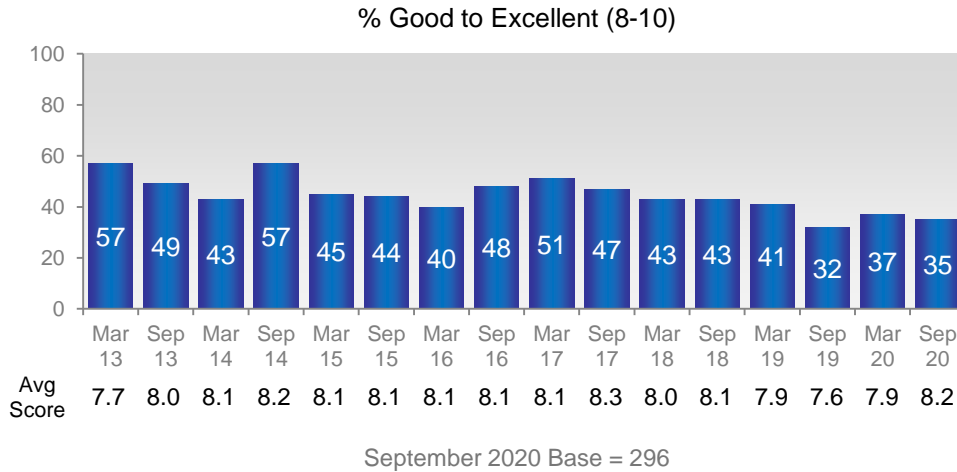
Good-to-Excellent ratings compared to:

	<u>March 2020</u>	<u>September 2019</u>
	-6%	-4%

- Riders from Maple Meadows are significantly more likely than those from several other stations to provide top scores.

● ● = Significant upward / downward shift

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



Sufficient Parking at WCE Parking Lots

- Just over one-third (35%) of WCE riders provide top scores for Having Sufficient Parking, which is relatively stable compared to the last two periods. The average score has increased to 8.2 out of 10, up from 7.9 in March 2020 and 7.6 in September 2019.
- Half (50%) of riders did not provide an answer to this question, which is similar to last period (45%) and a year ago (50%). This may be influencing the lower scores in recent waves.

Good-to-Excellent ratings compared to:	<u>March 2020</u>	<u>September 2019</u>
	-2%	+3%

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

1. Maple Meadows	9.0
2. Pitt Meadows	9.0
3. Mission	8.4
4. Coquitlam	8.3
5. Port Moody	8.2
6. Port Coquitlam	7.8
7. Port Haney*	6.3

* Port Haney does not have a parking lot.

● ● = Significant upward / downward shift



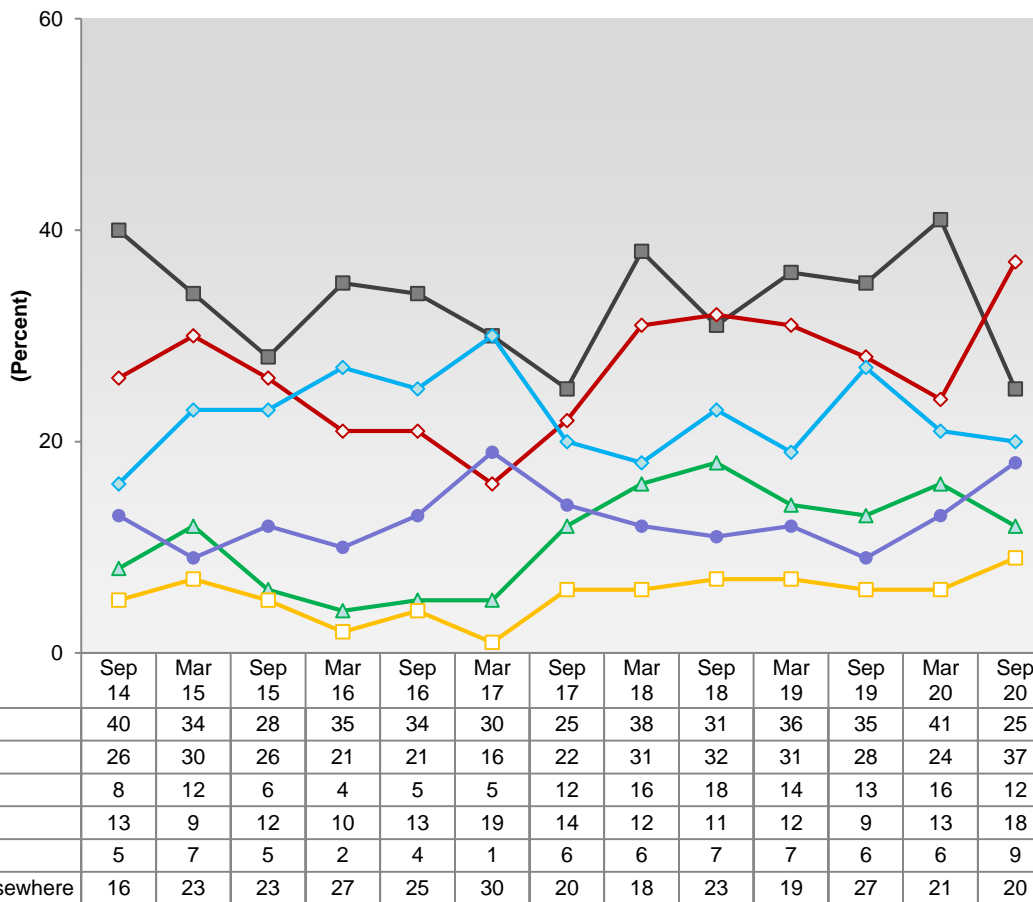
This section presents trends in the motivation and behaviour of WCE customers. It illustrates trends in the following areas:

- 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?

