

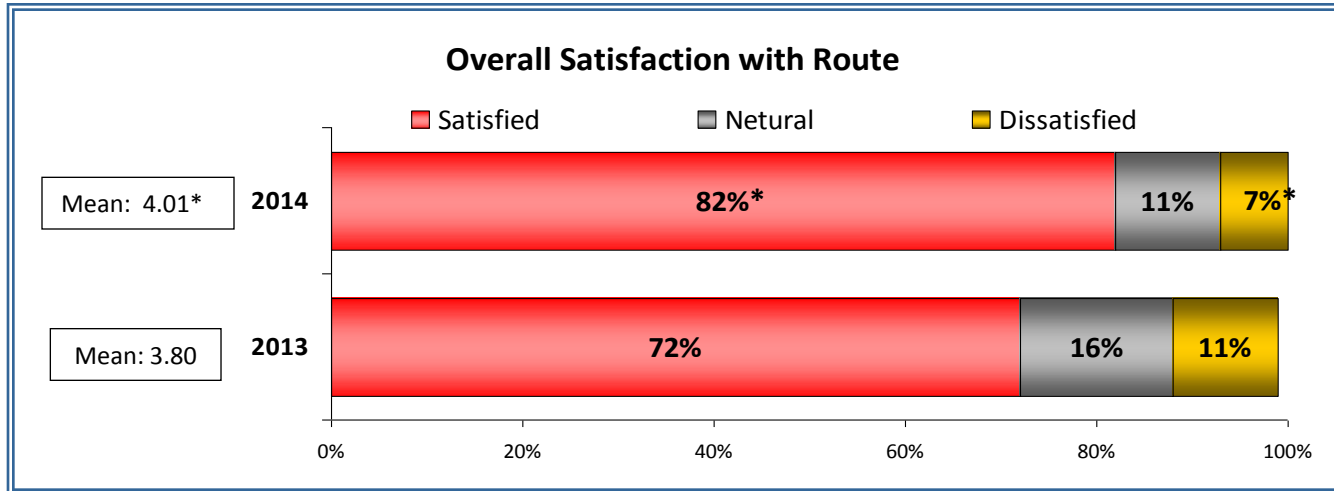


*We'll Get You There*

# **RapidRide D Line Customer Satisfaction Survey Quick Look Eighteen Months Post Implementation**

June 2014

# RapidRide D Line: Overall Satisfaction and Rider Profile



| Rider Demographics |      |      |          |       |      |
|--------------------|------|------|----------|-------|------|
| Q.21 Gender        | 2014 | 2013 | Q.22 Age | 2014  | 2013 |
| Male               | 52%  | 48%  | <25      | 16%   | 21%* |
| Female             | 48%  | 52%  | 25-34    | 36%   | 34%  |
|                    |      |      | 35-44    | 18%   | 19%  |
|                    |      |      | 45-54    | 13%   | 11%  |
|                    |      |      | 55-64    | 10%   | 10%  |
|                    |      |      | 65+      | 8%    | 6%   |
|                    |      |      | Mean     | 38.5* | 36.5 |

An asterisk (\*) indicates a significant change in response.

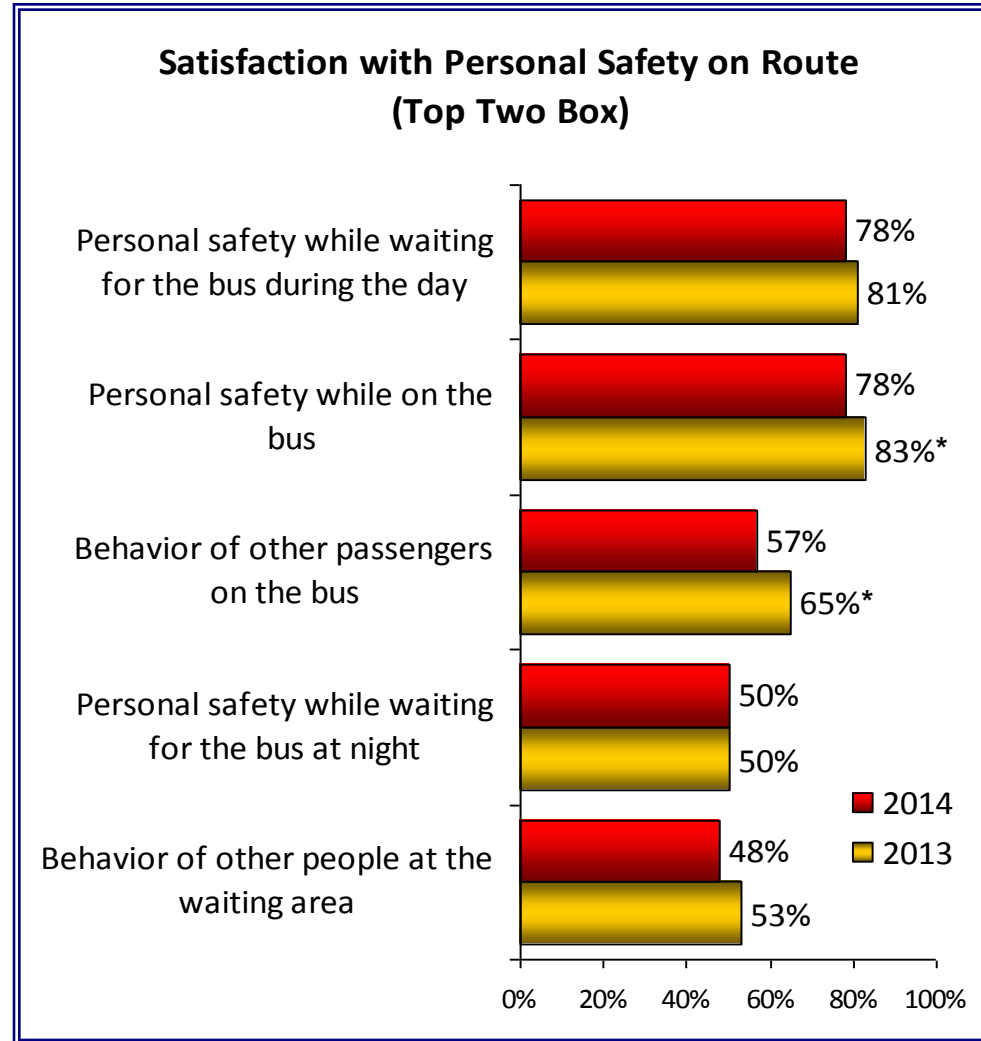
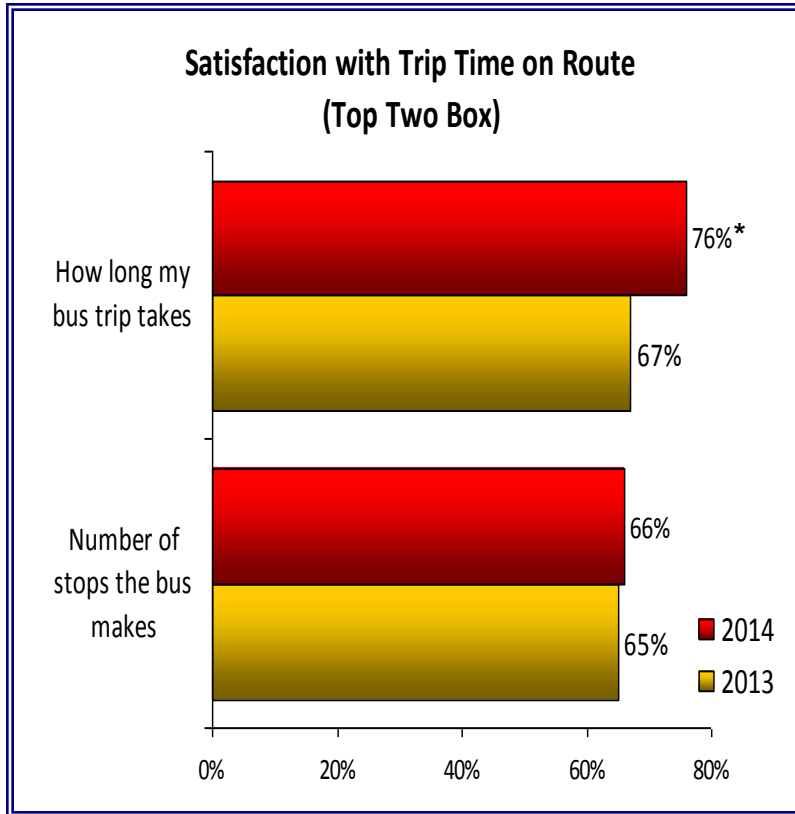
Q7. Overall, how satisfied are you with the Route? (5 is very satisfied, 1 is very dissatisfied)

