

# RAPIDRIDE

## Rider Satisfaction Study

February 2020



RAPIDRIDE



King County

**METRO**

*Moving forward together*

Prepared for:



Research Conducted by:



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# Background and Objectives

The goal of this survey effort is to refresh Metro's understanding of RapidRide customer satisfaction on a line-by-line and system-wide basis. This research allows for the ability to gather and analyze rider feedback on customer satisfaction elements via onboard surveys of riders on six RapidRide (RR) lines. These elements include understanding passenger satisfaction, how the passenger experience can be improved, how satisfaction has changed over time, and how new dynamics (e.g., Viaduct closure, reroutes, light rail, etc.) are affecting passenger satisfaction and use of RapidRide.

Specific areas of investigation include:

- Overall satisfaction
- Satisfaction with rider experience elements:
  - Trip time
  - Personal safety
  - Cleanliness and condition of buses and shelters
  - Experience while riding and waiting for the bus
- Likelihood to recommend
- Recommendations for improvement
- Impact of personal safety concerns on ridership
- Recommendations to improve feelings of personal safety
- How RapidRide compares to other Metro bus service
- Travel behavior elements:
  - Trip purpose
  - Day/time of travel
  - Transfer
  - Rides taken during the past 30 days
  - Length of time as a rider
  - Decline in line usage
  - Payment of fares
- Frequency of fare enforcement
- Fare enforcement perceptions



# Background and Objectives (cont.)

Since 2010 King County Metro Transit has provided RapidRide bus service, which in 2020 now includes six routes (lines A-F). RapidRide provides bus service that is faster and more frequent which results in faster service to each destination. RapidRide buses make extensive use of transit signal priority, and on some lines use semi-exclusive lanes to bypass traffic. A summary of the six lines is provided below:

RapidRide Line	Line Initiated	Service Summary
A Line	2010	Offers Bus Rapid Transit (BRT) service between Tukwila International Boulevard Link Station and Federal Way Transit Center on Pacific Highway South/ International Boulevard, via SeaTac and Des Moines. A Line provides connections to Link light rail as well as buses that serve Burien, Tukwila, the city of SeaTac, the Duwamish area, and downtown Seattle. Service is provided around the clock, every day of the week, with trips operating every 10 – 15 minutes during most times of the day.
B Line	2011	Serving the Eastside, the B Line offers Bus Rapid Transit (BRT) service between the Bellevue Transit Center and the Redmond Transit Center, via Crossroads and Overlake. Frequent service is provided every day of the week, and the B Line operates from early morning to late-night.
C Line	September 2012	Serves the West Seattle area operating between South Lake Union, downtown Seattle, the Alaska Junction, the Fauntleroy ferry terminal, and Westwood Village. Service is provided around the clock, every day of the week. During most times of the day, trips depart every 10 – 15 minutes.
D Line	September 2012	Brings Bus Rapid Transit (BRT) to the Ballard and Crown Hill areas. The D Line operates daily between Downtown Seattle, Uptown, Ballard and Crown Hill. Service is provided around the clock, with trips operating every 10 – 15 minutes during most times of the day.
E Line	February 2014	Serves the Aurora Corridor with service between Downtown Seattle and Aurora Village Transit Center. Frequent service is provided every day of the week, and the E Line operates almost every hour of the day.
F Line	June 2014	Offers Bus Rapid Transit (BRT) service between Burien Transit Center and Renton Landing. Frequent service is provided every day of the week, and the F Line operates from early morning to late-night.

# Methodology

Data collection goals were set to complete approximately 500 questionnaires per line (400 weekday and 100 late-night) for a total of 3000 completed questionnaires. With the exception of the A Line, each of the lines exceeded the goal of 400 weekday/daytime completes. Regarding late-night targets, the schedule allowed for a total of four late-night trips per line in the 10:00 PM to midnight time frame, with survey completions ranging from 43 to 111 depending on the line. Final samples sizes by line, by interviewing day part, can be found in the table below.

	A Line	B Line	C Line	D Line	E Line	F Line	Total
Weekday/Daytime	384	463	518	487	435	434	2,721
Late-night	67	43	47	97	111	64	429
Total	451	506	565	584	546	499	3151

All riders onboard selected RapidRide trips were invited to complete a questionnaire regarding their satisfaction with various service quality elements (the interviewing schedule for all lines is provided in the Appendix).

Interceptors approached each rider as they boarded the bus, asked them to participate in the survey, and provided a survey for completion. Riders were strongly encouraged to complete and return the surveys while on the bus. Return envelopes were provided in circumstances where the rider indicated they would not have time to complete the survey while on the bus, so the completed questionnaire could still be returned via mail to Metro.



# Methodology (cont.)



Interceptors were responsible for tallying the number of riders on each surveyed trip and the outcome of rider interaction, including the number of surveys distributed and returned. To accommodate riders who do not speak English, the survey was also offered in seven additional languages: Spanish, Vietnamese, Amharic, Russian, Chinese, Somali and Korean. Riders who did not speak English were presented with a postcard of information translated into each language that explained the research and what was requested of the rider. In total 136 surveys were collected in these languages. This includes:

- 59 in Spanish
- 28 in Korean
- 27 in Russian
- 11 in Chinese
- 9 in Amharic
- 2 in Vietnamese

The interviewing trip schedules were selected to provide a mix of peak and non-peak interviewing and took place between Monday, February 3<sup>rd</sup> and Friday, March 6<sup>th</sup> at varying intervals across lines. Hours of data collection ranged from weekdays 6:00 AM and 8:00 PM and 10:00 PM to midnight. The days of the week included varied by route.



# Methodology (cont.)

Metro routinely conducts on-board surveys to gauge the satisfaction of riders. As such, this effort built off past RapidRide surveys. Each line’s previous wave of surveying is listed in the table below.

It should be noted that late-night interviewing was not included in previous waves and in order to keep the results comparable between waves late-night interviews are excluded from the analysis when comparing 2020 to previous data.

STUDY COMPONENT	2020			Previous Wave		TOTAL COMBINED SAMPLE SIZE FOR BOTH WAVES
	Completed Surveys Total	Excluding Late-Night	Data Collection Dates	Completed Surveys Total	Data Collection Dates	
A Line	n=451	n=384	February 3 – 6, 2020	n=606	October, 2013	n=990
B Line	n=506	n=463	February 7-20, 2020	n=529	October, 2014	n=992
C Line	n=565	n=518	February 13-19, 2020	n=560	April, 2014	n=1078
D Line	n=584	n=487	February 20-25, 2020	n=606	April, 2014	n=1093
E Line	n=543	n=435	February 26-March 2, 2020	n=506	February, 2018	n=941
F Line	n=499	n=434	March 3-6, 2020	n=501	January-February, 2018	n=935



# Methodology

The response rate as a *proportion of all questionnaires handed out* in 2020, ranged from **47% to 57%**, with response rates highest on the F Line and lowest on the A Line.

Response rates as a *proportion of all riders contacted* reflect the proportion of RapidRide passengers completing surveys in 2020 ranged from **32%-51%**, with rates highest on the F Line and lowest on the A Line.

To increase response on F Line, due to lower ridership levels, F Line riders were offered two free ride tickets as an incentive for completing the survey.

Response and refusal rates are summarized by RapidRide line in the table to the right.

2020 Results	Total	Daytime	Late-Night
<b>RapidRide A Line</b>			
Completed Questionnaires	451	384	67
% of Questionnaires Handed Out	47%	51%	35%
% of All Riders on Sampled Trips*	32%	32%	31%
% Refused	31%	26%	54%
<b>RapidRide B Line</b>			
Completed Questionnaires	506	463	43
% of Questionnaires Handed Out	52%	51%	64%
% of All Riders on Sampled Trips*	45%	44%	47%
% Refused	35%	36%	20%
<b>RapidRide C Line</b>			
Completed Questionnaires	565	518	47
% of Questionnaires Handed Out	56%	56%	59%
% of All Riders on Sampled Trips*	50%	50%	49%
% Refused	33%	34%	24%
<b>RapidRide D Line</b>			
Completed Questionnaires	584	487	97
% of Questionnaires Handed Out	55%	54%	60%
% of All Riders on Sampled Trips*	50%	48%	57%
% Refused	35%	35%	34%
<b>RapidRide E Line</b>			
Completed Questionnaires	546	435	111
% of Questionnaires Handed Out	54%	58%	45%
% of All Riders on Sampled Trips*	45%	47%	37%
% Refused	34%	33%	38%
<b>RapidRide F Line</b>			
Completed Questionnaires	499	434	65
% of Questionnaires Handed Out	57%	58%	55%
% of All Riders on Sampled Trips*	51%	52%	45%
% Refused	34%	34%	31%
*All riders on sampled trips: this includes riders who declined to take a survey or had already completed one.			

# Reporting Conventions

Significance was tested at the 95 percent level where significance is presented unless otherwise noted. Data cross-tabulations with comprehensive significance testing are available under separate cover.

Where data is compared to previous years, other RapidRide lines, or among rider segments, significant differences are noted with an arrow (↑↓) and/or color differences (red or green). For readability, significant differences for proportions where both comparison groups are less than 6% are not noted.

Response proportions presented in text and displayed in graphs and in tables exclude the number of respondents who did not answer the question as well as respondents who indicated “not applicable”. When comparing 2020 results with previous data, surveys collected late-night have been excluded to keep results comparable.

Rounding mechanisms inherent in the software can make response proportions shown in graphs and reported in text vary from cross tabulation results by up to one percentage point.

Mean scores for satisfaction ratings are based in a 5-point scale where (5=Very Satisfied, 4=Satisfied, 3=Neutral, 2=Dissatisfied, 1=Very Dissatisfied or 5=Very Positive, 4=Somewhat Positive, 3=Neutral, 2=Somewhat Negative, 1=Very Negative).

This report presents results comparing each of the RapidRide lines. Full detailed findings for each of the lines (A-F) are presented as separate reports with one report for each line.

In some instances, columns sum to more than 100 percent due to multiple responses given to a single question; these cases are noted.

# Reporting Conventions (cont.)

For each RapidRide Line, analysis was conducted on a variety of subgroups, listed and noted by the icons designated to the right.

The “Daytime” vs “Late-night” sub-groups reference the **time of day** in which the rider was on the RapidRide bus and invited to participate.

The low income qualified sub-group was calculated by combining respondent's reported household size and income level. This calculation matches Metro's low-income fare qualifications and is defined in the chart below.

Low Income Fare Qualification		
HH Size	Maximum Income to Qualify	
	Monthly	Annual
1	\$2,023	\$24,276
2	\$2,743	\$32,916
3	\$3,463	\$41,556
4	\$4,183	\$50,196
5	\$4,903	\$58,836
6	\$5,623	\$67,476
7	\$6,343	\$76,116
8	\$7,063	\$84,756

If the respondent did not answer one of these questions their income qualification could not be determined, which is the case for 33% of respondents.

## Combined RapidRide A-F Lines Total



**Interviewing Daypart:  
Daytime vs. Late-night**  
n=2,721      n=430



**Gender:  
Male vs. Female**  
n=1,491      n=1,070



**Race/Ethnicity:  
White vs. Minority**  
n=1,172      n=1,359



**Frequency of Trips:**  
1-4    5-35    36+  
n=288   n=1,233   n=851



**Low Income Qualified:  
Yes vs. No**  
n=809    n=1,294



**Senior or Disabled:  
Yes vs. Total**  
n=490    n=3,151

Actual base size responding varies by question.