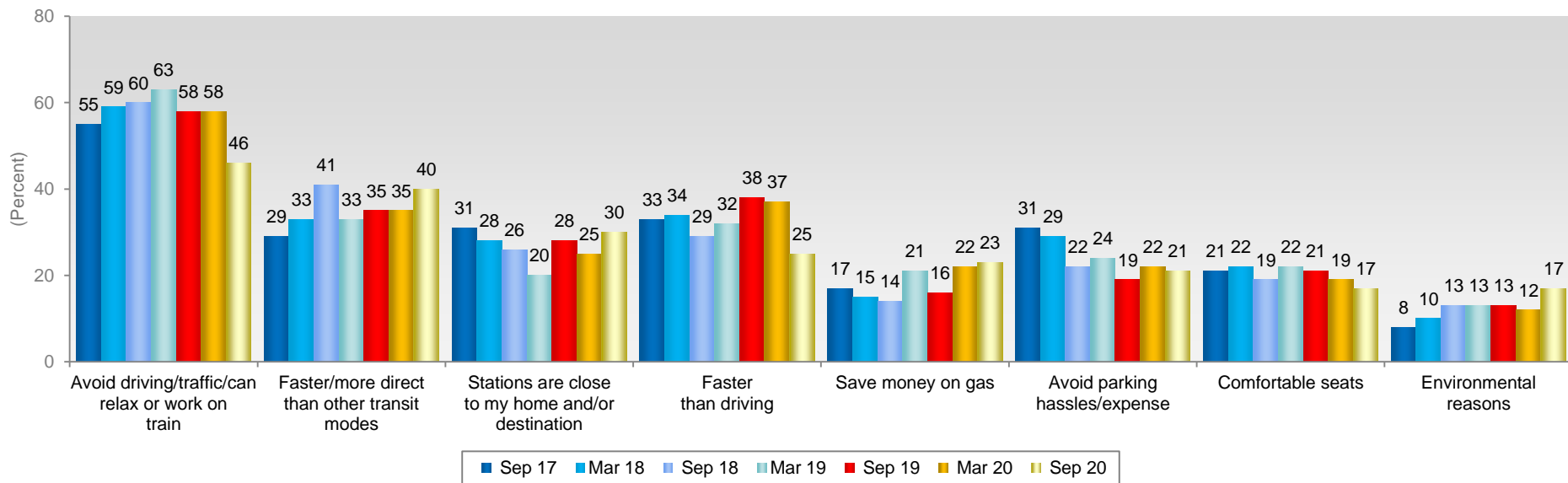


- 37% of WCE riders indicate having taken the bus prior to starting to take the WCE, which has jumped significantly and surpassed those who drove alone (25%). This increase may be due to the higher proportion of Captive riders (those who do not have regular access to a vehicle - 36%, up from 29% in March) in the current period.
- Just under one-in-five (18%) mention they carpooled/vanpooled prior to taking WCE, up from 13% last period and 9% a year ago.
- One-in-five (20%) riders did not provide an answer, indicated they are new to the area or did not previously have to travel to the same destination.

September 2020 Base = 296

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?*



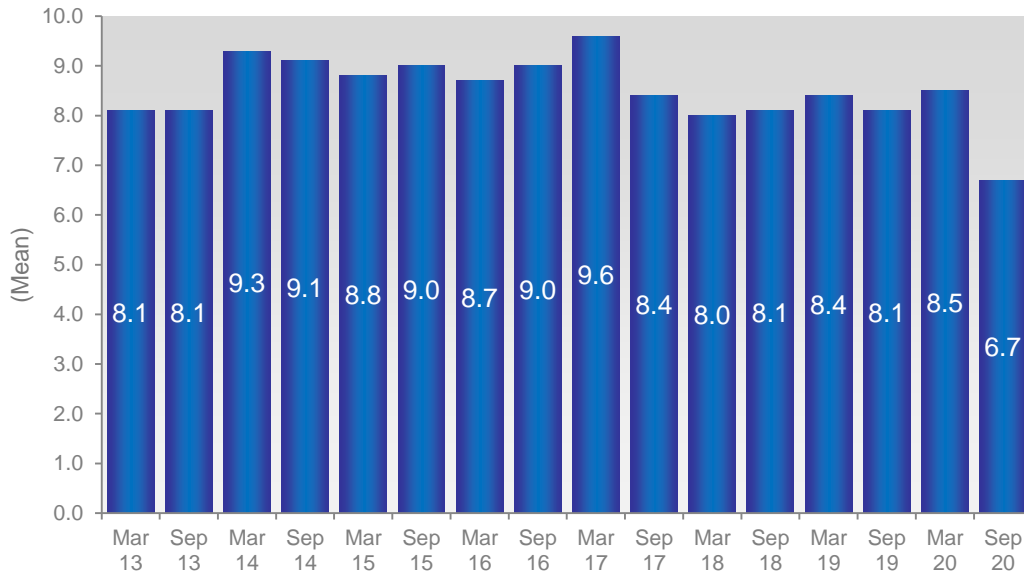
* Respondents are provided a list and asked to choose up to 3 reasons.

September 2020 Base = 296

- While the top reason for riders taking WCE rather than other modes of transportation is to avoid driving/traffic (46%), this proportion has dropped significantly from 58% both last period and a year ago. Mentions of WCE being faster than driving have also declined significantly, from 37% last wave to 25% currently. These shifts may be attributable to reduced road traffic caused by a greater proportion of the population working from home, as a result of the COVID-19 pandemic.
- The proportion of those who indicate that WCE is faster/more direct than other transit modes has increased directionally, from 35% in the last two waves to 40% currently. This may be related to the increased proportion of riders who indicate they previously took the bus before starting to take the WCE, as they might perceive WCE service to be faster than taking the bus. Just under one-quarter (23%) mention saving money on gas, which is unchanged from last period but significantly up from 16% a year ago. Just under one-in-five (17%) cite environmental reasons for taking the WCE rather than another mode of transportation.

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 2020 Base = 296

- The average number of one-way trips made on transit in the last seven days has dropped significantly to 6.7, from 8.5 in March and 8.1 a year ago. This is due to the reduced ridership seen on the entire transit system caused by the COVID-19 pandemic.

Compared to: March 2020 September 2019
 -1.8 -1.4

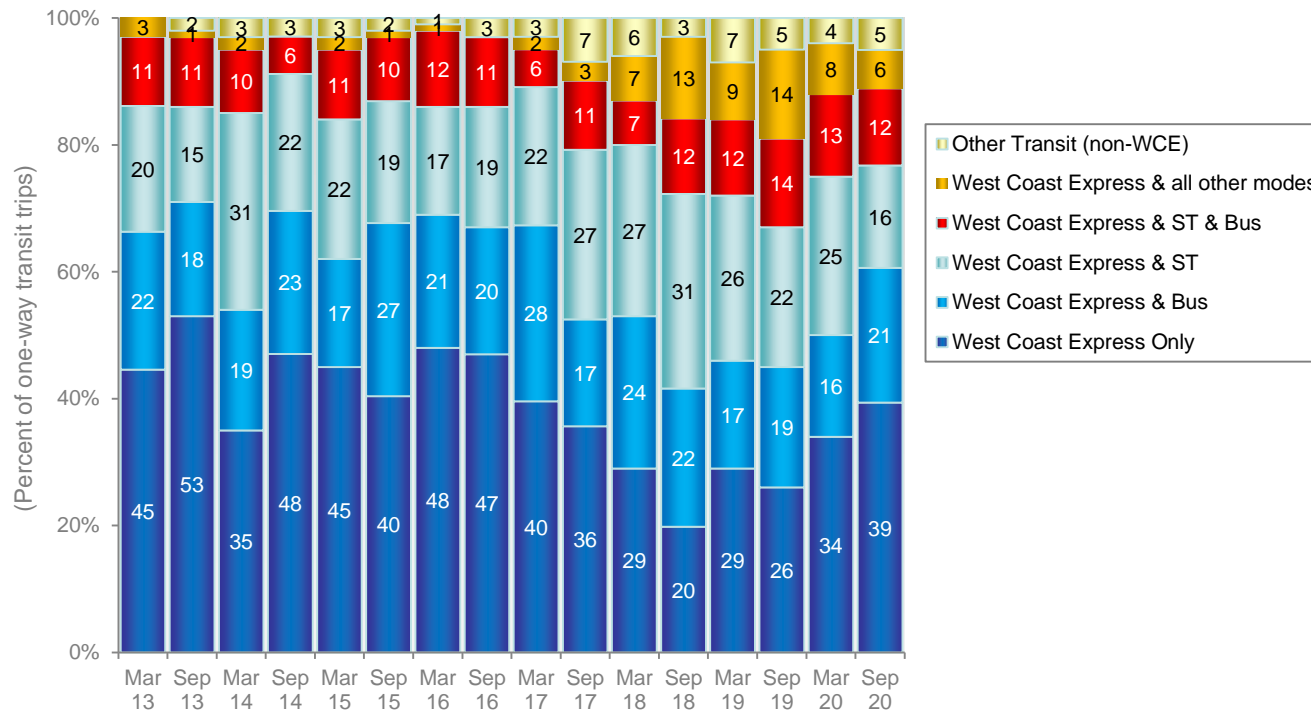
- Four-in-ten (41%) riders made 10 or more transit trips in the past week, significantly down from 68% last period.