Q21. Gender

Q22. Age

# Rapid Ride D Line: Trip Time and Personal Safety on Route

Top Two Box Percent Satisfied = Combined Ratings of 5-very satisfied and 4-satisfied



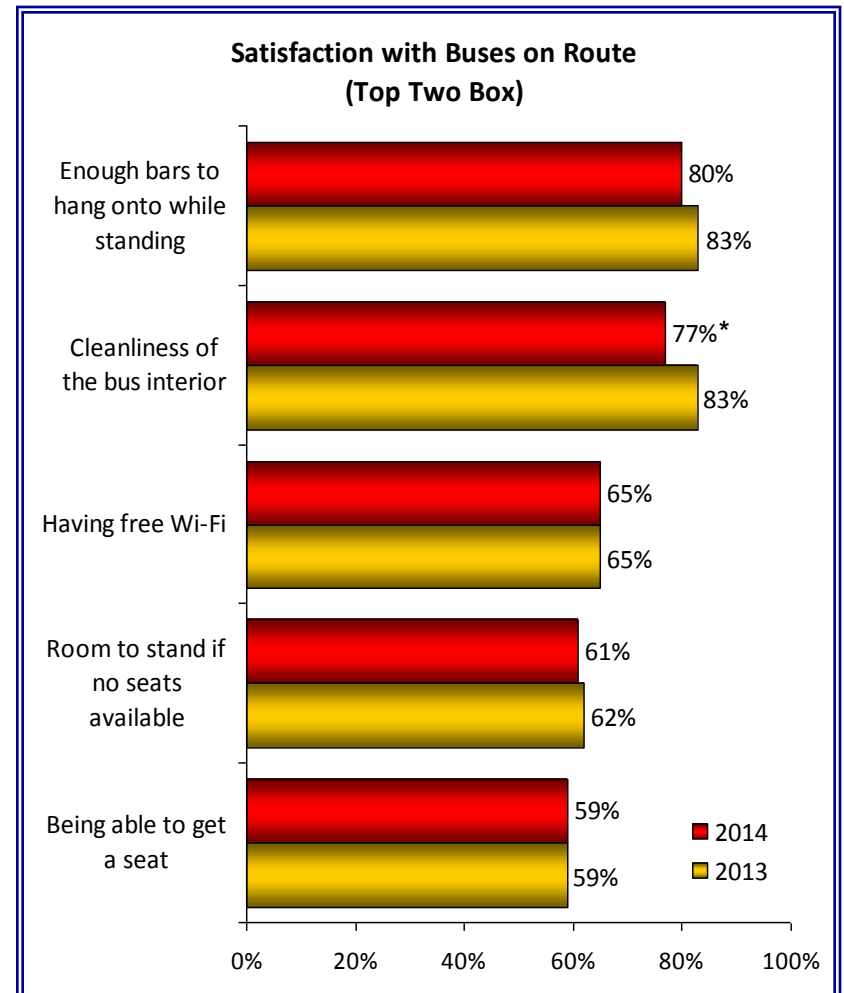
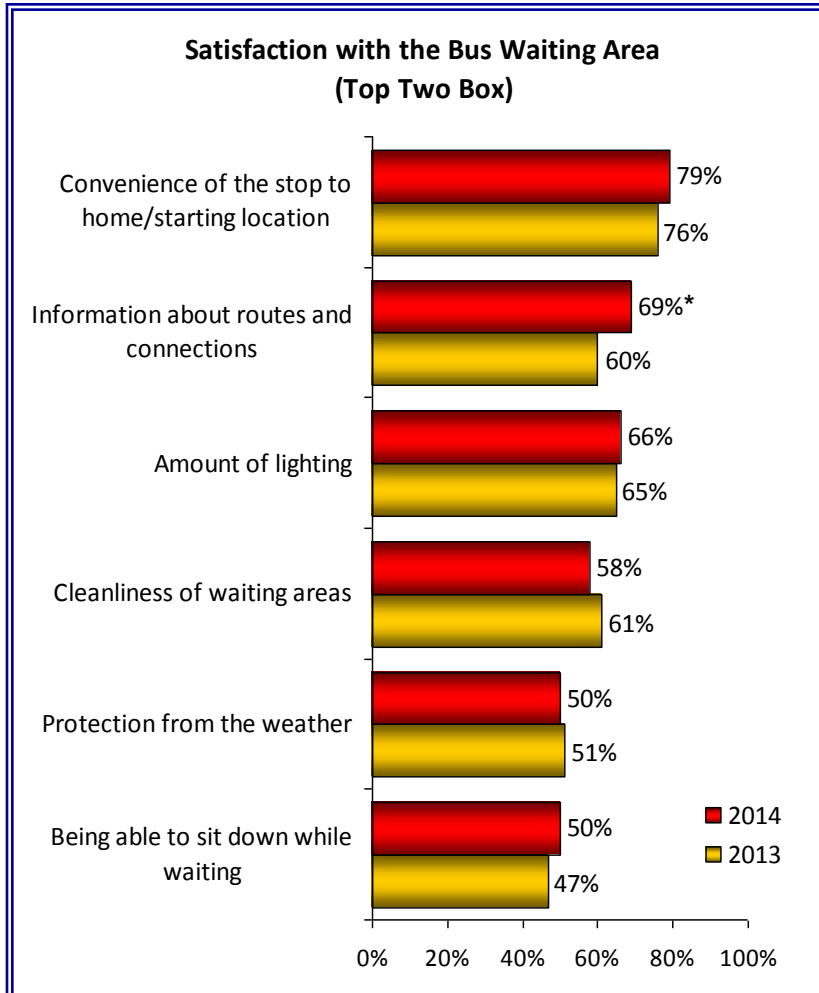
An asterisk (\*) indicates a significant change in response.