# Rider Profiles/ Travel Behavior



# Rider Profiles

	Total	A	B	C	D	E	F
<b>Gender</b>							
Male	58%	58%	62%	55%	57%	54%	61%
Female	41%	42%	36%	45%	42%	43%	39%
Other	1%	1%	2%	0%	1%	2%	0%
<b>Age</b>							
< 25	19%	<b>30%</b>	23%	<b>12%</b>	<b>14%</b>	17%	<b>25%</b>
25 – 34	34%	<b>19%</b>	<b>42%</b>	37%	<b>41%</b>	36%	<b>24%</b>
35 – 44	18%	18%	18%	18%	17%	17%	18%
45 – 54	13%	17%	<b>8%</b>	15%	13%	11%	14%
55 – 64	10%	13%	<b>6%</b>	9%	10%	12%	12%
65+	6%	<b>4%</b>	<b>3%</b>	8%	7%	8%	7%
<b>Mean</b>	<b>37</b>	<b>37</b>	<b>34</b>	<b>39</b>	<b>38</b>	<b>38</b>	<b>38</b>
<b>Income</b>							
<\$24,999	24%	<b>38%</b>	<b>15%</b>	<b>13%</b>	<b>15%</b>	25%	<b>46%</b>
\$25,000 - \$32,999	11%	<b>19%</b>	10%	<b>8%</b>	<b>7%</b>	14%	12%
\$33,000+	65%	<b>43%</b>	<b>75%</b>	<b>79%</b>	<b>79%</b>	61%	<b>41%</b>
<b>% Low Income Qualified</b>	38%	<b>71%</b>	<b>26%</b>	<b>21%</b>	<b>23%</b>	40%	<b>68%</b>
<b>Race / Ethnicity</b>							
% White	57%	<b>33%</b>	<b>48%</b>	<b>73%</b>	<b>75%</b>	60%	<b>39%</b>
% Non-White	47%	<b>72%</b>	<b>56%</b>	<b>31%</b>	<b>28%</b>	45%	<b>66%</b>
<b>% Hispanic</b>	<b>16%</b>	<b>23%</b>	15%	<b>12%</b>	<b>11%</b>	15%	<b>22%</b>
<b>Language Spoken at Home</b>							
English	86%	<b>80%</b>	<b>71%</b>	<b>93%</b>	<b>92%</b>	<b>90%</b>	86%
Other	14%	<b>20%</b>	<b>29%</b>	<b>7%</b>	<b>8%</b>	<b>10%</b>	14%

Text in **dark green bold** indicates significantly higher than total at 95% confidence.

Text in **red bold** indicates significantly lower than total at 95% confidence.

# Rider Profiles

	Total	A	B	C	D	E	F
<b>Disabled</b>							
Yes	15%	<b>21%</b>	12%	<b>9%</b>	<b>11%</b>	<b>19%</b>	<b>22%</b>
No	85%	<b>79%</b>	88%	<b>91%</b>	<b>89%</b>	<b>81%</b>	<b>78%</b>
<b>Employment</b>							
Employed Full-time	63%	<b>46%</b>	<b>72%</b>	<b>72%</b>	<b>72%</b>	59%	<b>48%</b>
Employed Part-time	15%	<b>21%</b>	11%	<b>11%</b>	12%	16%	<b>19%</b>
Unemployed	8%	<b>13%</b>	6%	<b>5%</b>	<b>5%</b>	9%	<b>15%</b>
Retired	7%	6%	<b>2%</b>	7%	7%	9%	8%
Student	10%	<b>17%</b>	10%	<b>7%</b>	<b>6%</b>	11%	<b>14%</b>
Disabled	1%	2%	0%	0%	1%	1%	1%
Other	2%	3%	1%	1%	1%	3%	1%
<b>Living Situation</b>							
Own	22%	<b>8%</b>	<b>16%</b>	<b>34%</b>	<b>25%</b>	<b>26%</b>	<b>15%</b>
Rent	58%	57%	<b>71%</b>	56%	<b>63%</b>	<b>55%</b>	<b>49%</b>
Staying with a friend / relative	12%	<b>22%</b>	<b>8%</b>	<b>8%</b>	<b>4%</b>	12%	<b>22%</b>
Living in a shelter/transitional	3%	5%	2%	1%	4%	3%	<b>6%</b>
Unhoused	3%	4%	1%	0%	3%	4%	5%
Other	3%	<b>6%</b>	2%	1%	2%	2%	5%
<b>Number Living in Household</b>							
1	28%	24%	27%	31%	31%	27%	25%
2+	72%	76%	73%	69%	69%	73%	75%
<b>Mean</b>	<b>2.57</b>	<b>3.28</b>	<b>2.51</b>	<b>2.31</b>	<b>2.24</b>	<b>2.55</b>	<b>2.97</b>

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Text in **red bold** indicates significantly lower than total at 95% confidence.



# Travel Behavior

	Total	A	B	C	D	E	F
Average # of Trips in Past 30 Days	29	30	31	29	30	31	24
Reason for Typical Trip							
To/from Work	71%	62%	80%	79%	72%	69%	63%
Shopping/Errands	21%	24%	21%	16%	16%	17%	33%
Appointments	18%	25%	13%	14%	15%	22%	22%
Fun/recreation/social outing	18%	20%	13%	16%	17%	20%	21%
To/from School/College	12%	28%	9%	7%	8%	11%	15%
Airport	4%	8%	2%	2%	3%	4%	6%
Other	2%	2%	2%	2%	1%	1%	2%
Length of Metro Ridership							
<6 Months	18%	22%	22%	12%	18%	18%	19%
6-12 Months	17%	15%	16%	15%	18%	17%	22%
1-5 Years	40%	34%	42%	47%	42%	36%	39%
More than 5 Years	24%	30%	20%	26%	22%	29%	21%
Fare Payment							
ORCA Card	78%	69%	89%	85%	82%	78%	62%
Cash or paper transfer	20%	35%	8%	14%	14%	16%	40%
Human Services/ Shelter Ticket	5%	6%	3%	2%	4%	5%	9%
Mobile ticket (Transit GO App)	4%	4%	3%	4%	4%	5%	4%
Usually ride without paying a fare	2%	4%	1%	2%	1%	2%	3%
Other	1%	1%	2%	1%	2%	2%	1%

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# Travel Behavior

	Total	A	B	C	D	E	F
<b>Day/Time Riding: Weekday</b>							
Midnight to 6AM	12%	<b>22%</b>	<b>5%</b>	10%	11%	14%	13%
AM Peak 6-9AM	52%	<b>39%</b>	57%	58%	58%	55%	<b>40%</b>
Between 9AM-3PM	44%	47%	46%	<b>38%</b>	<b>38%</b>	45%	50%
PM Peak 3-6PM	47%	<b>36%</b>	41%	<b>57%</b>	<b>55%</b>	47%	<b>39%</b>
Between 6-9PM	30%	29%	<b>36%</b>	30%	29%	29%	25%
9PM to Midnight	19%	<b>27%</b>	<b>13%</b>	16%	19%	22%	17%
Weekday only Riders	43%	<b>37%</b>	<b>52%</b>	45%	41%	45%	<b>36%</b>
Weekday & Weekend Riders	57%	<b>63%</b>	<b>48%</b>	55%	59%	55%	<b>64%</b>
<b>Transfer</b>							
No	55%	<b>44%</b>	<b>68%</b>	<b>61%</b>	<b>60%</b>	<b>62%</b>	<b>28%</b>
Yes	45%	<b>56%</b>	<b>32%</b>	<b>39%</b>	<b>40%</b>	<b>38%</b>	<b>72%</b>
Yes, Bus	36%	<b>42%</b>	<b>30%</b>	<b>29%</b>	33%	31%	<b>54%</b>
Yes, Link – Light Rail	8%	<b>16%</b>	<b>1%</b>	6%	<b>5%</b>	6%	<b>15%</b>
Yes, Sounder – Commuter Rail	3%	4%	1%	2%	3%	2%	<b>7%</b>
Yes, Uber or Lyft	2%	4%	1%	1%	1%	2%	3%
Yes, Ferry	2%	2%	1%	3%	1%	1%	2%
Yes, Streetcar	1%	1%	0%	0%	-	1%	2%
Yes, Other	0%	-	0%	1%	0%	-	1%

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# Comparison of Average Satisfaction

# Satisfaction - Overview

The RapidRide survey asked riders about their overall satisfaction with the RapidRide line they were on, as well as with sixteen aspects of service. These aspects can be grouped into four service categories:

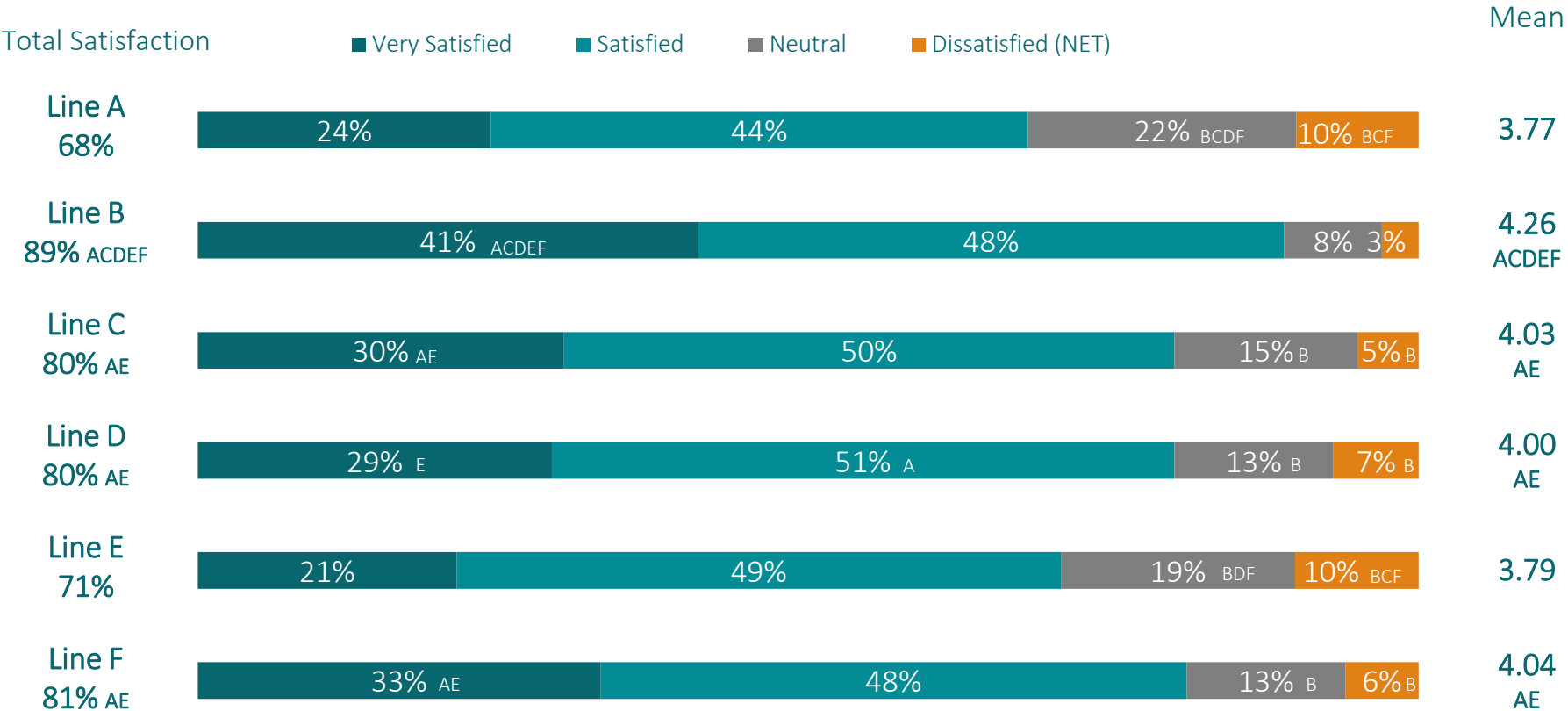
<b>Service Category</b>	<b>Aspect of Service</b>
Onboard the Bus	Cleanliness of bus interiors Condition of buses Experience while riding this bus
Personal Safety	Personal safety while waiting for the bus: during the day & at night Behavior of other people at the bus stop or station: during the day & at night Personal safety while on the bus: during the day & at night Behavior of other passengers on the bus: during the day & at night
Waiting Area / Bus Stops	Cleanliness of bus stops Condition of bus shelters Experience while waiting for this bus
Travel Time	How long my bus trip takes The bus getting me where I'm going in a reliable amount of time

Satisfaction was asked using five-point scales, where five is very satisfied and one is very dissatisfied. The following section primarily compares average satisfaction scores. Each individual RapidRide Line's report has more details about the proportions of riders that are satisfied or dissatisfied with each aspect of service.