● ● = 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...

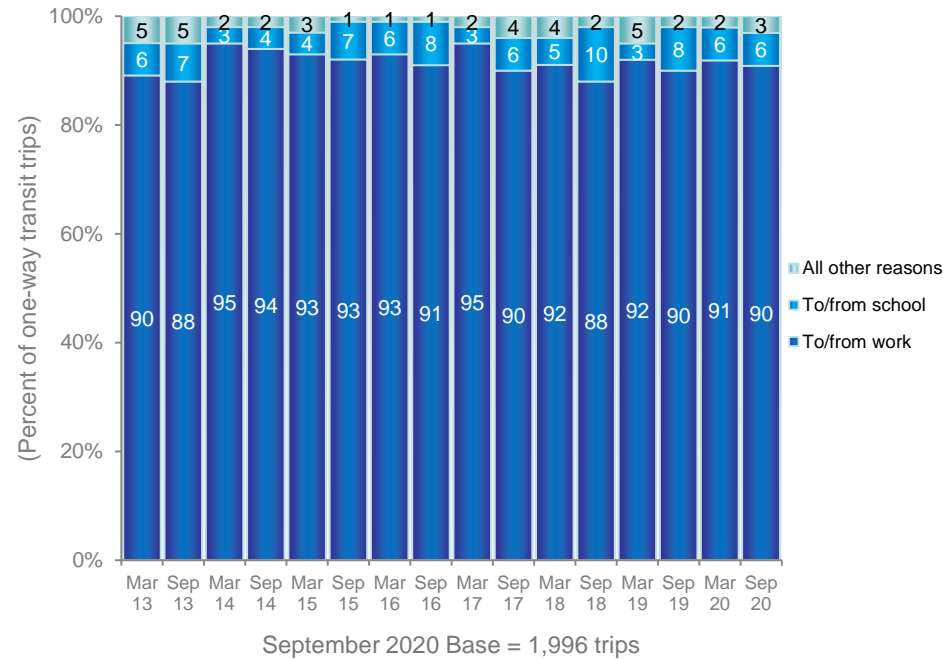
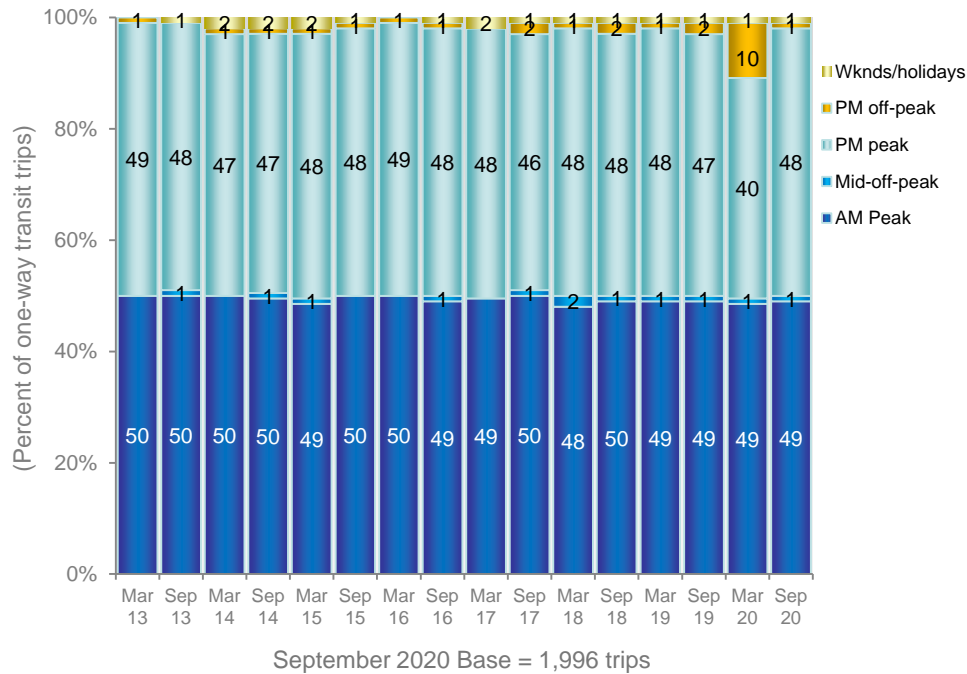


September 2020 Base = 1,996 trips

- Four-in-ten (39%) trips were made on West Coast Express only, up from 34% last period and a year ago (26%). Because of the COVID-19 pandemic, riders may want to reduce their risk of exposure to the airborne virus, and therefore choose to take only one mode of transit.
- The proportion of transit trips made using a combination of WCE and bus has increased directionally (21% currently, from 16% last period), while the proportion of trips using WCE and SkyTrain has decreased significantly (16% currently, from 25% last period).
- Unchanged over the last several waves, just over one-in-ten (12%) transit trips were made using WCE alongside SkyTrain and bus.