Q1. Trip time on Route: (5 is very satisfied, 1 is very dissatisfied)

Q2. Personal safety on Route: (5 is very satisfied, 1 is very dissatisfied)

# RapidRide D Line: Bus Waiting Areas and Buses on Route

Top Two Box Percent Satisfied = Combined Ratings of 5-very satisfied and 4-satisfied



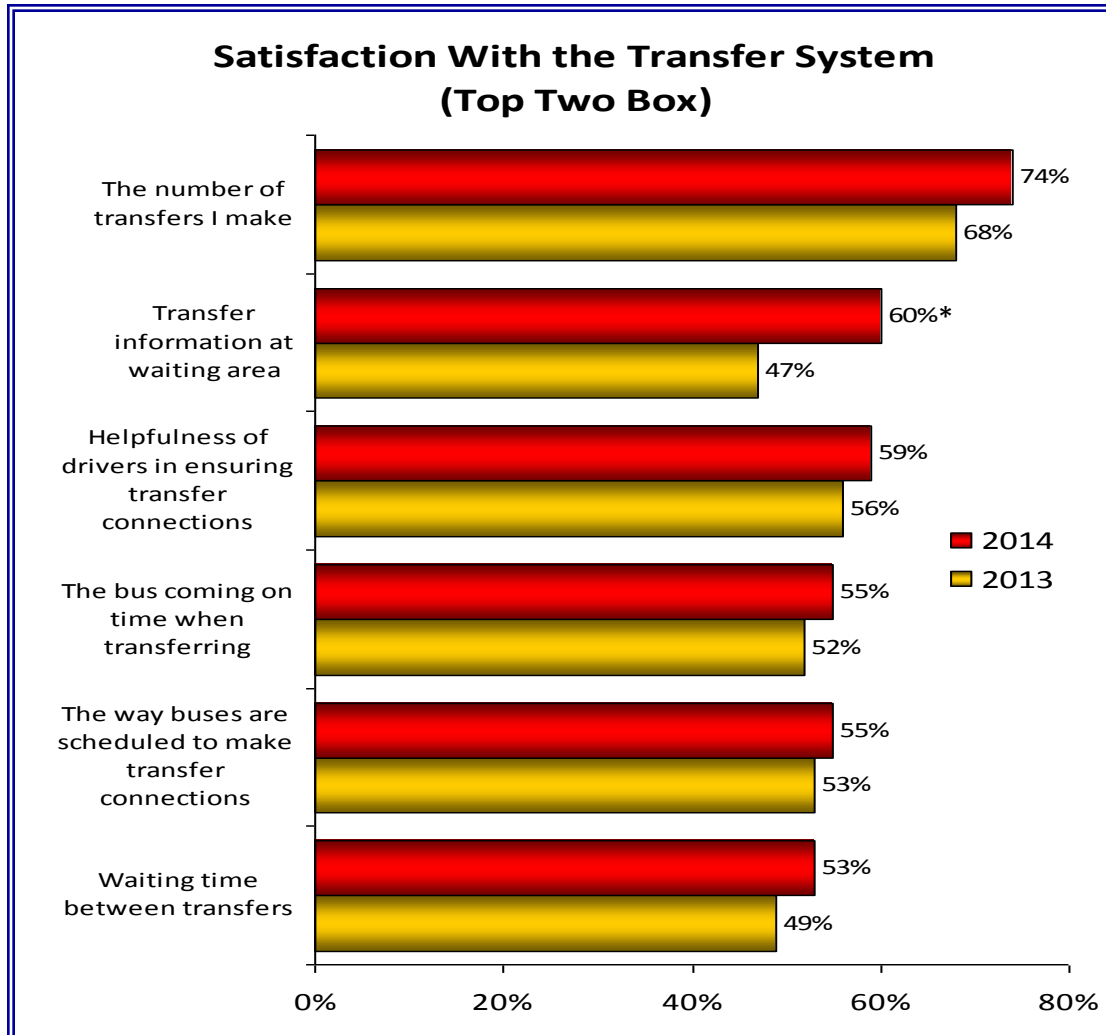
An asterisk (\*) indicates a significant change in response.

Q3. Waiting area /bus stop where you boarded the Route for this trip: (5 is very satisfied, 1 is very dissatisfied)

Q4. Things about buses on Route: (5 is very satisfied, 1 is very dissatisfied)

# RapidRide D Line: Transfer Systems

Top Two Box Percent Satisfied = Combined Ratings of 5-very satisfied and 4-satisfied

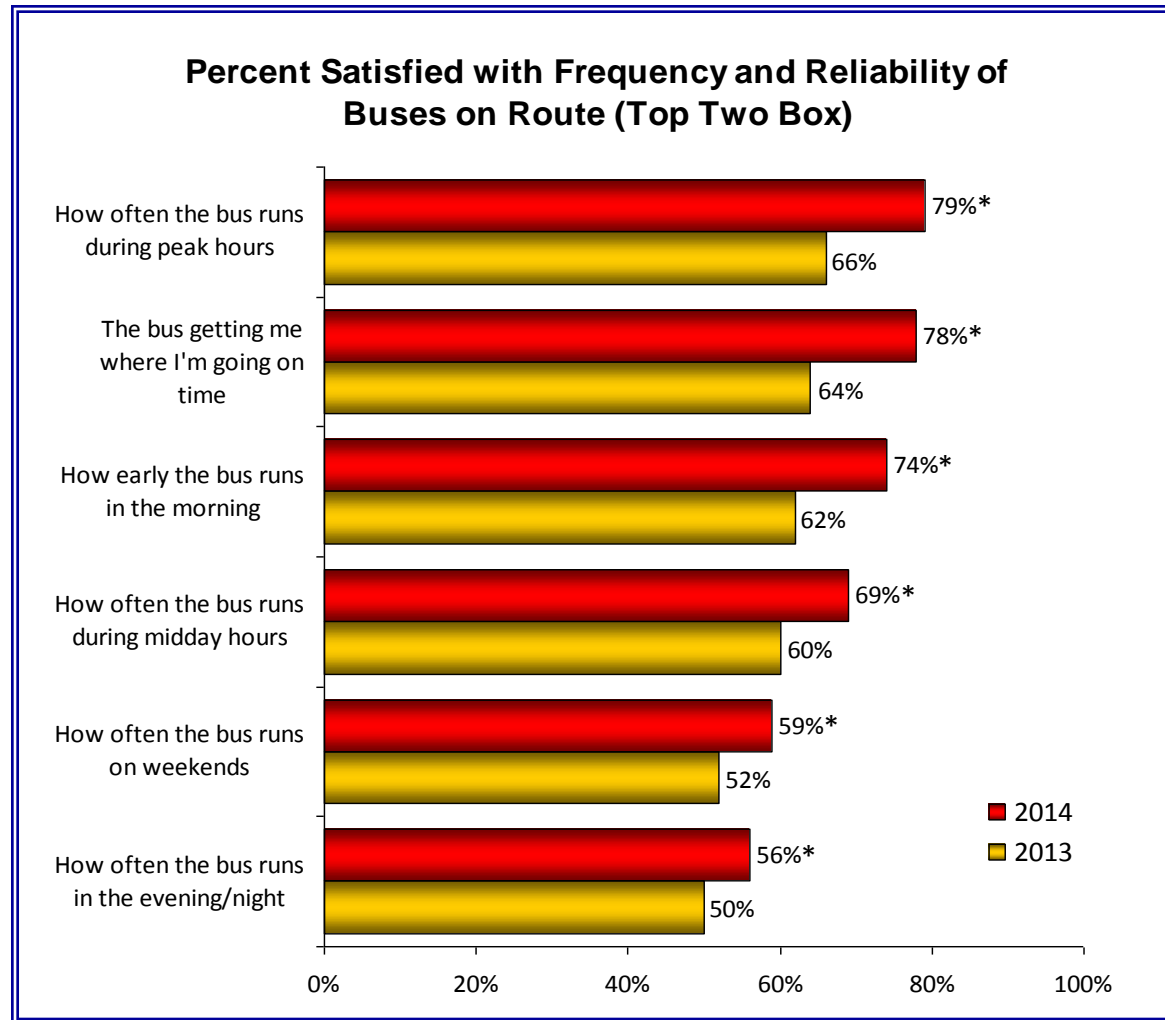


An asterisk (\*) indicates a significant change in response.