# Overall Satisfaction

Most RapidRide riders are satisfied with their RapidRide route. Significantly more B Line riders are satisfied with the overall experience on their RapidRide line than riders on all other lines. Those on A and E Lines are comparatively less enthusiastic, although approximately seven out of ten are still “satisfied” or “very satisfied”.

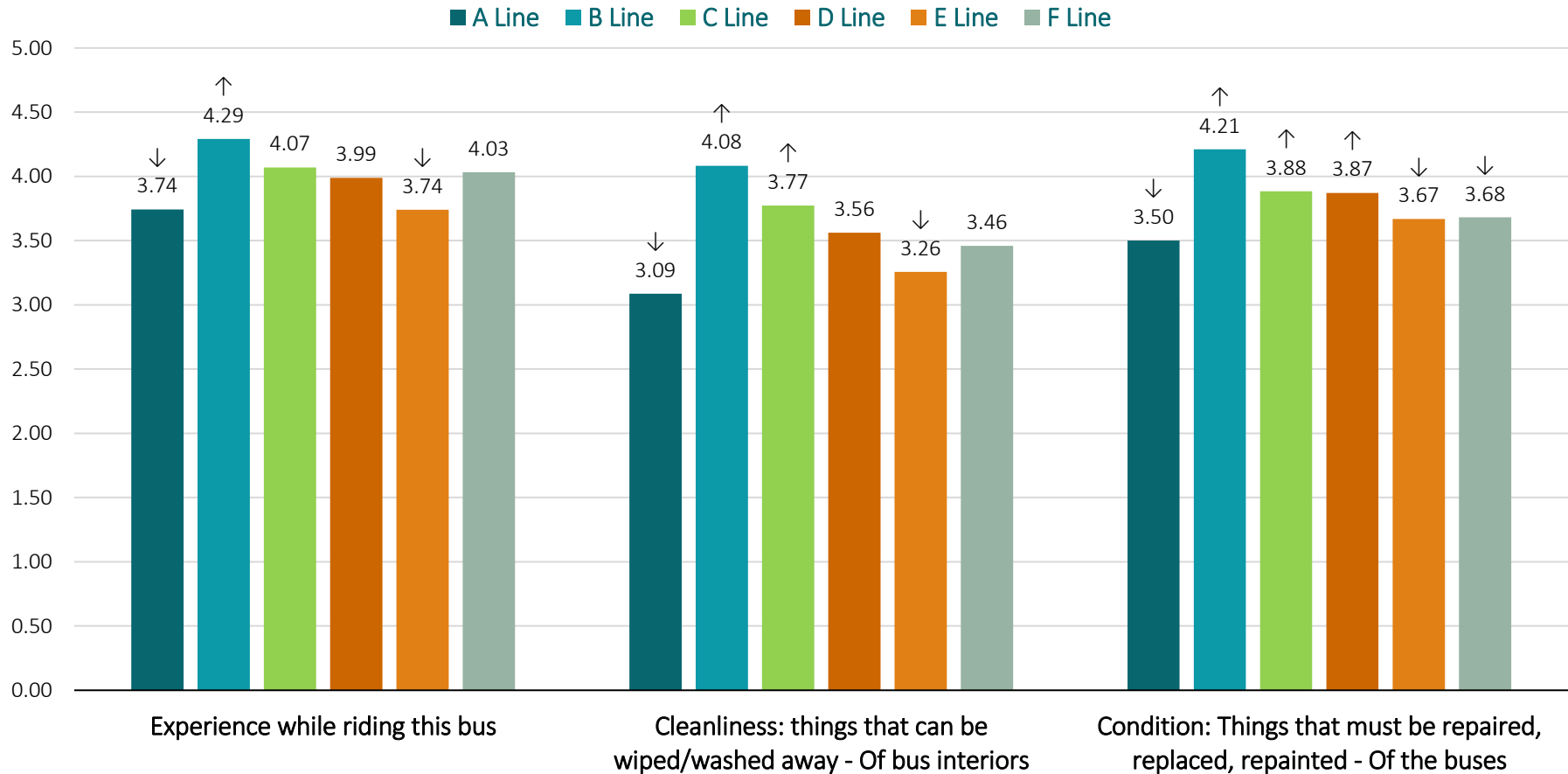
Riders’ Overall Satisfaction with Their RapidRide Line



# Onboard the Bus - Satisfaction

B Line riders are the most satisfied with all the aspects onboard the bus, while A and E Line riders are the least satisfied. A Line riders are notably less satisfied with the 'cleanliness of the bus interiors.'

Average Satisfaction with Aspects Onboard the Bus





# Personal Safety - Satisfaction

Riders on Lines B and C are the most satisfied with all the aspects of ‘personal safety’ during the day and at night, while those on Lines A and E are the least satisfied overall, especially on the ‘behavior of other people’ both on the bus and waiting at the bus stop.

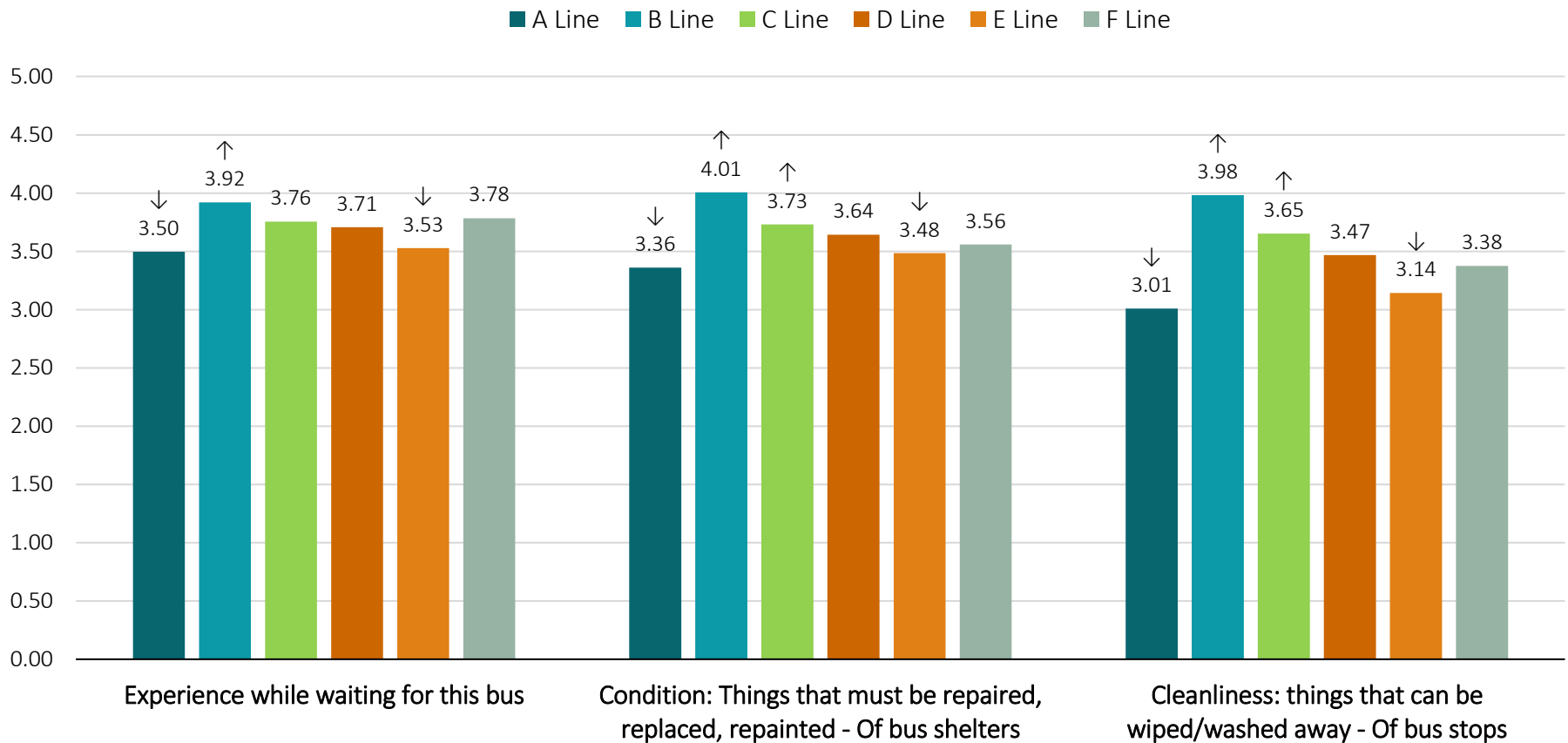
**Average Satisfaction with Aspects of Personal Safety**

	A Line	B Line	C Line	D Line	E Line	F Line
<b>During the Day</b>						
Daytime Personal Safety	3.48 ↓	4.25 ↑	3.96 ↑	3.77	3.52 ↓	3.79
Personal safety while waiting for the bus - During the day	3.63 ↓	4.31 ↑	4.09 ↑	3.92	3.74 ↓	3.97
Behavior of other people at the bus stop or station - During the day	3.32 ↓	4.14 ↑	3.75 ↑	3.59	3.33 ↓	3.56
Personal safety while on the bus - During the day	3.61 ↓	4.38 ↑	4.11 ↑	3.92	3.68 ↓	3.95
Behavior of other passengers on the bus - During the day	3.35 ↓	4.17 ↑	3.87 ↑	3.65	3.35 ↓	3.67
<b>At Night</b>						
Night-time Personal Safety	3.08 ↓	3.91 ↑	3.40 ↑	3.20 ↓	2.95 ↓	3.48 ↑
Personal safety while waiting for the bus - At night	3.18 ↓	3.94 ↑	3.38 ↑	3.23 ↓	3.03 ↓	3.54 ↑
Behavior of other people at the bus stop or station - At night	2.92 ↓	3.76 ↑	3.17 ↑	2.99 ↓	2.79 ↓	3.34 ↑
Personal safety while on the bus - At night	3.28 ↓	4.08 ↑	3.65 ↑	3.41 ↓	3.14 ↓	3.65 ↑
Behavior of other passengers on the bus - At night	2.95 ↓	3.87 ↑	3.42 ↑	3.17 ↓	2.84 ↓	3.41 ↑