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

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



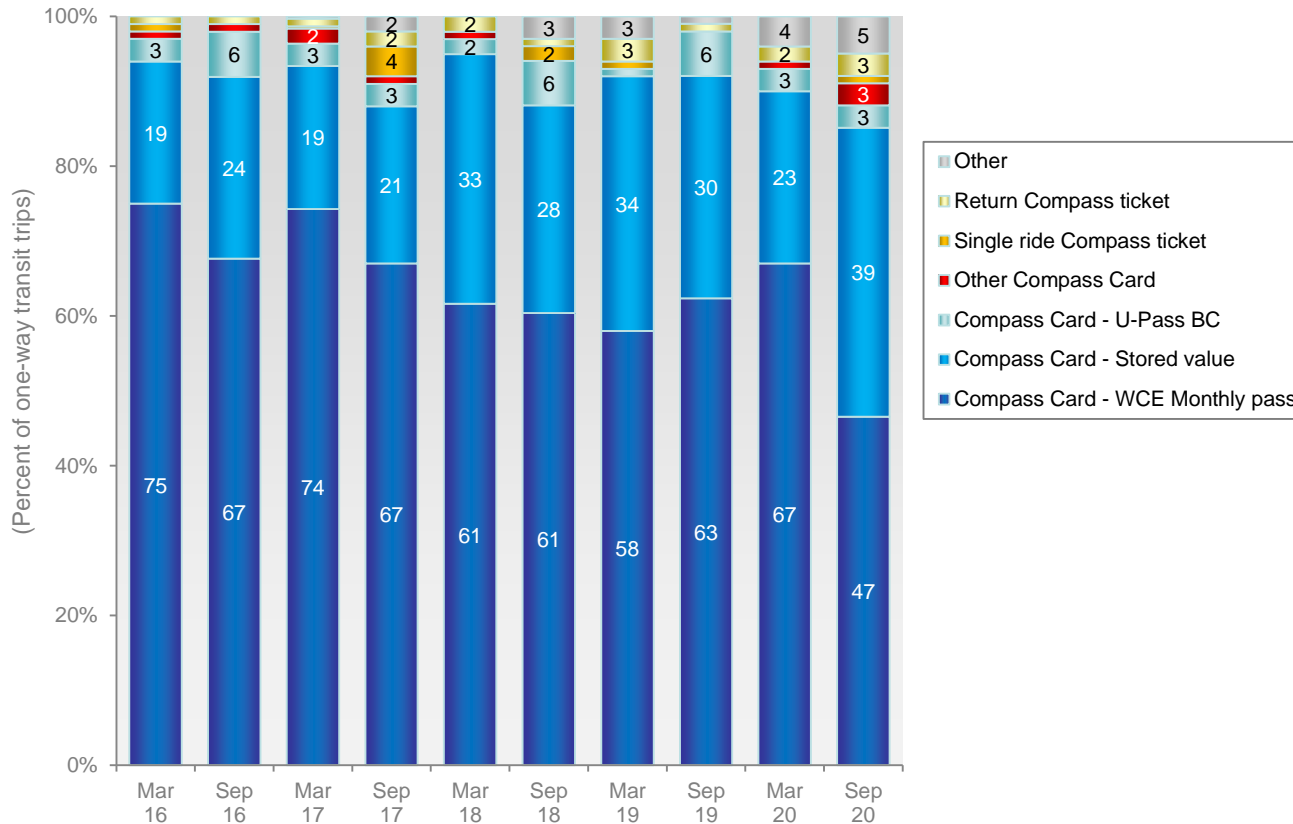
Transit Trip Timing

- Consistent with previous periods, half (49%) of transit trips were taken during the AM peak hours. The other half (48%) of trips were taken during the PM peak hours. The proportion of riders who took transit during PM off-peak hours (after 6:30pm) has returned to levels seen in a typical period (1%).

Transit Trip Purpose

- Similar to previous waves, nine-in-ten (90%) transit trips were taken to/from work.

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



September 2020 Base = 1,996 trips

Fare Payment Method Used

- The proportion of trips taken using a WCE Monthly Pass has declined significantly to an all-time low, from 67% last period to 47% currently.
- Four-in-ten (39%) transit trips were paid for using Stored Value, a significant jump and the highest level observed in recent years.
- This shift from Monthly Passes to Stored Value is likely due to a larger proportion of the population working from home because of the COVID-19 pandemic, making Stored Value the more economical payment method for reduced commuting.

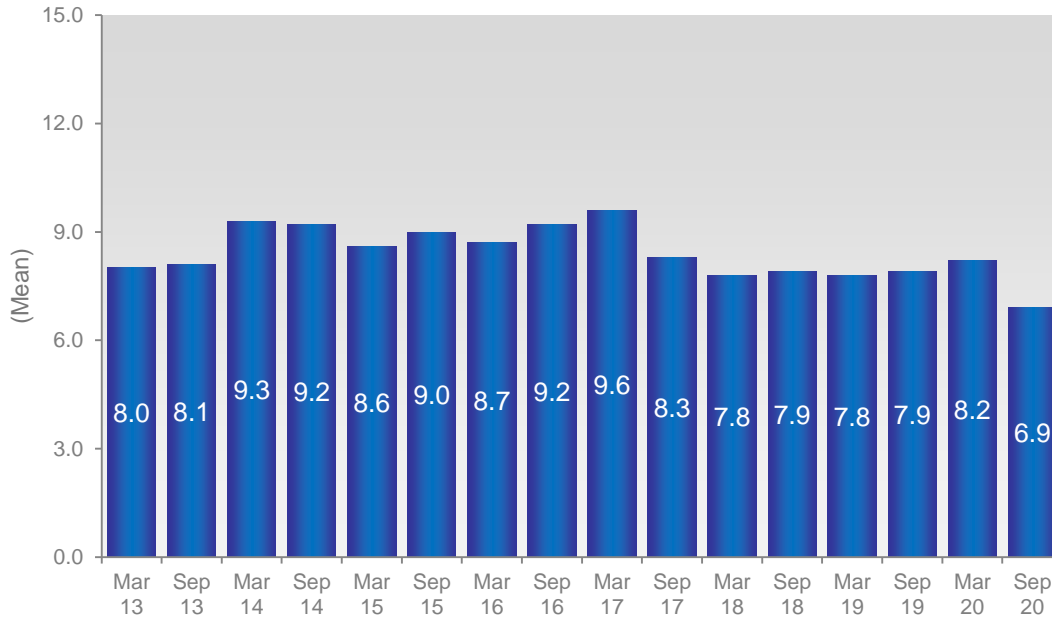
Note: Due to fare payment method changes in September 2015, prior historical data is no longer comparable.