Q5. Ease of transferring to or from this route: (5 is very satisfied, 1 is very dissatisfied)

# RapidRide D Line: Frequency and Reliability of Buses

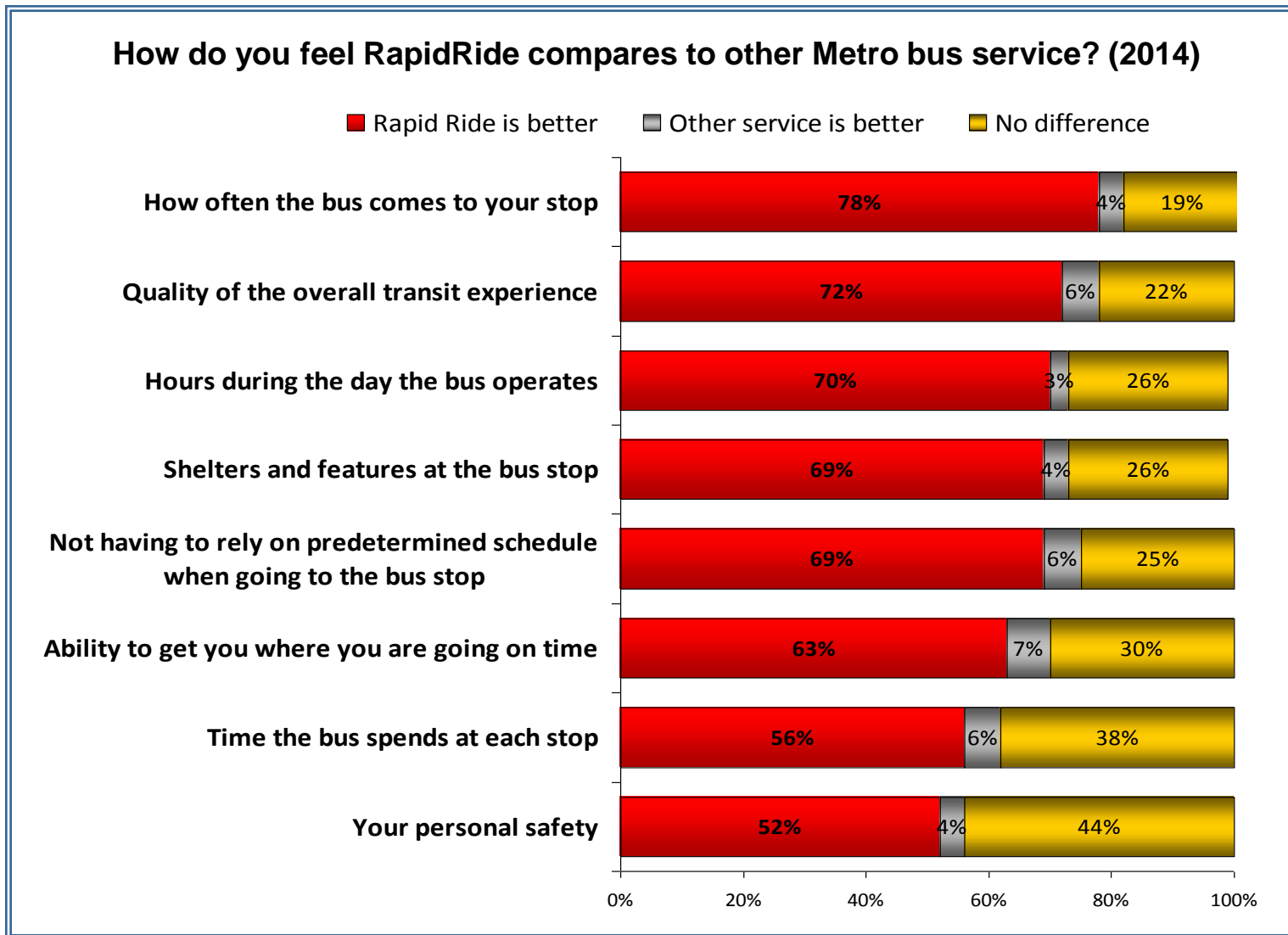
Top Two Box Percent Satisfied = Combined Ratings of 5-very satisfied and 4-satisfied



An asterisk (\*) indicates a significant change in response.

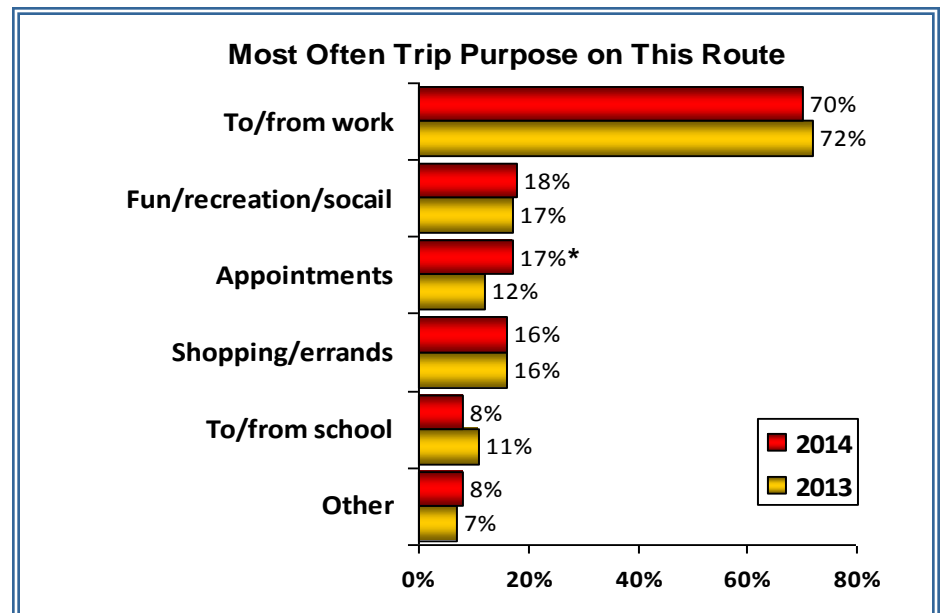
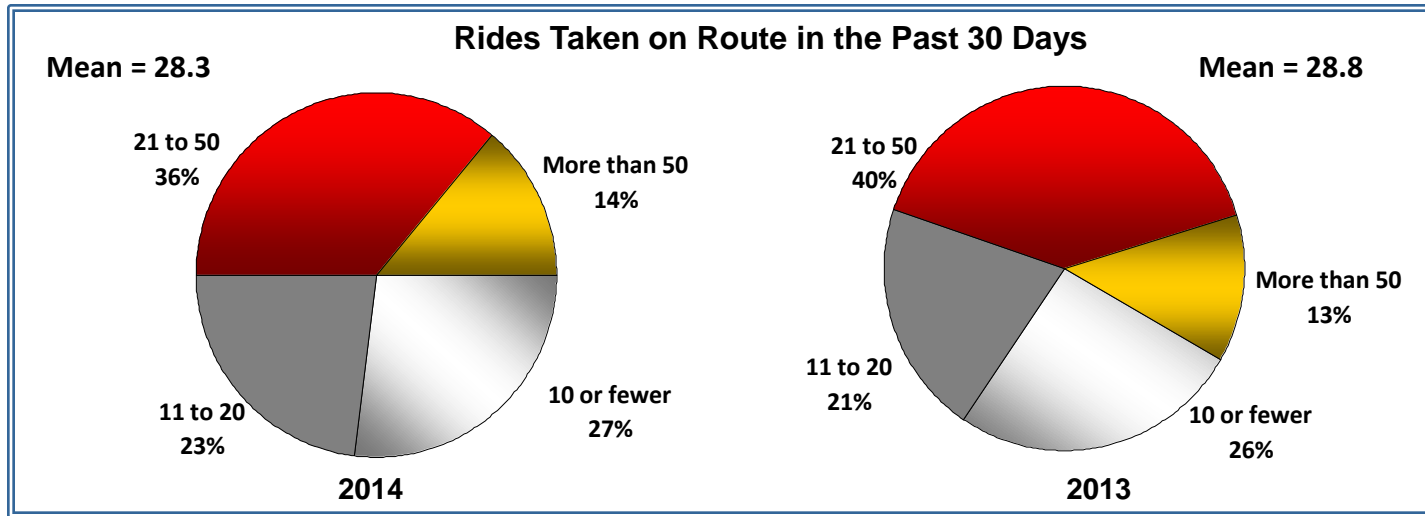
Q6. Frequency and reliability of buses on the Route: (5 is very satisfied, 1 is very dissatisfied)

# RapidRide D Line: Compared to Other Metro Service



Q8. How do you feel RapidRide compares to other Metro bus service?