# Waiting Area / Bus Stops - Satisfaction

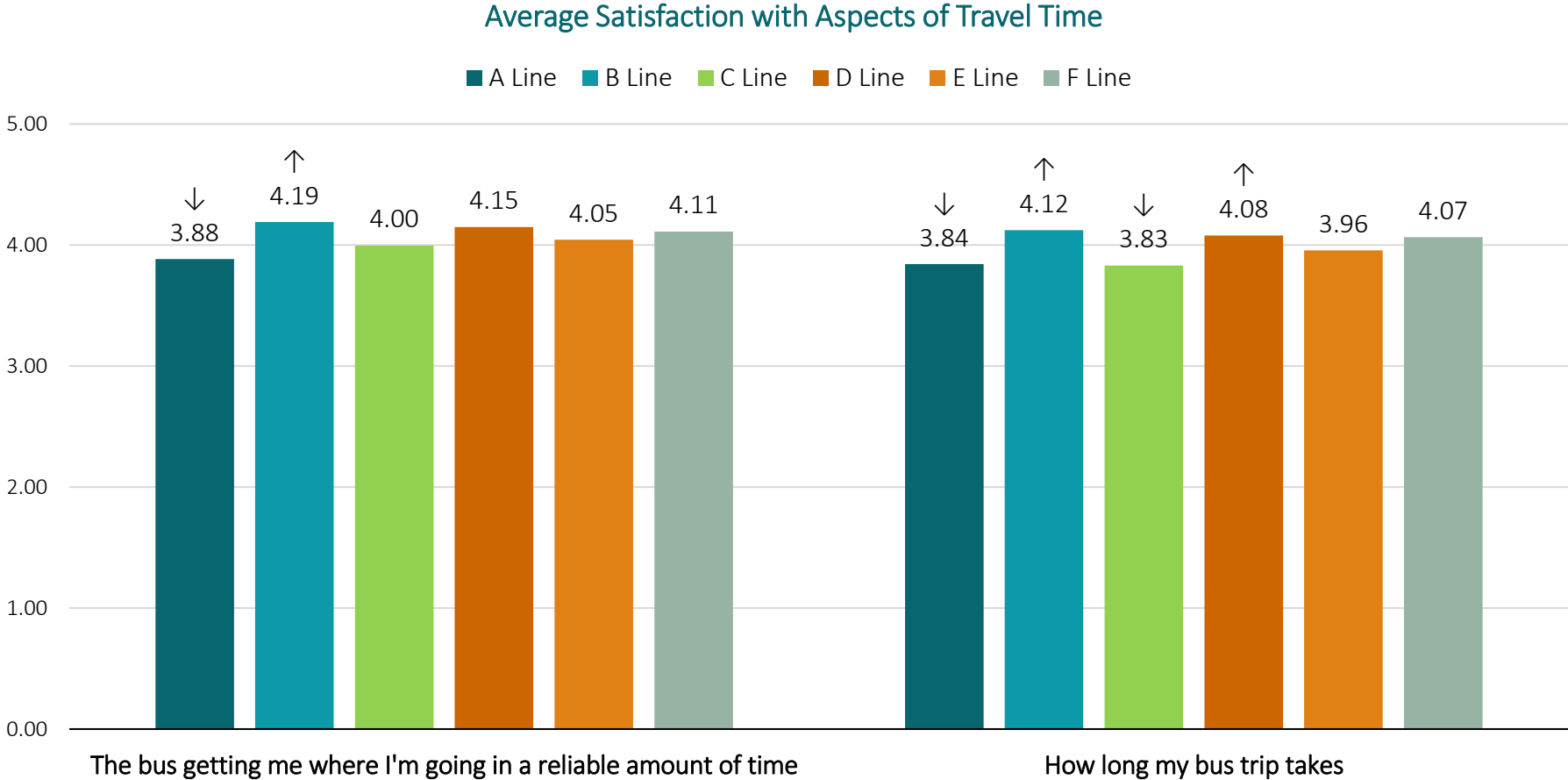
Riders on Lines B and C are the most satisfied with all the aspects 'about the waiting area/ bus stops', while those on Lines A and E have the lowest levels of satisfaction. Most Lines have higher satisfaction for the overall experience of waiting for the bus, but have less satisfaction for the cleanliness of the bus stops – specifically for those on Lines A and E.

Average Satisfaction with Aspects of Waiting Area & Bus Stops



# Travel Time - Satisfaction

When it comes to satisfaction with the reliability and length of the trip, B and D Line riders are the most satisfied and riders of A and C Lines are the least satisfied.



# Key Driver Analysis



# Key Driver Analysis - Overview

The RapidRide survey asked riders about their satisfaction with sixteen aspects of service grouped into four service categories (Travel Time, Personal Safety, Waiting Area/ Bus Stop, and Onboard the Bus).

Key Driver Analysis was used to derive the importance of the individual aspects of service by looking at the relationship between the individual aspect and overall satisfaction. Individual aspects that are highly correlated with overall satisfaction have more influence than aspects of service that are not as highly correlated. This “derived importance” can help provide further understanding of the underlying factors driving overall customer satisfaction that a respondent may not explicitly state.

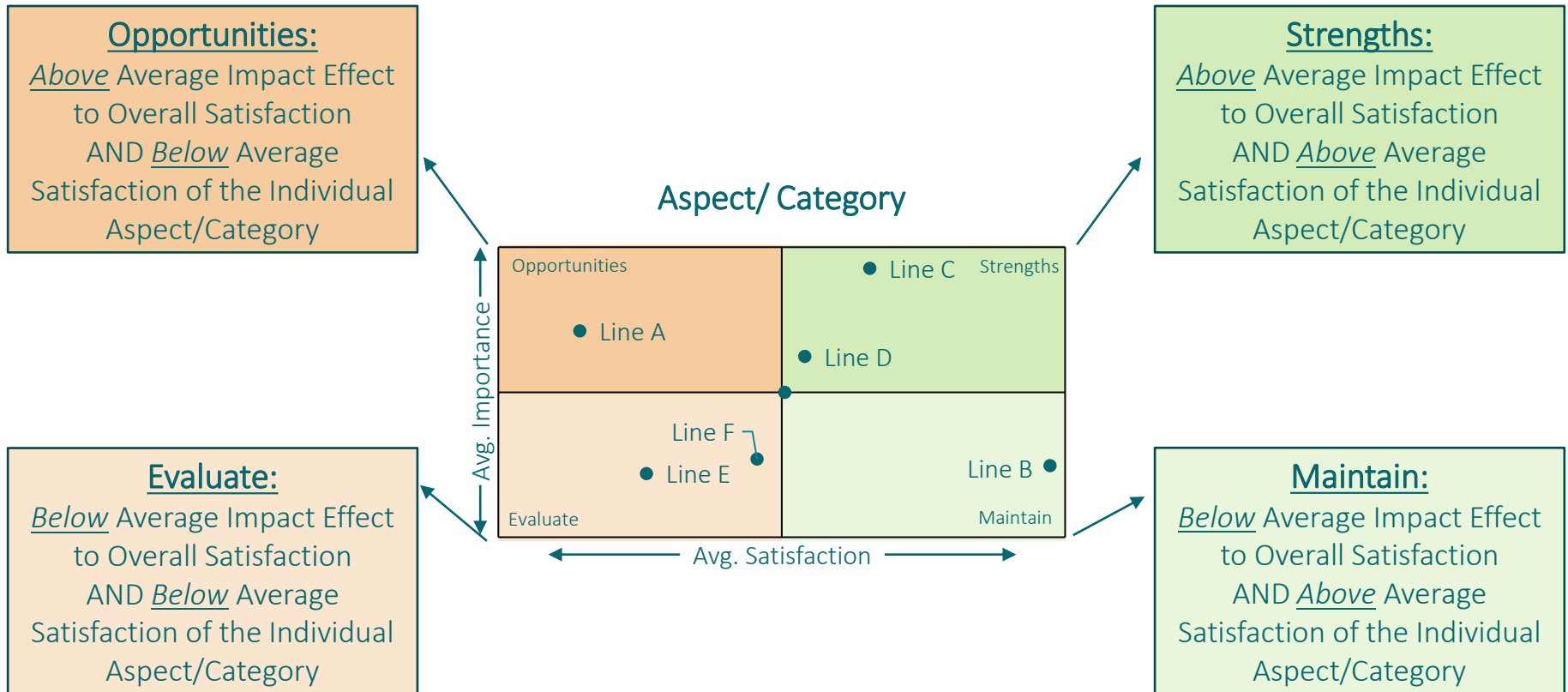
This analysis can be used to identify priorities for improvements and services to maintain. The model produces an *impact effect coefficient* for each aspect of service. For the tables throughout this section the impact effect coefficients have been standardized to sum to 100% to aid in their display and have been labeled as coefficient.

Additionally, the individual service aspects’ impact effect coefficients have been combined with others from the same service category to show each category’s total impact on overall satisfaction.

# Key Driver Analysis – Quadrant Overview

Using the impact effect coefficient and riders' average satisfaction with each aspect of service, quadrant maps were created to display how each aspect performs and, where possible, display priorities for resources to build on strengths and address the most significant concerns.

Below is an example and description of these quadrants:



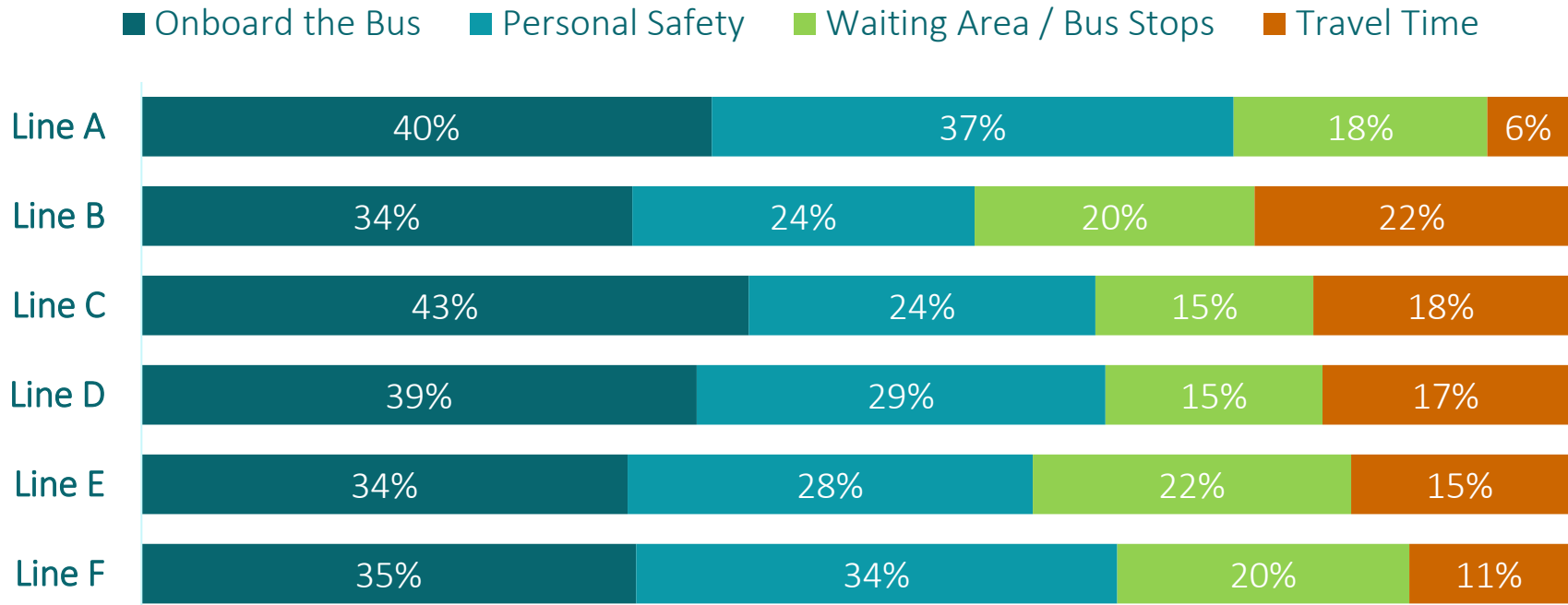


# Key Drivers: Categories of Service

There are four service categories: About the Bus, Personal Safety, Waiting Areas / Bus Stops, and Travel Time. Within each category the impact effect coefficients of its individual aspects have been combined to show each service category's total impact on overall satisfaction.