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

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

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



September 2020 Base = 291

WCE Trip Frequency

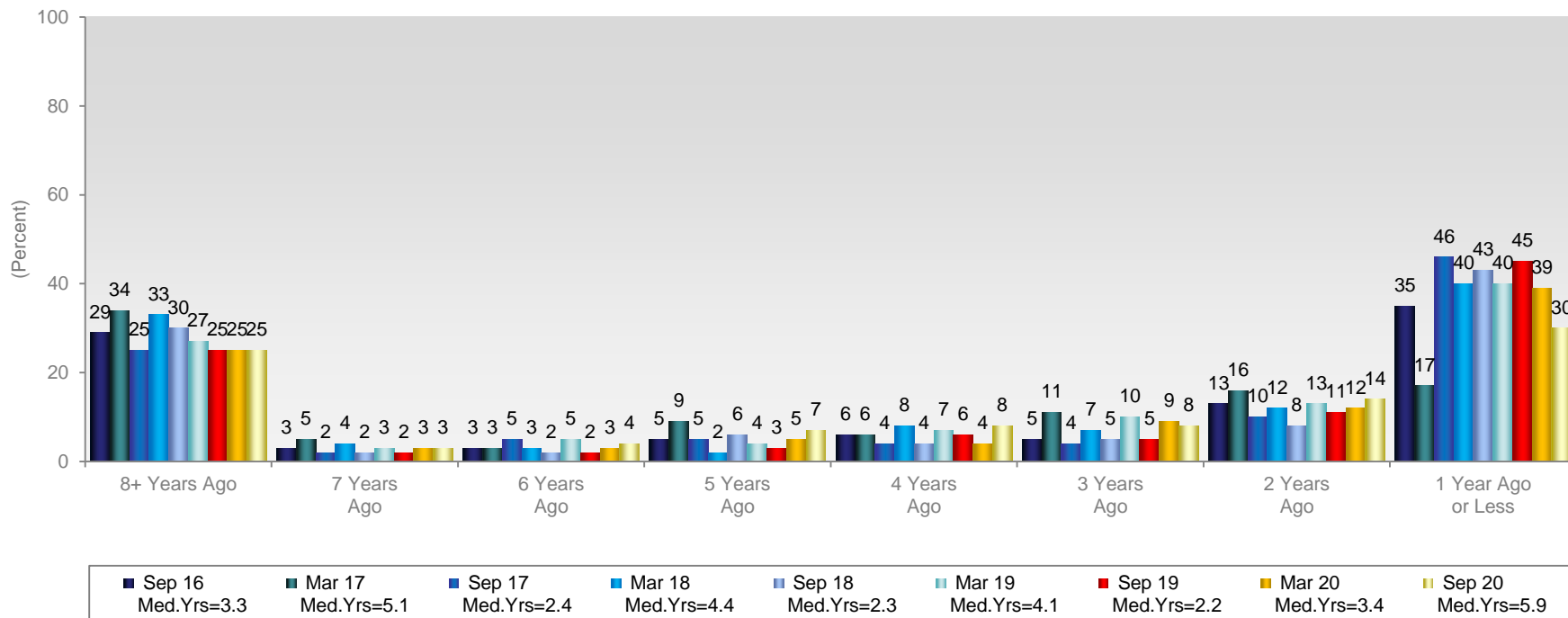
- WCE riders report making 6.9 one-way trips on WCE in an average week, which has dropped significantly from 8.2 last period and 7.9 a year ago.

Compared to: March 2020 September 2019
 -1.3 -1.0

- Four-in-ten (40%) riders indicate making at least 10 one-way trips in a typical week, down from March 2020 (50%).

● ● = Significant upward / downward shift

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

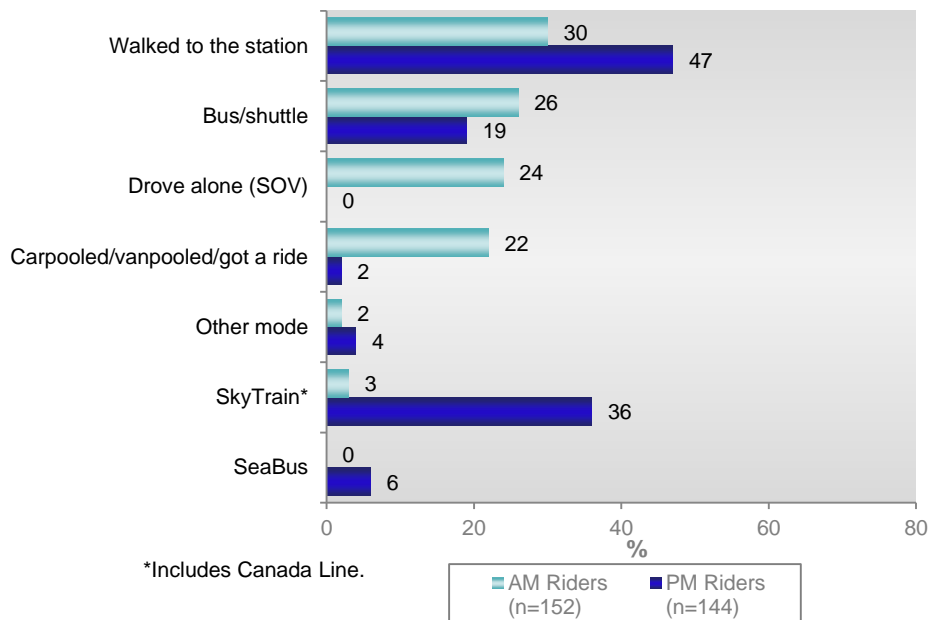


September 2020 Base = 292

Duration of WCE Usage

- Three-in-ten (30%) riders indicate they started using WCE in the past year, significantly down from both last period and a year ago.
- The proportion of WCE riders who have taken WCE for 8 or more years has remained unchanged (25%).

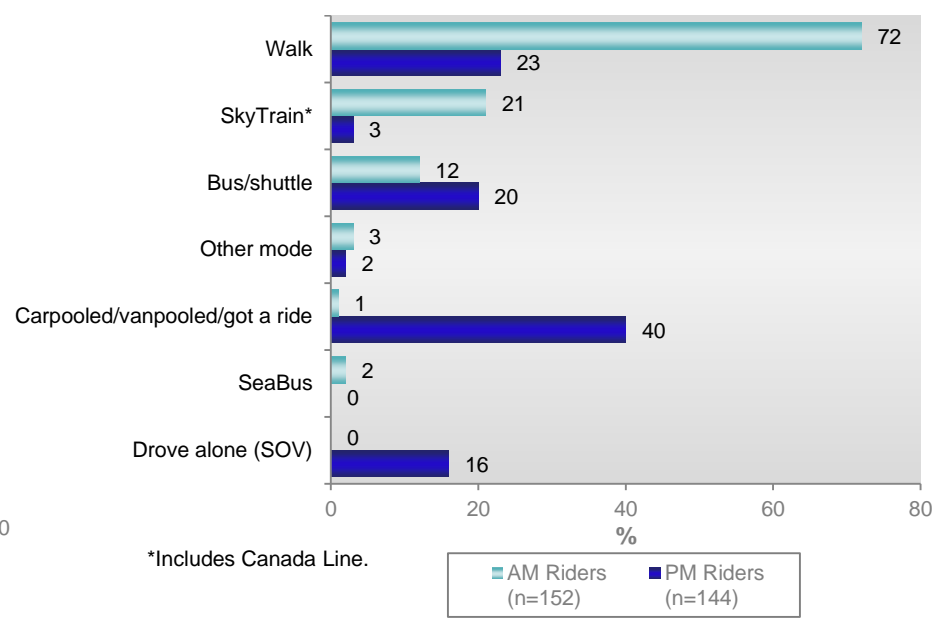
Q1c. This morning/afternoon how did you get to the station to board the train?



Mode to the Boarding Station

- Riders who take WCE in the morning typically get to the station by walking (30%, up from 16% last period), taking a bus/shuttle (26%, unchanged from 24% last period), driving (24%, down from 31% last period) or carpooling (22%, similar to 25% last period).
- Those who ride WCE in the afternoon walk to the station (47%, similar to 49% last wave) or take the SkyTrain (36%, similar to 37% last wave).