# RapidRide D Line: Ridership Information



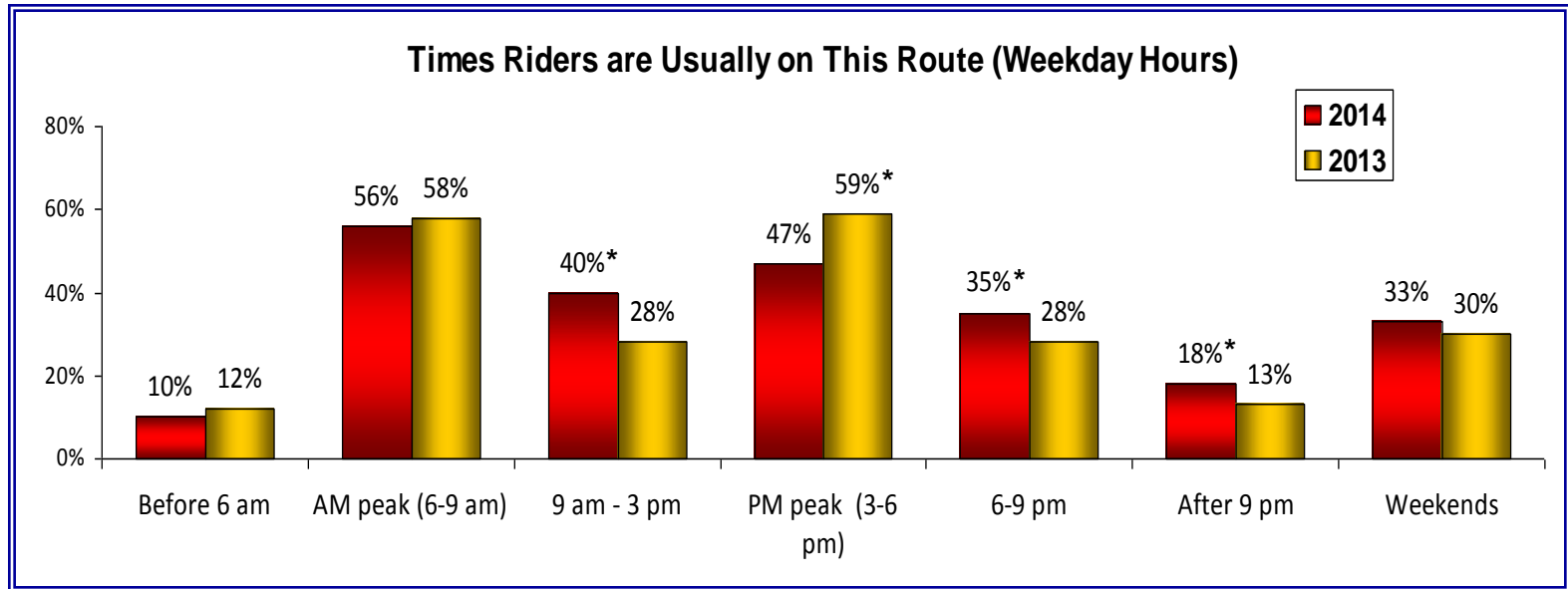
An asterisk (\*) indicates a significant change in response.

Q9. How many rides have you taken on this Route in the last 30 days?

Q10. What is the purpose of the trip you take most often on this Route?



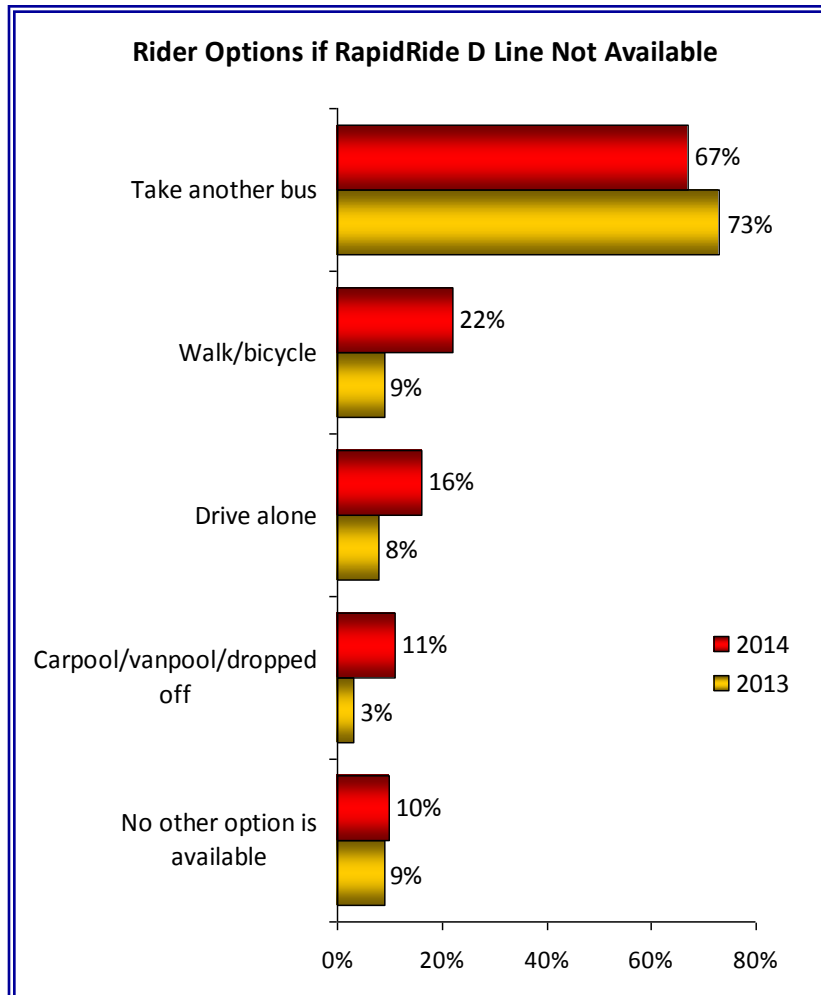
# RapidRide D Line: Ridership Information



An asterisk (\*) indicates a significant change in response.

Q11. When do you usually ride this Route?