**Personal Safety** is a driver of satisfaction for all, particularly riders of the A and F Line. Experience **Onboard the Bus** is twice as important as the **Waiting Area / Bus Stops**. Though **Travel Time** is the least important area overall, it is much more important to B, C, and D Line riders and less important to A Line riders.

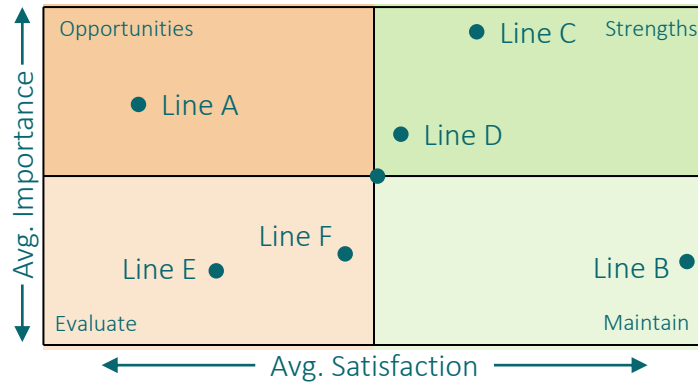
## Influence of Service Categories on Satisfaction with Line



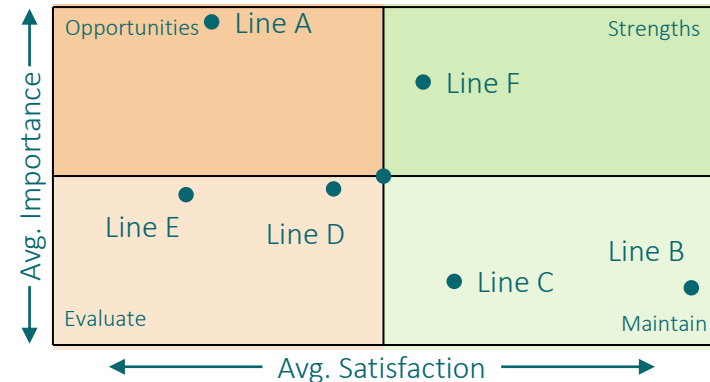
# Categories of Service – Importance/ Satisfaction Comparison

Examination of the quadrants indicates there are opportunities for improvement onboard the bus and with personal safety targeted to A Line, whereas attention to the waiting area and bus stop should be focused on E and F Line. Travel time is a pain point for C, and to a lesser extent, E Line riders.

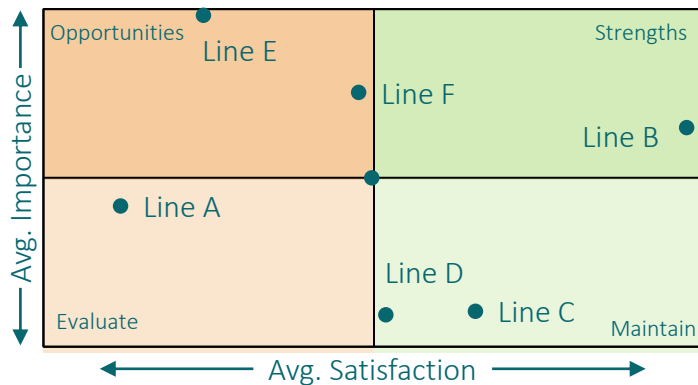
## Onboard the Bus



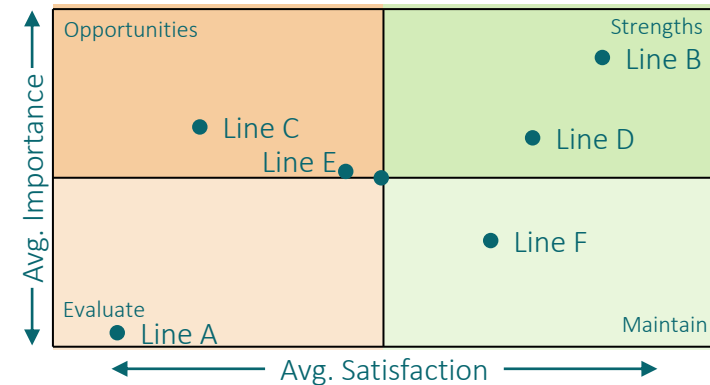
## Personal Safety



## Waiting Area / Bus Stop



## Travel Time

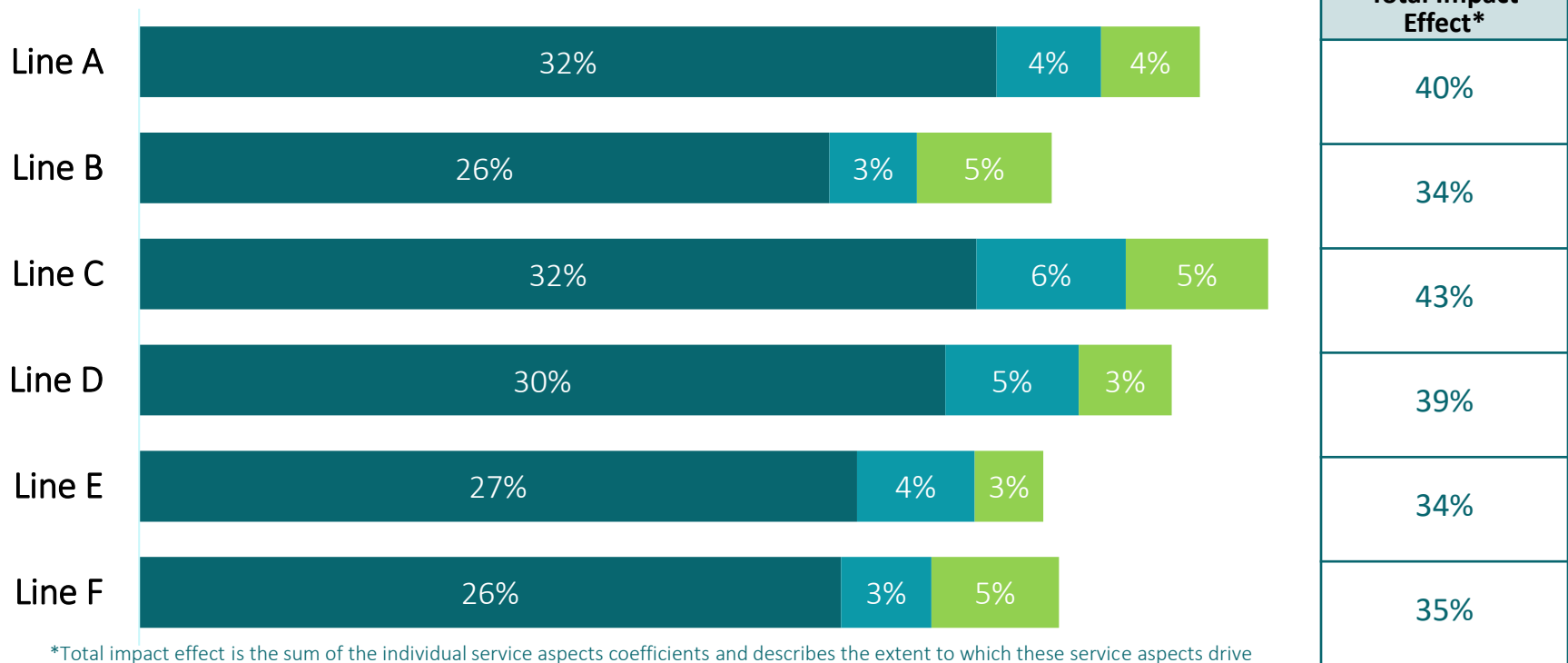


# Onboard the Bus - Key Drivers of Satisfaction

Cleanliness and the condition of the bus are much less important to overall satisfaction than other aspects of riding the bus; however, this is not to say that these aspects of service should be ignored. Instead, results should be interpreted as assurance that minimum standards of cleanliness and condition are being met on all RapidRide Lines.

## Onboard the Bus – Individual Aspects Influence on Overall Satisfaction

- Experience while riding this bus
- Cleanliness: Things that can be wiped/washed away - Of bus interiors
- Condition: Things that must be repaired, replaced, repainted) - Of the buses

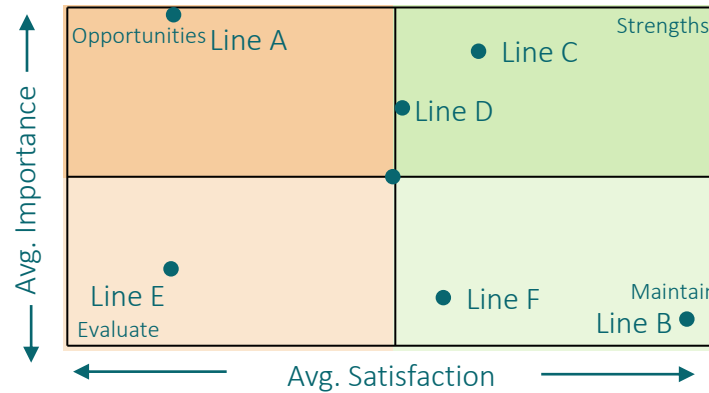


\*Total impact effect is the sum of the individual service aspects coefficients and describes the extent to which these service aspects drive overall satisfaction. The possible range is 0% to 100%.