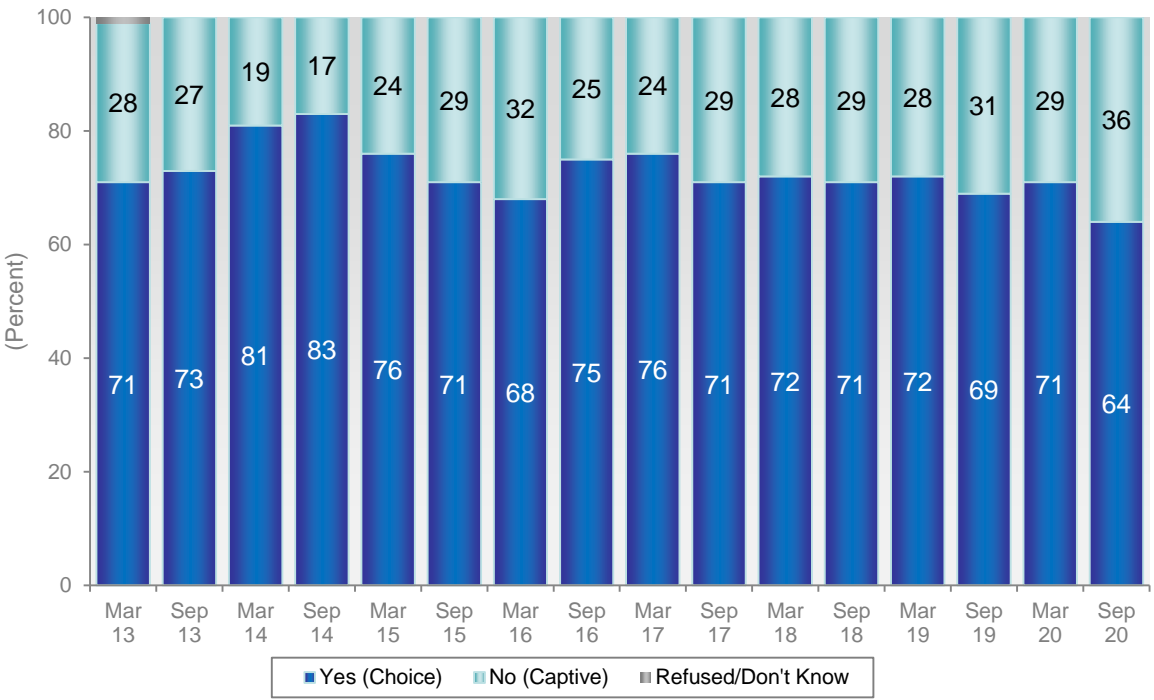
Q1d. And when you get off the train this morning/afternoon, how will you get from the station to your destination?



Mode after Disembarking

- Morning riders tend to walk (72%, up from 57% last period) to their destination after disembarking the WCE, take the SkyTrain (21%, down from 41% last period) or a bus/shuttle (12%, up from 8% last period).
- Afternoon riders typically carpool/vanpool (40%, up from 16% in March 2020), walk (23%, similar to 21% last period) or take a bus/shuttle (20%, down from 32% last wave) to get to their destination.

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



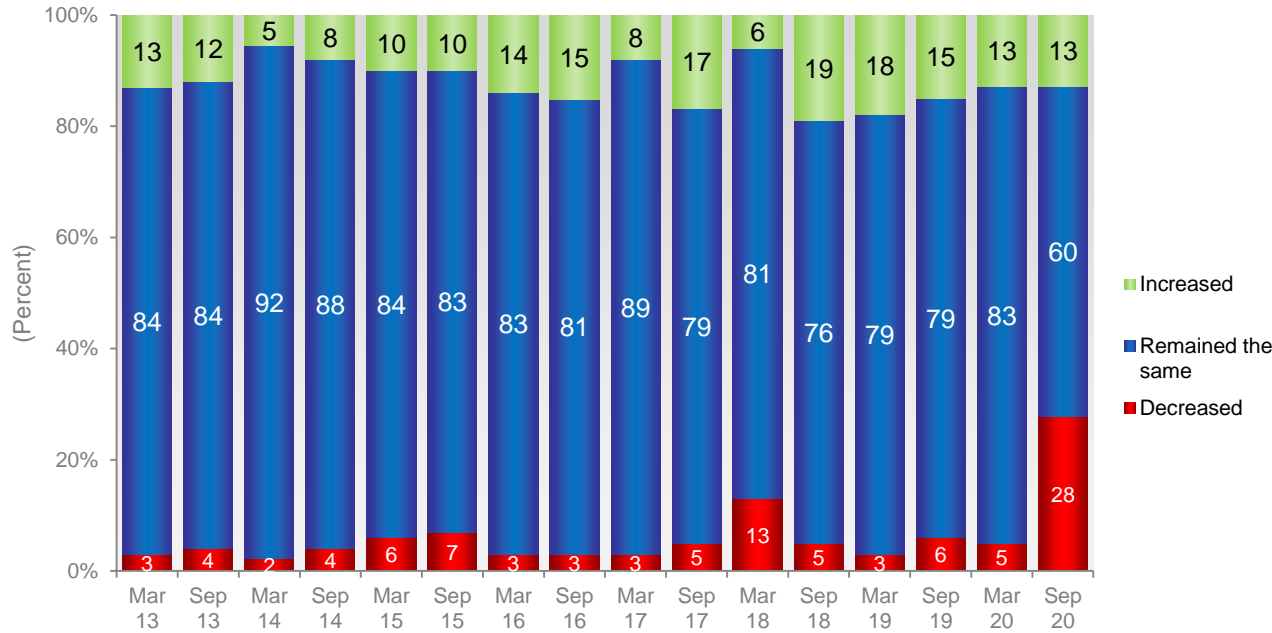
September 2020 Base = 285

Choice vs. Captive

- The proportion of Captive riders, who do not have regular access to a vehicle, has increased directionally from 29% last period to 36% currently.
- The proportion of Choice riders has decreased to 64%, down from 71% last wave.
- The shift in proportions of Choice vs. Captive riders may have an influence on some attribute ratings this period.