# RapidRide D Line: Rider Options

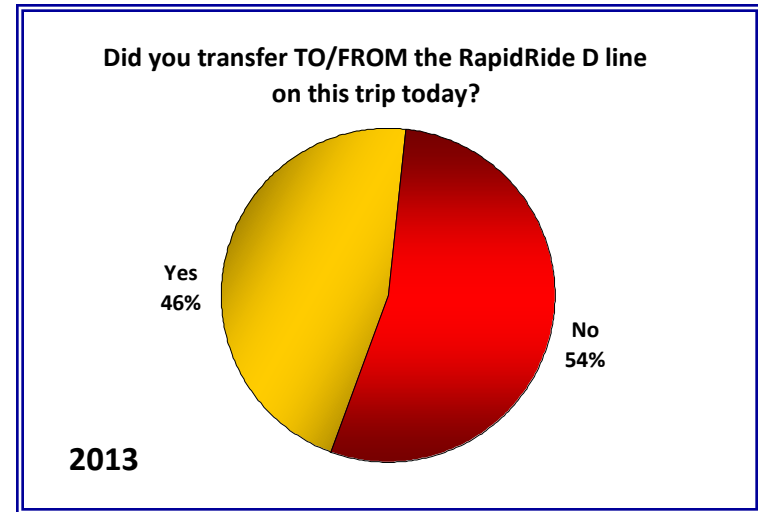
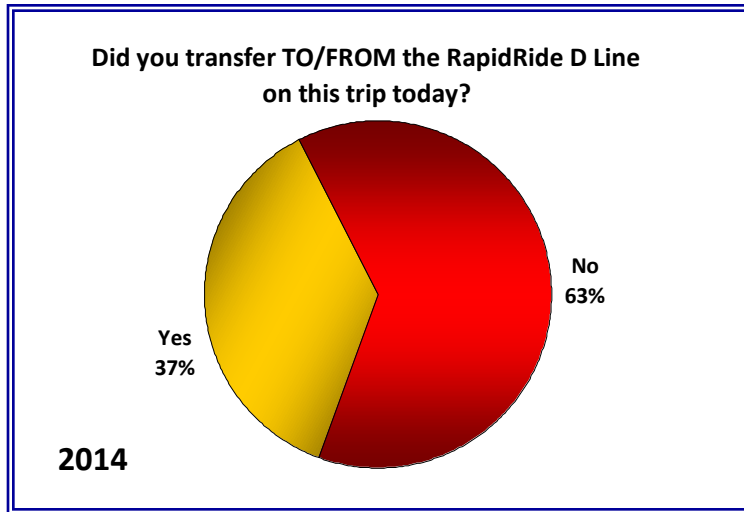


An asterisk (\*) indicates a significant change in response.

Q12. If you did not use RapidRide C Line, how would you make this trip?

# RapidRide D Line: Transfer Systems

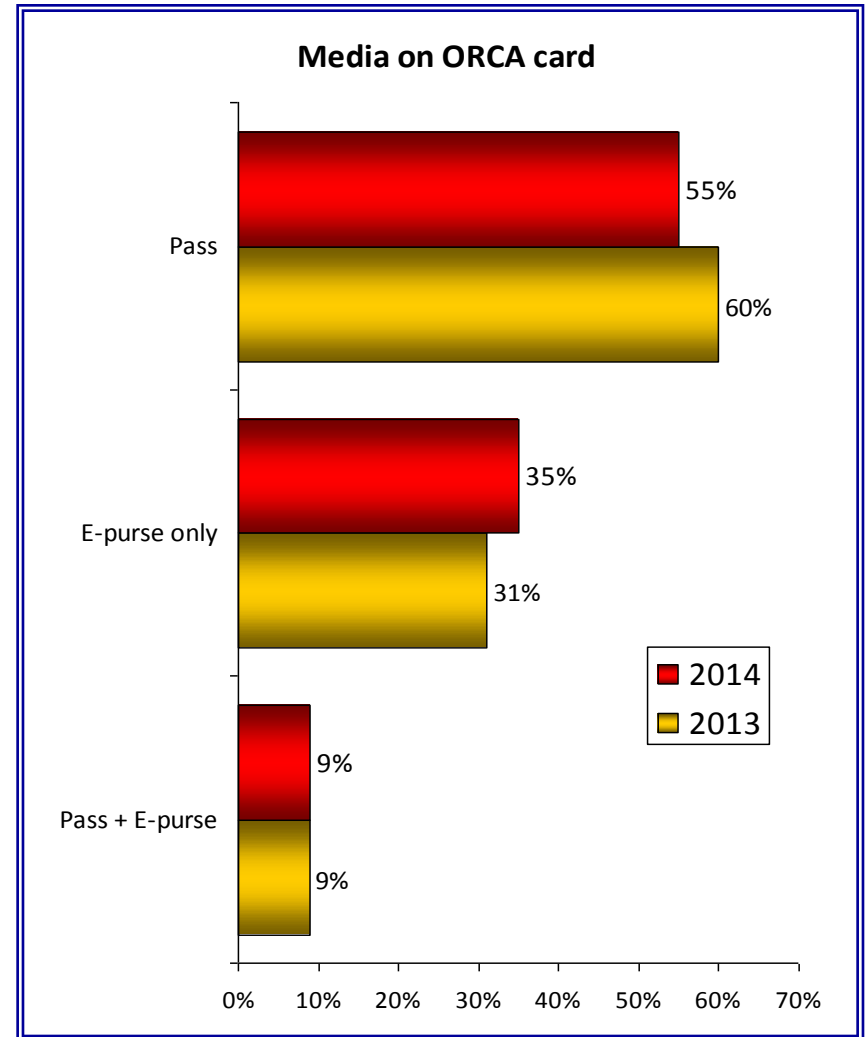
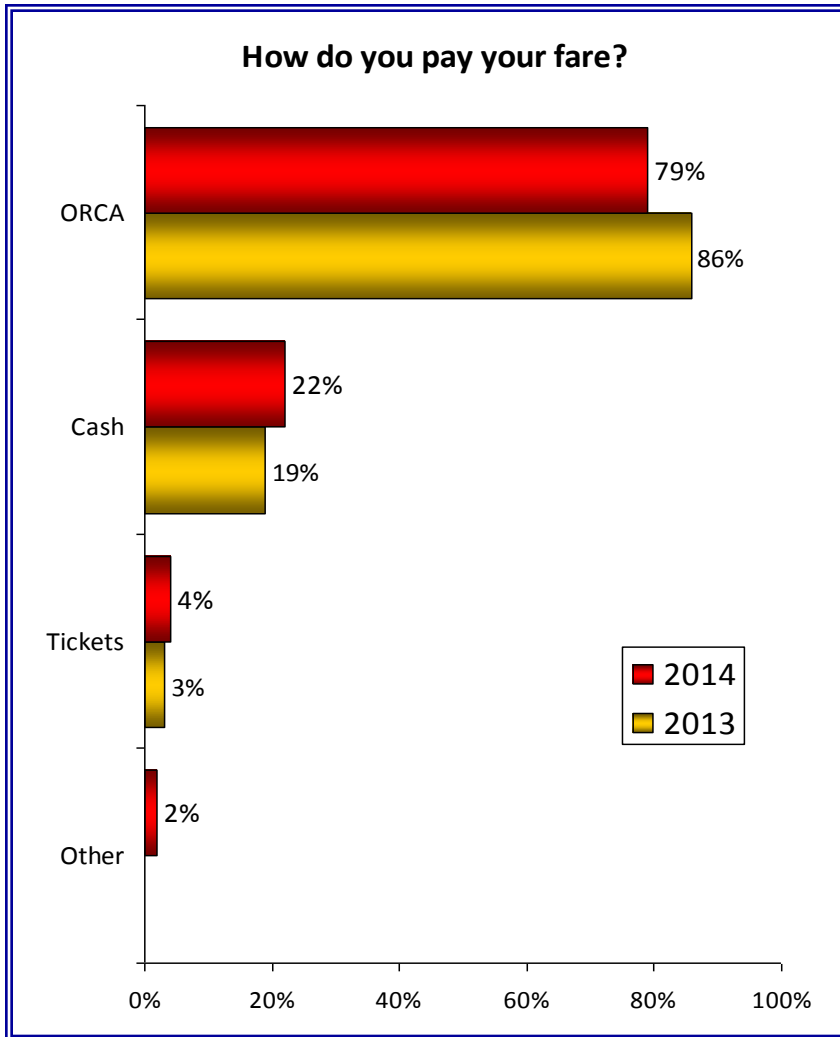
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An asterisk (\*) indicates a significant change in response.