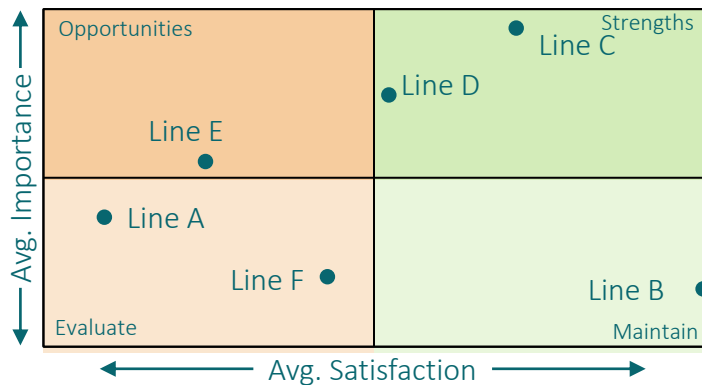
# Onboard the Bus – Importance/Satisfaction Comparison

Improvements to the experience of riding the bus should be targeted to A Line first, though improvements to cleanliness onboard Line E and condition onboard Line F may also be opportunities. The onboard experience of riders on C and D Line is a strength.

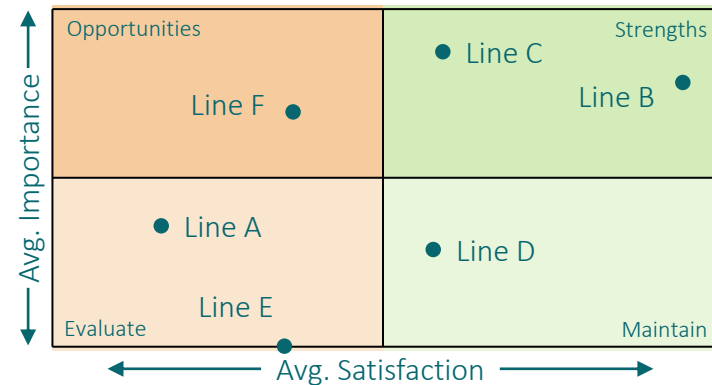
## Experience While Riding This Bus



## Cleanliness of Bus Interior



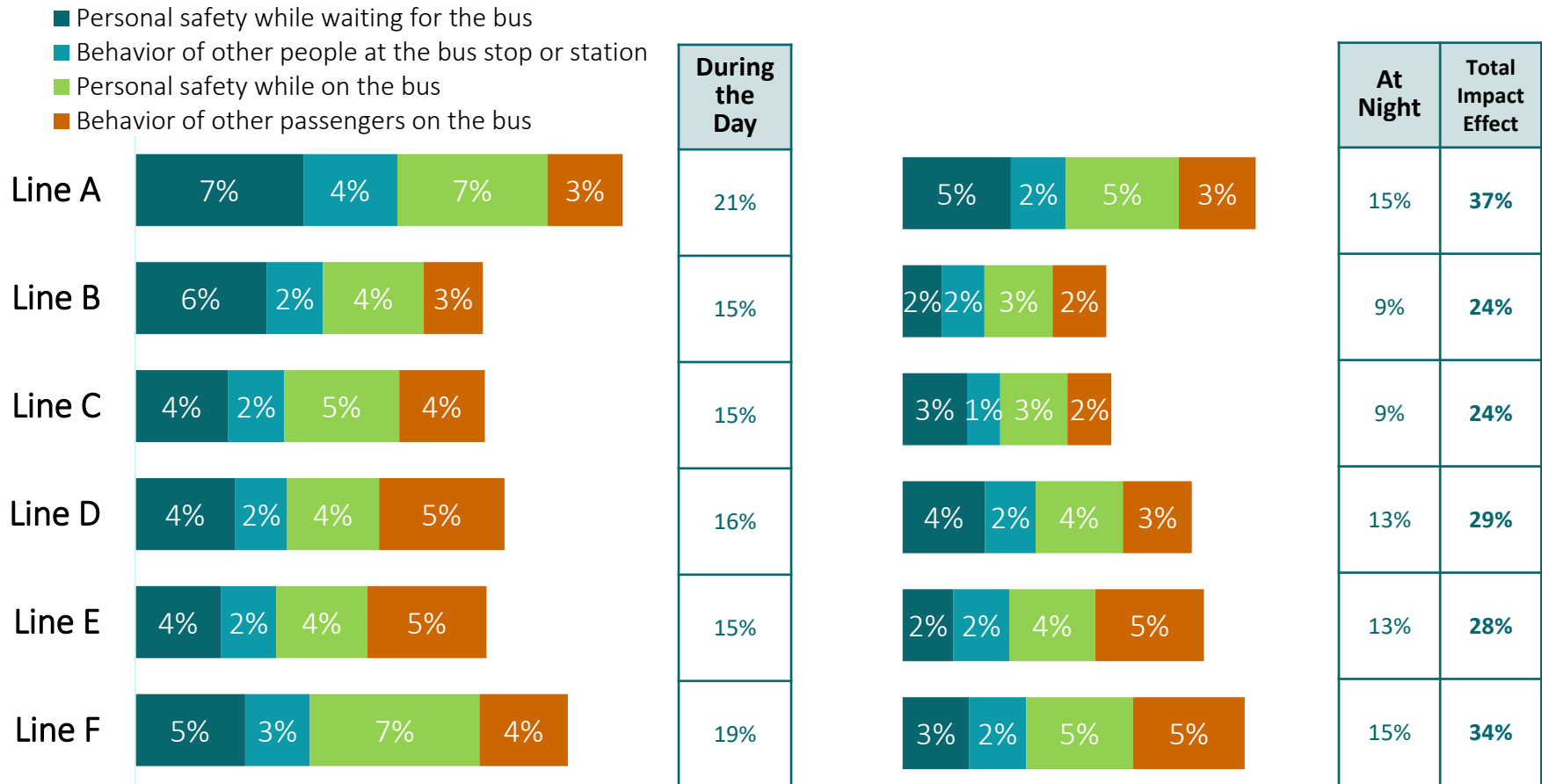
## Condition of the Buses



# Personal Safety - Key Drivers of Satisfaction

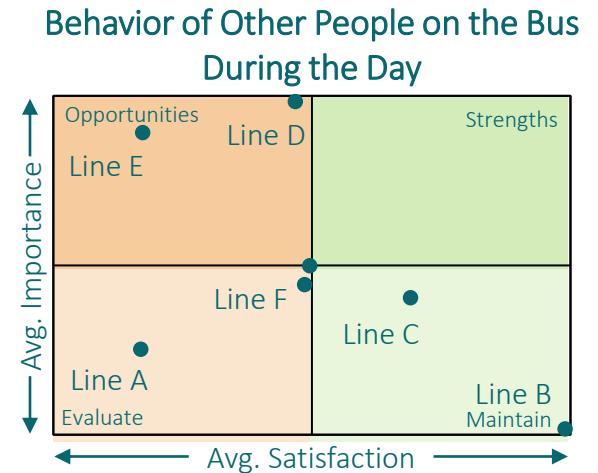
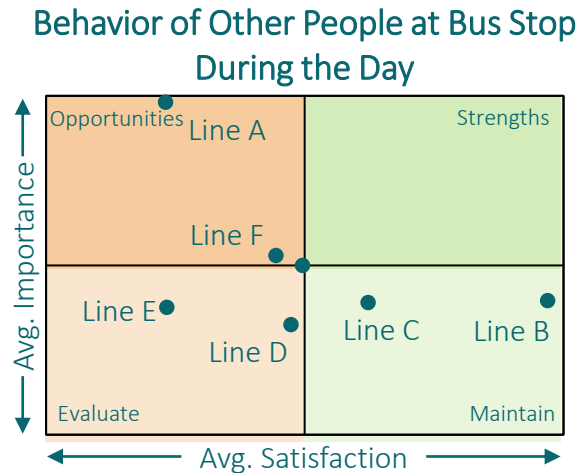
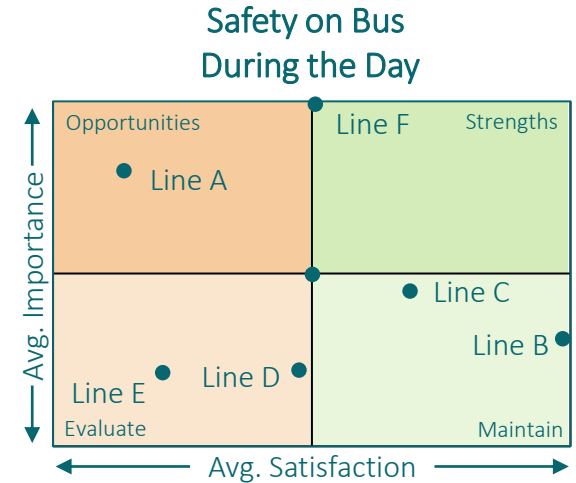
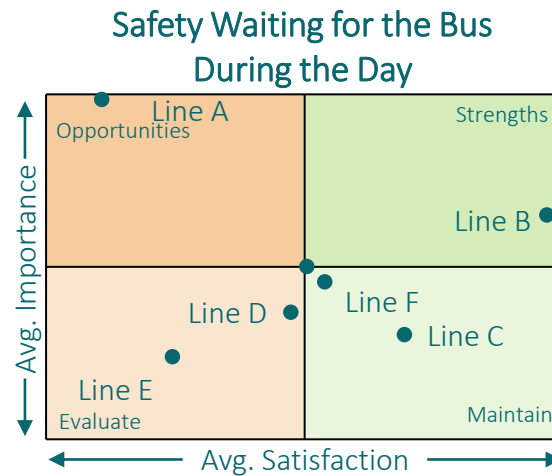
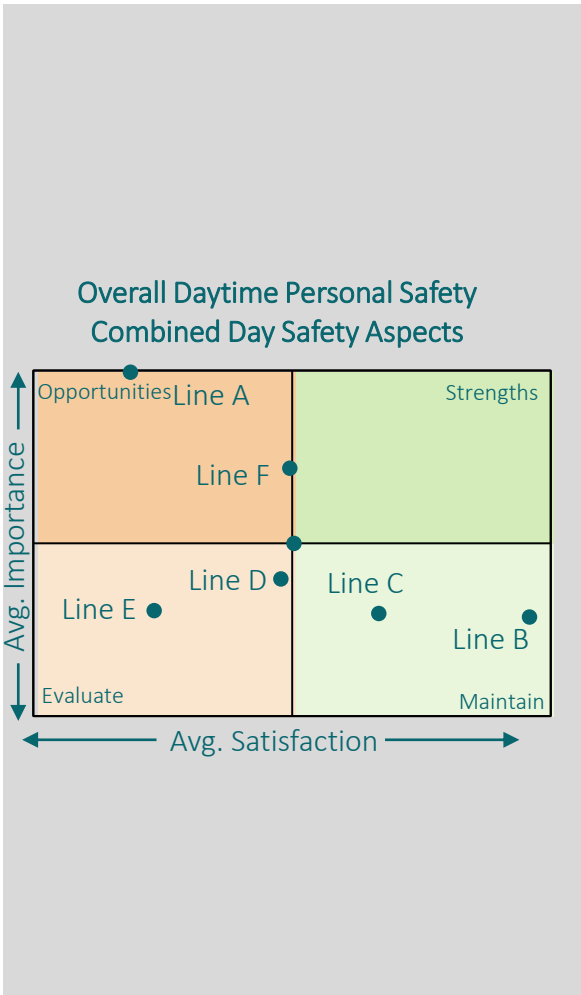
'Personal safety' is more of a factor in overall satisfaction for riders of A and F Lines. Both day and nighttime safety is important, though nighttime safety is somewhat less important to riders of B and C Lines. Safety and behavior of other riders *on the bus* is slightly more important than safety and behavior concerns while *waiting* for the bus.