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

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



September 2020 Base = 289

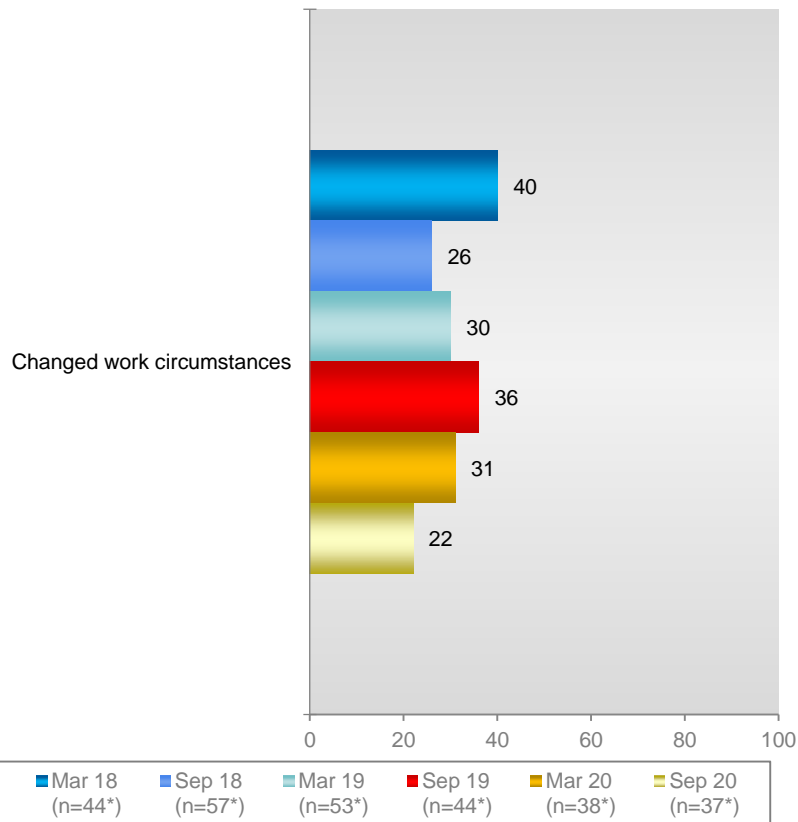
Changes in Usage Over Last Six Months

- Nearly three-in-ten (28%) riders indicate their usage of WCE has decreased compared to six months ago – a significant jump compared to last period (5%). This is due to the COVID-19 pandemic and the BC government’s stay-at-home and physical distancing directives.
- Six-in-ten (60%) indicate their WCE usage has stayed the same, which is significantly down from 83% last period.
- The remaining 13% of riders indicate their usage of WCE has increased, which is unchanged from March 2020.

Reasons for Riding More Often

- Among those who indicate they are riding WCE more often than six months ago, the top reason is due to changing work circumstances (22%). This is similar to previous periods.

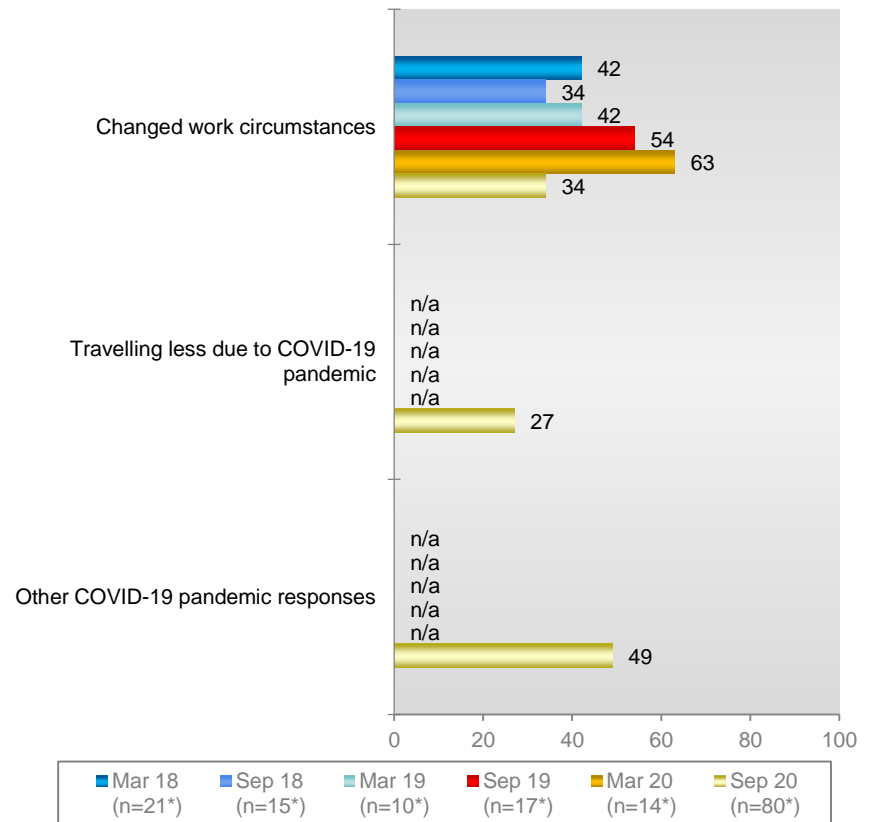
Q16b. Why are you riding more often?
(Showing top reasons only)



Reasons for Riding Less Often

- Those who report riding WCE less often than they did over the past six months also indicate changing work circumstances (34%); however, many indicate they are travelling less due to the COVID-19 pandemic (28%) and mention general concerns about COVID-19 (49%).

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



* Caution: small base size.



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

Choice Versus Captive Riders

Just under two-thirds (64%) of riders have access to a vehicle for the WCE trips they make and are classified as Choice riders. The remaining 36% are Captive riders with no vehicle access; the proportion of Captive riders has increased directionally from 29% last period.

The characteristics of Choice and Captive riders are as follows:

Choice Riders (64%):

- Choice Riders are more likely to be employed full time compared to Captive Riders (82% vs. 66% respectively). As a result, they are also more likely to take the WCE for work purposes (94% vs. 81%, respectively).
- Are more affluent than Captive Riders (36% with a household income of \$95,000 or more vs. 18% of Captive Riders).
- More likely to have paid with a WCE Monthly Pass (48% vs. 42%) and have taken WCE only in the past 7 days (46% vs. 19%).
- More likely than Captive Riders to award top ratings for Staff Availability to assist with problems (86% vs. 76%), Feeling Safe from Crime on-board and at the station (92% vs. 84%) and Safe WCE Equipment providing a safe ride (93% vs. 85%).
- More likely to provide good-to-excellent scores for Having Enough Parking at the WCE Parking Lots compared to Captive Riders (42% vs. 21%) and Delays are Announced and Explained (79% vs. 66%).

Captive Riders (36%):

- Compared to Choice Riders, Captive Riders are more likely to be aged 18 to 24 (28% vs. 8%) have a household income of under \$45,000 (45% vs. 10%).
- Among all trips taken in the past 7 days, Captive Riders are more likely to take a combination of WCE and Bus (31% vs. 15%) or WCE and SkyTrain and Bus (17% vs. 11%).
- Captive Riders are more likely than Choice Riders to award good-to-excellent ratings for WCE having Good Connections (74% vs. 60% respectively).

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 (41%):

- Make the most one-way trips in an average week on WCE (10.2 trips vs. 6.1 trips for Medium Frequency Riders and 1.9 trips for Low Frequency Riders).
- More likely to take a combination of WCE and SkyTrain (19% vs. 13% for Medium Frequency Riders and 9% for Low Frequency Riders).
- More likely to be employed full time (93% vs. 71% for Medium Frequency Riders and 53% for Low Frequency Riders) and travel for work purposes (95% vs. 83% for Medium Frequency Riders and 68% for Low Frequency Riders).
- More likely to pay for transit fare with a WCE Monthly Pass (60% vs. 30% for Medium Frequency Riders and 10% for Low Frequency Riders).

Medium Frequency Riders (34%):

- Are more likely to be employed part-time (16% vs. 11% overall).
- More likely to have paid with Stored Value (49% vs. 39% overall).
- Transit trips made in the past week are more likely to have been to/from school (12% vs. 6% overall).