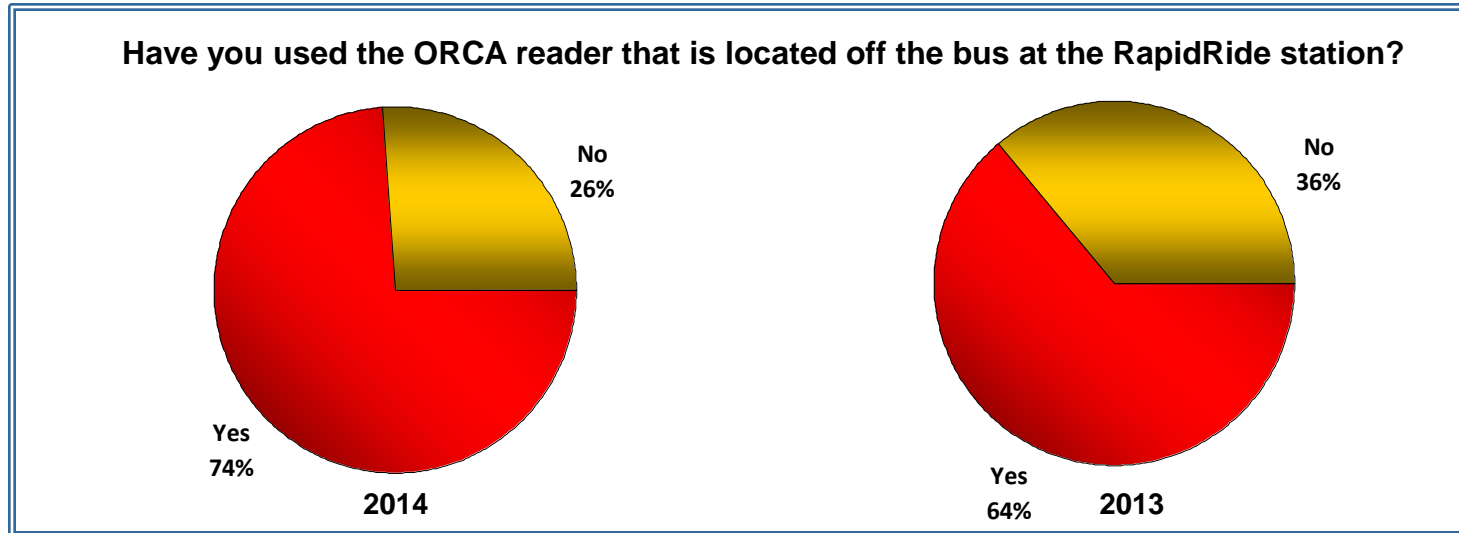
Q13. Did you transfer TO/FROM this Route from another bus on this trip today?

# RapidRide D Line: Fare Payment



# RapidRide D Line: Off-Board ORCA Reader

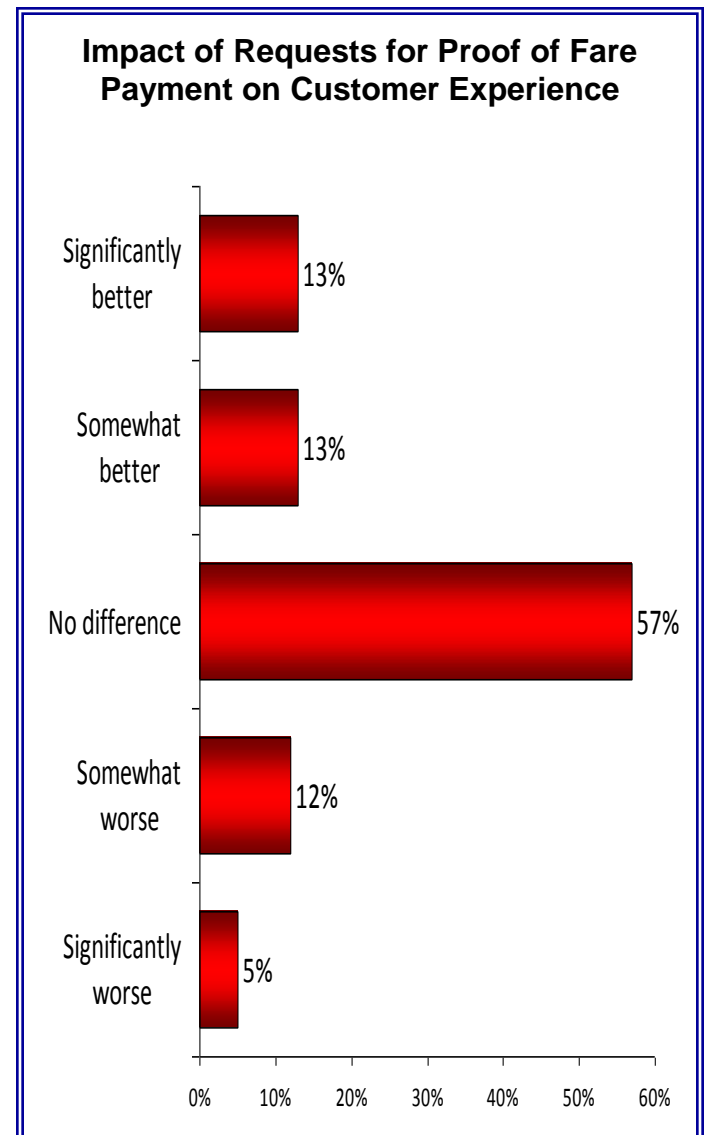
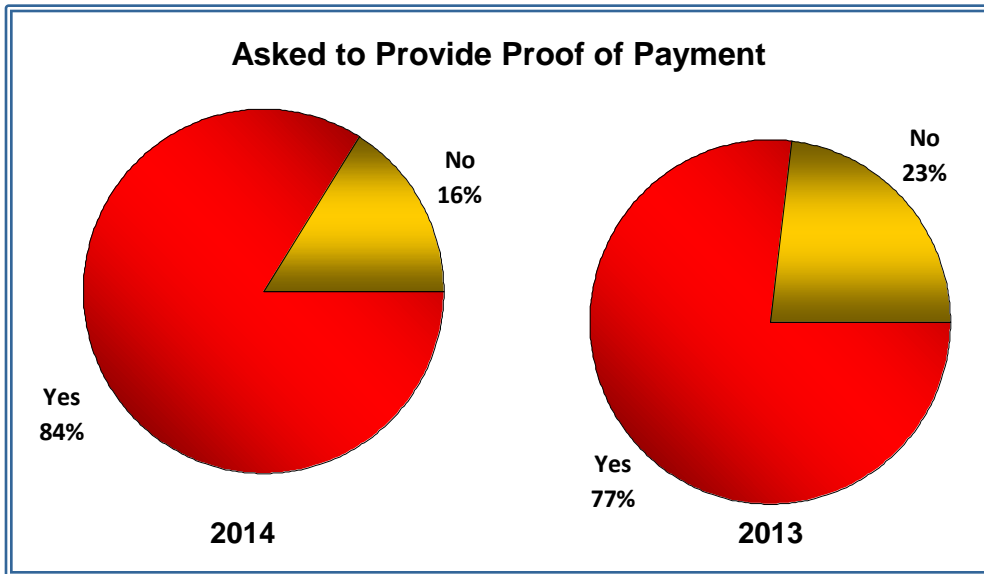
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ORCA card users (N=404)

Q15. Have you used the ORCA reader that is located off the bus at the RapidRide station (at some locations)?