Personal Safety - Individual Aspects' Influence on Overall Route Satisfaction



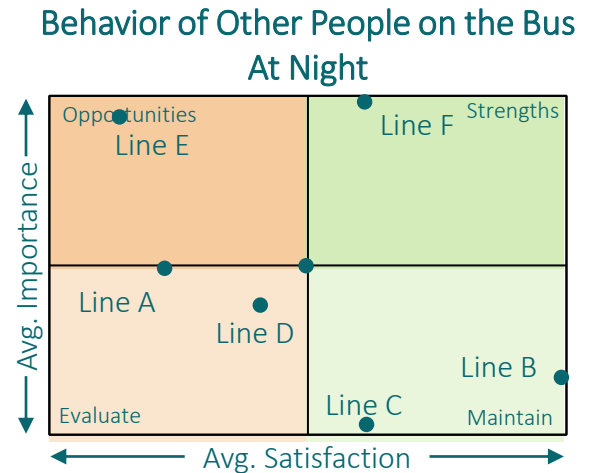
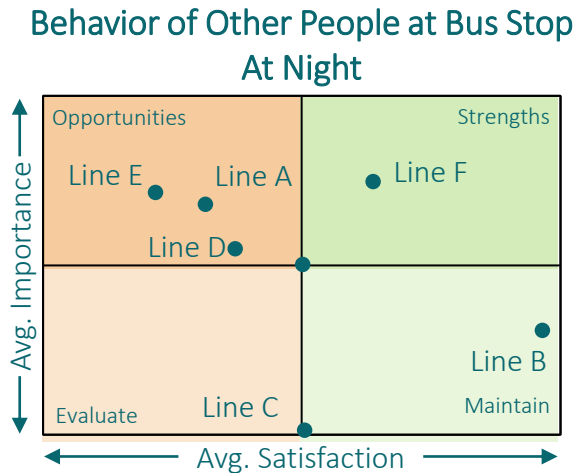
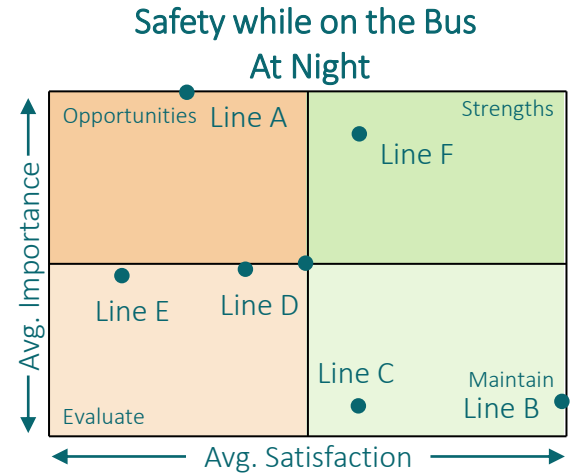
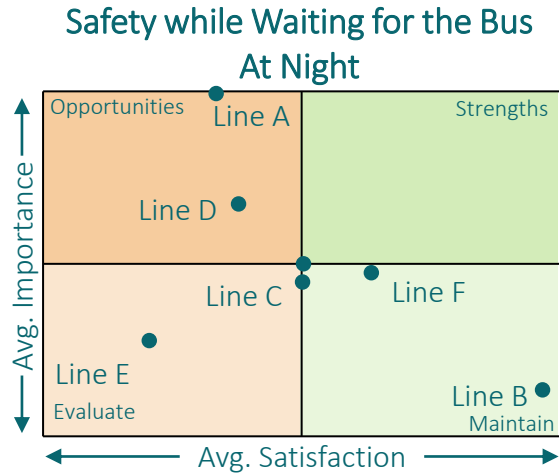
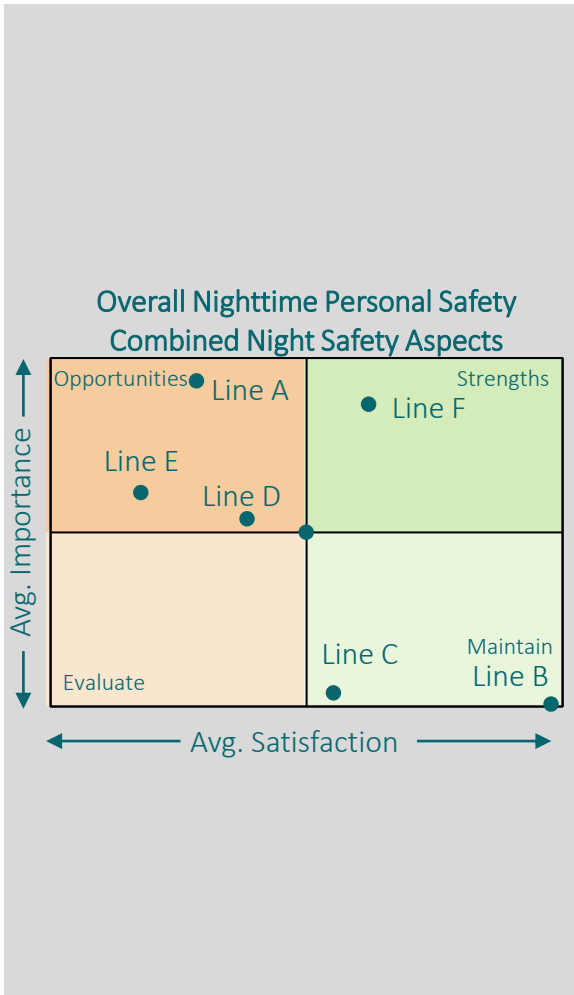
# Daytime Personal Safety – Importance/ Satisfaction Comparison

RapidRide A Line offers the most opportunity for targeted improvements to safety – both on and off the bus. Addressing unsafe behavior of passengers during the day onboard Line D and E is also indicated.



# Nighttime Personal Safety – Importance/ Satisfaction Comparison

Nighttime safety improvements should be focused on RapidRide A, E, and D Lines. Behavior of other people (both at the bus stop and on the bus) at night is a notable issue for the E Line.

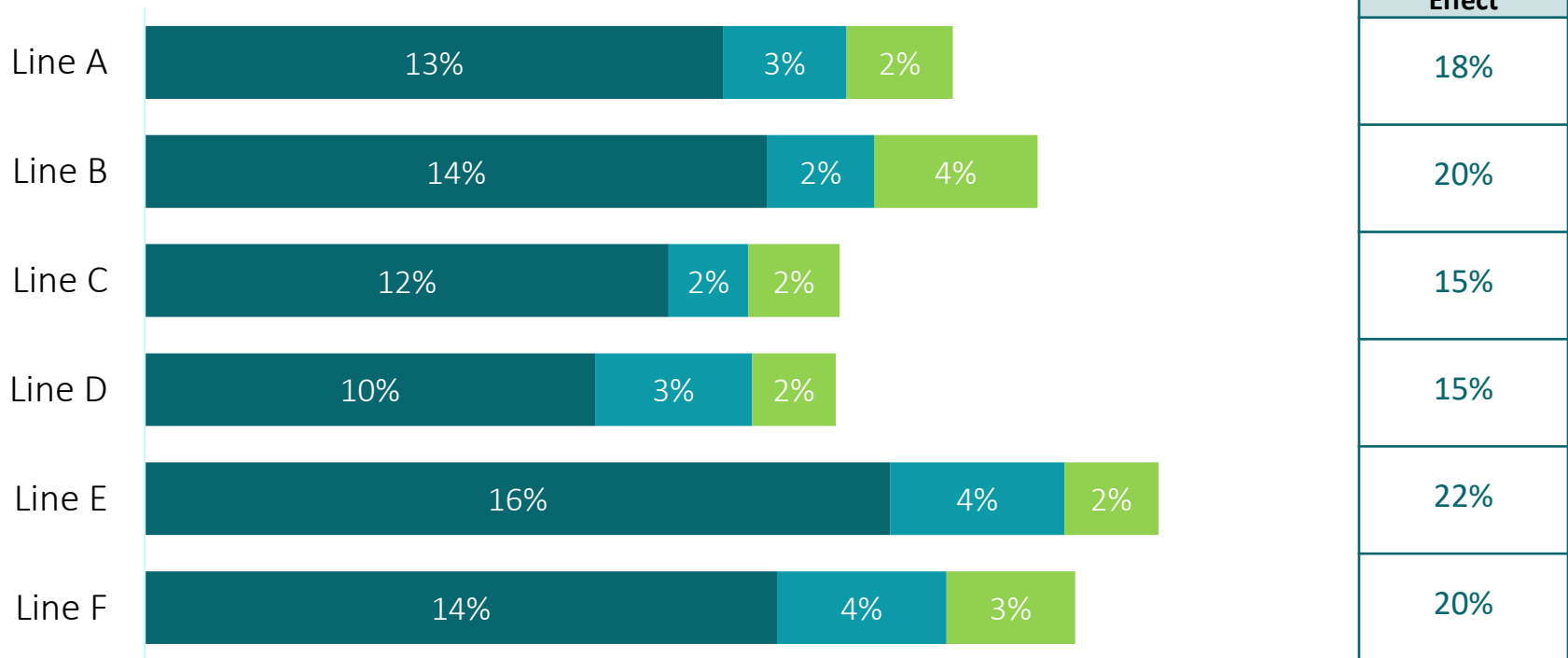


# Waiting Area / Bus Stops - Key Drivers of Satisfaction

Cleanliness and condition of the bus stops is less important than other aspects of the waiting experience. This does not mean these service aspects are not important; however, and results should be interpreted as RapidRide currently meets minimum standards expected when it comes to cleanliness and condition. This is especially true for C and D Lines and may be more variable on the E, F, and to some extent, B Line.