Low Frequency Riders (25%):

- Are more likely to be unemployed (11% vs. 4% overall) or retired (12% vs. 4% overall).
- More likely to have paid for their fare with Stored Value (54% vs. 39% overall).
- More likely to provide top ratings for WCE providing On-Time, Reliable Service (87% vs. 74% for High Frequency Riders).
- Transit trips made in the past week are more likely to have for personal (13% vs. 2% 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 64 years old and working full-time. In addition, the majority of them tend to reside in Coquitlam East to Maple Ridge area.

	Metro Van Pop. 18 Years Or Older ¹	Bus, SeaBus, SkyTrain Riders, 18+ Years Q2 2020	WCE Riders 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	WCE Riders Mar 2020	WCE Riders Sep 2020
BASE	2,004	1,136	321	333	322	338	337	314	309	304	307	296
Age³:	%	%	%	%	%	%	%	%	%	%	%	%
18 – 24	13	18	10	10	5	12	8	13	10	13	11	15
25 – 34	17	21	22	20	18	26	21	24	19	21	30	22
35 – 44	18	14	25	30	28	24	26	25	22	26	22	23
45 – 54	20	20	24	21	32	21	23	22	27	23	21	18
55 – 64	16	9	18	17	15	14	17	12	17	12	14	17
65 and older	17	17	2	1	3	3	5	4	5	6	2	6
Gender³:	%	%	%	%	%	%	%	%	%	%	%	%
Male	48	48	49	51	50	43	38	41	39	42	41	44
Female	52	52	51	49	50	58	62	59	61	58	59	56
Employment³:	%	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	51	44	87	85	93	85	84	84	85	83	87	75
Employed part-time	15	19	5	6	4	6	9	3	6	6	5	11
Student (FT/PT)	6	11	7	7	3	7	5	10	4	8	7	6
Homemaker	4	2	-	-	-	-	<1	-	1	-	-	-
Retired	18	17	1	1	-	2	2	1	3	3	1	4
Not employed	5	9	<1	1	<1	1	-	2	1	1	1	4
Refused	1	2	-	-	-	-	-	-	-	-	-	-
Education³:	%	%	%	%	%	%	%	%	%	%	%	%
Some high school or less	23 ²	4	2	2	1	1	4	1	<1	2	2	3
Graduated high school		16	9	13	14	8	9	10	11	13	12	12
Voc./college/tech.	25	21	25	27	27	18	24	27	27	18	23	34
Some university	10	10	20	15	21	17	26	15	10	11	9	10
Graduated university	41	47	45	43	38	56	38	48	51	58	54	41
Refused	1	2	-	-	-	-	-	-	-	-	-	-

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

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

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

Customer Profiles: Demographic Profile of WCE Customers

	Metro Van Pop. 18 Years Or Older ¹	Bus, SeaBus, SkyTrain Riders, 18+ Years Q2 2020	WCE Riders 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	WCE Riders Mar 2020	WCE Riders Sep 2020
BASE	2,004	1,136	321	333	322	338	337	314	309	304	307	296
Household Income² :	%	%	%	%	%	%	%	%	%	%	%	%
Less than \$25,000	7	n/a	7	3	3	6	6	5	2	4	5	9
\$25,000 - \$44,999	11	n/a	11	9	6	10	12	10	9	7	6	12
\$45,000 - \$64,999	10	n/a	22	17	22	20	19	17	19	22	16	20
\$65,000 or more	54	n/a	61	70	70	64	64	67	70	66	73	59
\$65,000 - \$84,999	n/a	n/a	16	15	24	14	12	17	11	16	16	20
\$85,000 or more	n/a	n/a	45	55	46	50	51	50	59	51	57	39
\$85,000 - \$94,999	n/a	n/a	8	13	16	8	7	11	10	8	7	10
\$95,000 or more	n/a	n/a	37	42	30	43	44	39	49	43	50	29
Refused/Don't know	18	n/a	-	-	-	-	-	-	-	-	-	-
Municipality of Residence² :	%	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	13	9	82	88	86	84	86	87	83	83	85	73
Port Coquitlam/Coquitlam	n/a	5	34	45	45	41	45	48	44	40	42	29
Maple Ridge	n/a	2 ³	14	18	17	17	19	20	21	20	21	26
Port Moody/Belcarra/Anmore	n/a	2	13	16	16	13	11	13	11	15	15	10
Pitt Meadows	n/a	n/a	8	8	7	7	6	7	7	8	7	8
Unspecified	-	-	13	-	3	6	5	-	-	-	-	-
Surrey/North Delta/Langley/White Rock	28	18	2	3	2	3	1	3	4	3	4	4
Vancouver	28	38	2	1	1	-	1	<1	<1	1	1	2
Burnaby/New Westminster	13	16	<1	1	1	1	2	1	<1	3	-	1
Richmond/South Delta	11	10	-	-	-	-	-	-	-	-	-	-
North Shore	8	10	-	-	-	<1	-	-	-	-	-	-
Outside Metro Vancouver	n/a	n/a	13	8	7	8	9	8	10	9	9	17
Mission	n/a	n/a	9	6	6	5	5	4	4	4	5	11
Abbotsford	n/a	n/a	3	1	1	2	3	3	4	5	3	5
Chilliwack	n/a	n/a	<1	<1	-	1	1	<1	1	-	<1	-
Other	n/a	n/a	<1	1	<1	-	1	-	1	1	-	2
Unspecified	-	-	-	-	-	-	-	-	-	-	-	-
Refused	n/a	n/a	2	-	3	4	3	2	2	2	2	3

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.



TransLink Customer Service Performance September 2020

Interviewer Name: _____

A1. Date:

	<u>M</u>	<u>T</u>	<u>W</u>	<u>Th</u>	<u>F</u>
Sep	14	15	16	17	18
Sep	21	22	23	24	25

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 2020?

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

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

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

A5. GENDER: ¹ MALE ² FEMALE

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



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

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

<u>AM WESTBOUND TRIPS</u>	<u>QUOTA COLUMN</u>	
	<u>ON Stop</u>	<u>OFF Stop</u>
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 EASTBOUND TRIPS</u>		<u>QUOTA COLUMN</u>
	<u>ON Stop</u>	<u>OFF Stop</u>
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?

- ¹ Earlier westbound
- ² Later westbound
- ³ Mid-day
- ⁴ Earlier eastbound
- ⁵ Later eastbound
- 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 ¹⁰ Excellent



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 ¹⁰ Excellent



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 ¹⁰ Excellent



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 ¹⁰ Excellent [?] N/A



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 ¹⁰ Excellent



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 ¹⁰ Excellent



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 2019 2020

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?

- | | |
|---|---|
| <input type="checkbox"/> ¹ Carpool/vanpool | <input type="checkbox"/> ⁷ Bus |
| <input type="checkbox"/> ² Walk | <input type="checkbox"/> ⁸ Other (specify) _____ |
| <input type="checkbox"/> ³ Bicycle | <input type="checkbox"/> ⁹ N/A - New to the area served by WCE |
| <input type="checkbox"/> ⁴ Motorcycle | |
| <input type="checkbox"/> ⁵ Taxi | |
| <input type="checkbox"/> 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.