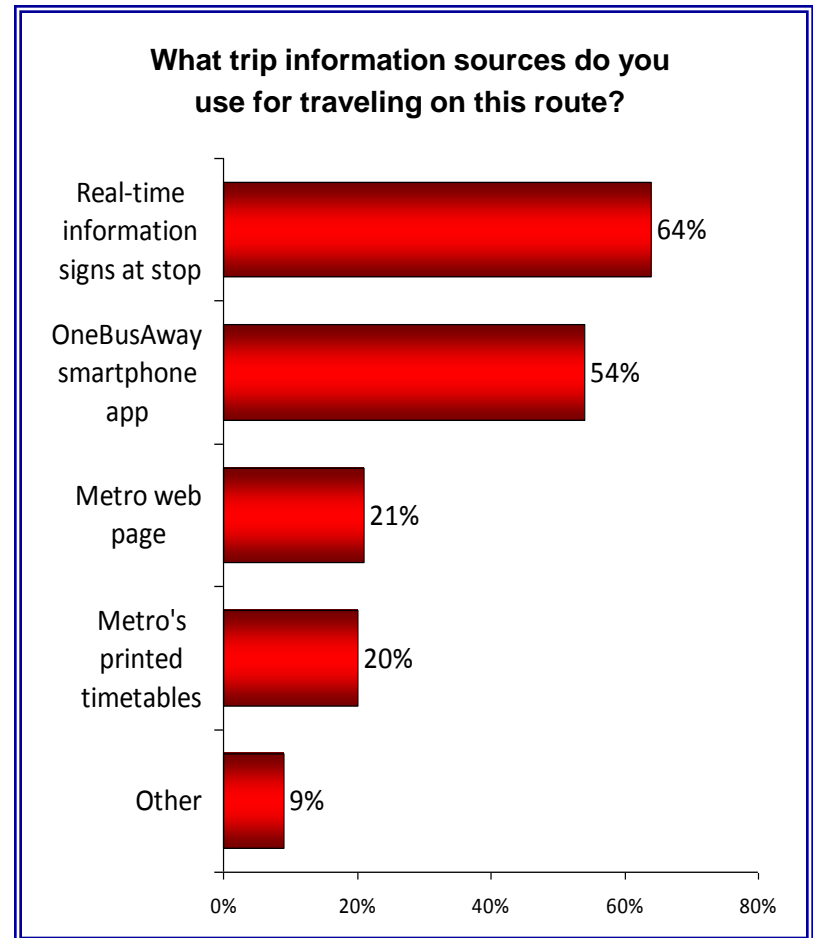
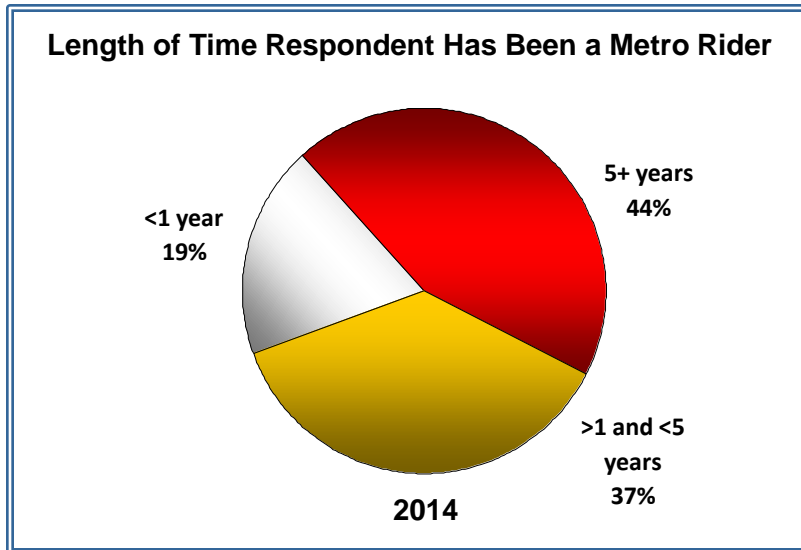
# RapidRide D Line: Proof of Payment



Q16. Have you ever been requested to show your proof of payment by a fare enforcement officer on this route?

Q17. How is your transit experience impacted by on-board fare inspection?

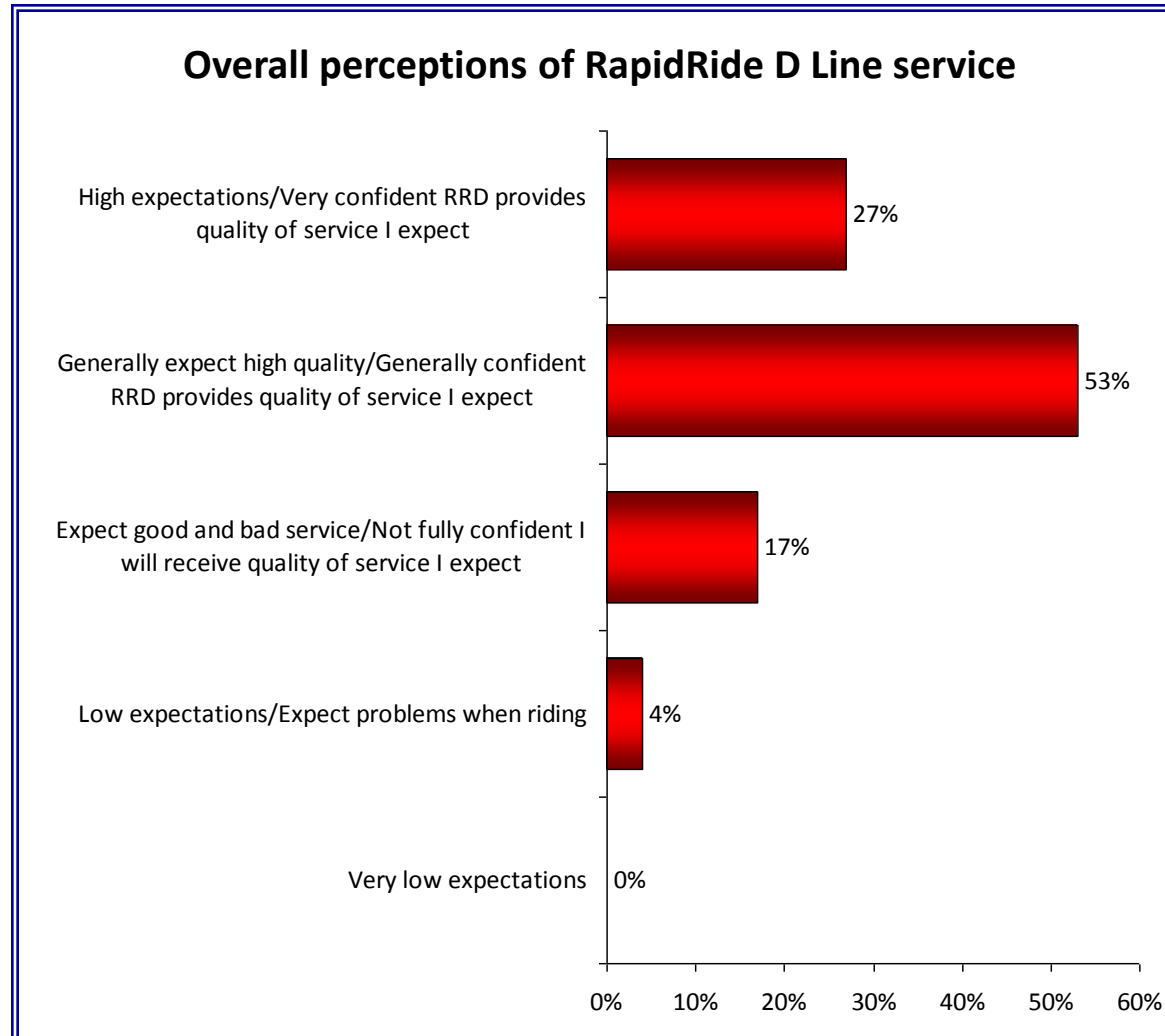
# RapidRide D Line: Rider Profile



Q18. How long have you been a Metro rider?

Q19. What trip information sources do you use for traveling on RapidRide C Line? (multiple responses allowed)

# RapidRide D Line: Overall Perceptions



Q20. Based on anything you have seen, heard or directly experienced, which of the following statements best describes how you feel about RapidRide D Line?