## Waiting Area / Bus Stops - Individual Aspects' Influence on Overall Route Satisfaction

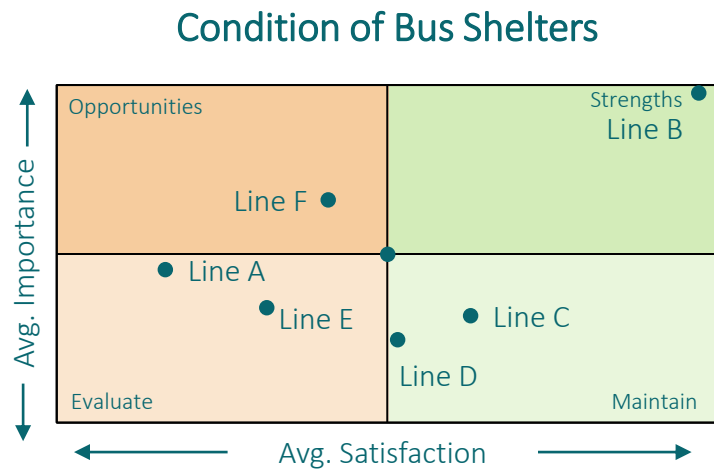
- Experience while waiting for this bus
- Cleanliness: Things that can be wiped/washed away - Of bus stops
- Condition: Things that must be repaired, replaced, repainted) - Of bus shelters



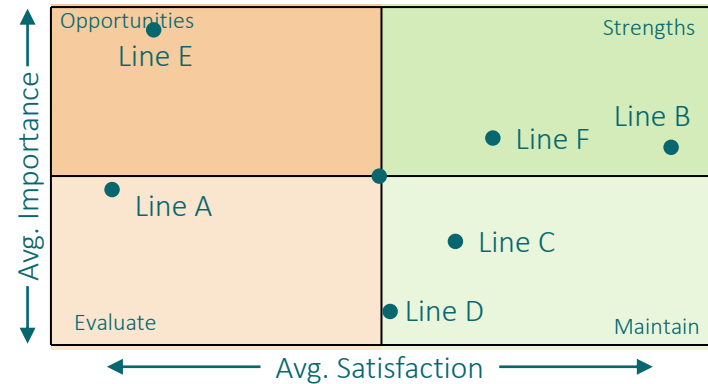


# Waiting Area / Bus Stops – Importance/Satisfaction Comparison

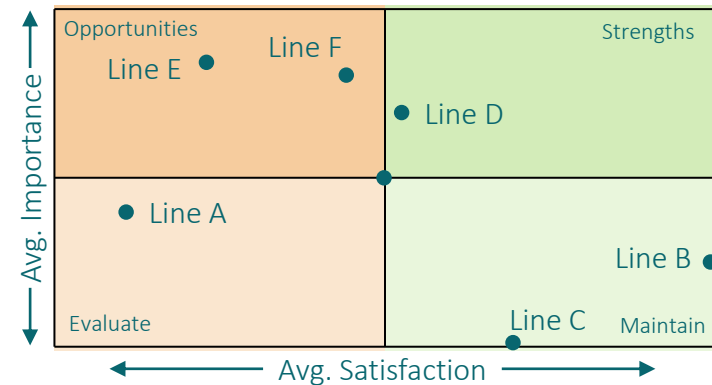
Opportunities to improve the waiting areas and bus shelters are the most prevalent for RapidRide E and F Line. Targeted efforts towards improving the cleanliness of E and F Line bus stops and addressing the condition of F Line bus shelters is prescribed.



### Experience while Waiting for Bus



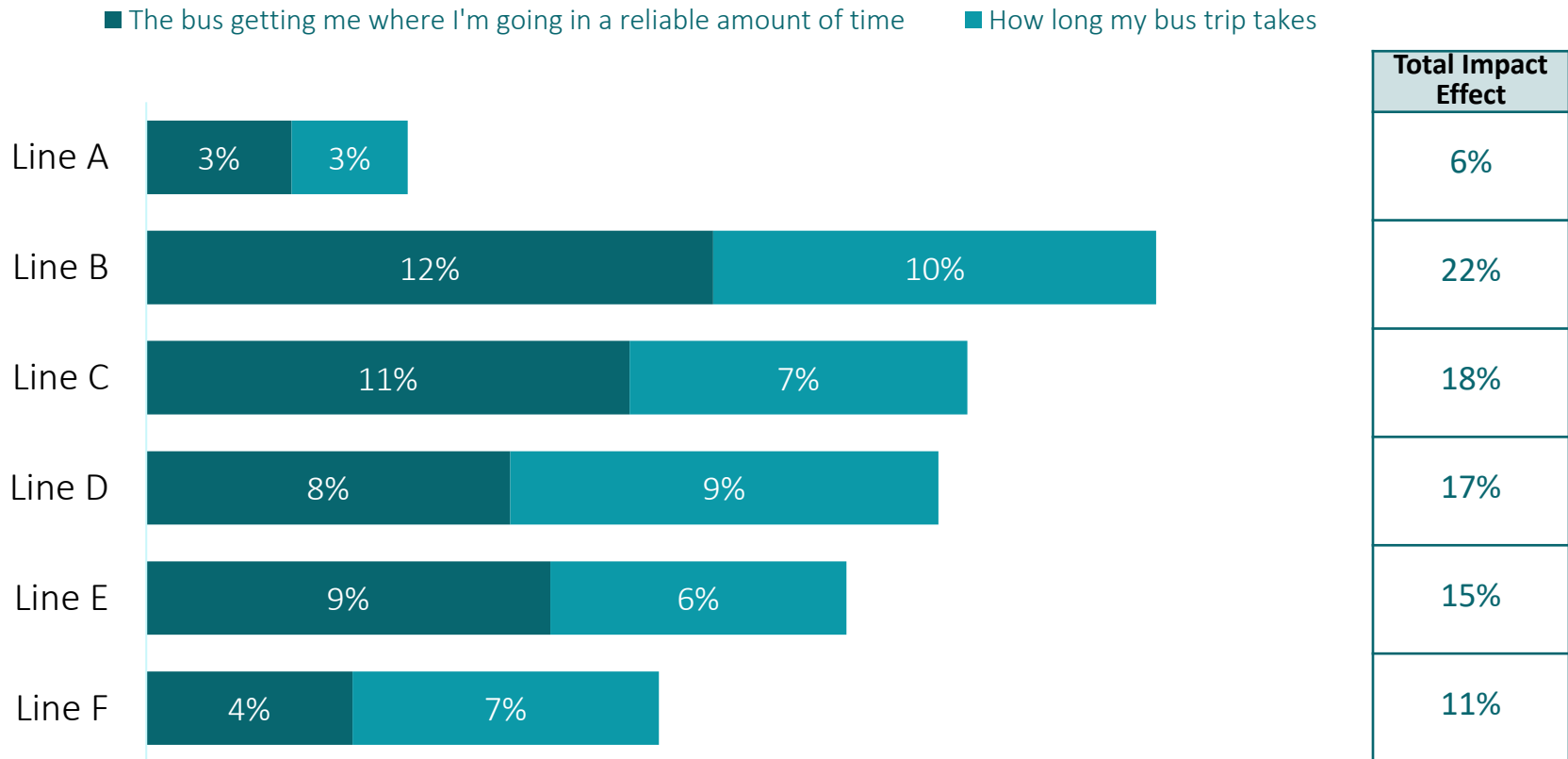
### Cleanliness of Bus Stops



# Travel Time - Key Drivers of Satisfaction

Travel time and reliability are much more important drivers of overall route satisfaction to B, C, and D Line riders than to A Line riders.

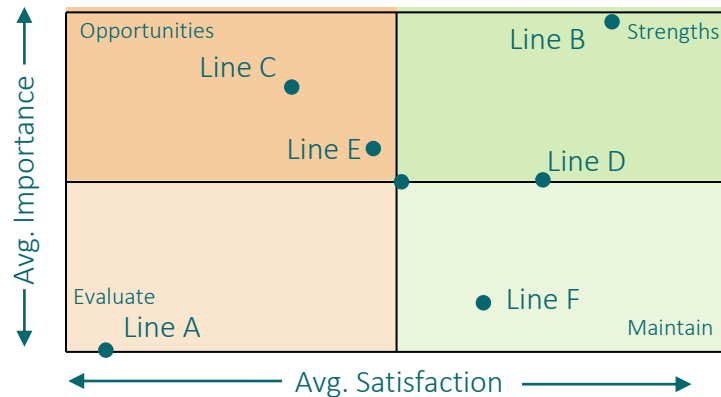
Travel Time - Individual Aspects' Influence on Overall Route Satisfaction



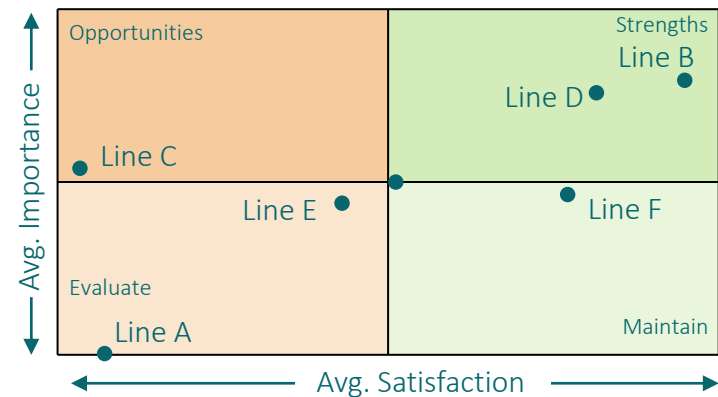
# Travel Time – Importance/ Satisfaction Comparison

Improving reliability in terms of the total amount of trip time is an opportunity for both C and E Lines. The length of the bus trip is less of an issue, though some opportunities exist here as well for C Line.

### The Bus Getting Me Where I'm Going in a Reliable Amount of Time



### How Long my Bus Trip Takes





# Appendix

# 2020 QUESTIONNAIRE

TIME: \_\_\_\_\_ AM / PM



## RapidRide A Line

### Rider Report Card

Please complete the questionnaire to let King County Metro Transit know how they are doing and how they can improve service on this route.

Return your completed questionnaire to the survey worker. Or if you are unable to complete the questionnaire while riding, return directly to Metro using the postage paid return envelope provided by the survey worker.

**IF YOU HAVE ALREADY COMPLETED THE QUESTIONNAIRE, PLEASE RETURN THIS TO THE SURVEY WORKER.**

*Thank you very much for your help.*

#### Instructions

Please check the box to show how satisfied or dissatisfied you are with each item for this route you are riding. Check "Not Applicable" if the item does not apply to you.

**Remember to rate RapidRide A Line, not other routes or Metro Transit in general. THANK YOU!**

1. Travel on RapidRide A Line	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable
▼ How long my bus trip takes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ The bus getting me where I'm going in a reliable amount of time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Personal Safety on RapidRide A Line	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable
▼ Personal safety while waiting for the bus:						
- During the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- At night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Behavior of other people at the bus stop or station:						
- During the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- At night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Personal safety while on the bus:						
- During the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- At night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Behavior of other passengers on the bus:						
- During the day	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- At night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Cleanliness and Condition of RapidRide A Line	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable
▼ Cleanliness: things that can be wiped/washed away						
- Of bus stops	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Of bus interiors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Condition: Things that must be repaired, replaced, repainted						
- Of bus shelters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- Of the buses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Overall Satisfaction with RapidRide A Line	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable
▼ Experience while riding this bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Experience while waiting for this bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Overall how satisfied are you with RapidRide A Line	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Would you recommend RapidRide A Line to a friend, coworker, or family member?  Yes  No

6. What ONE THING would you recommend to improve RapidRide A Line? \_\_\_\_\_



7. How do you feel RapidRide A Line compares to other Metro bus service for the following items? (Please check only one answer per item.)	This RapidRide is Better	There is No Difference	Other Metro Service is Better
▼ The quality of the overall transit experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Your personal safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ The shelters and features at the bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ The bus and features on the bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ How often the bus comes to your stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ The speed of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Reliability of service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Not having to rely on a predetermined schedule when going to the bus stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ The hours during the day that the bus operates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Ensuring riders pay their fare	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. How often do you avoid riding RapidRide A Line due to concerns about your personal safety?

Never  Rarely  Sometimes  Frequently

9. What change(s) would improve your feeling of personal safety while waiting for or riding RapidRide A Line?

\_\_\_\_\_

\_\_\_\_\_

# 2020 QUESTIONNAIRE

## Your Travel Patterns

10. What is the purpose of the trip you take **most often** on RapidRide A Line? (Please check only one.)

- |  |   |
|--|---|
| <input type="checkbox"/> To/from Work                          | <input type="checkbox"/> Fun/recreation/social outing           |
| <input type="checkbox"/> To/from School/College (As a student) | <input type="checkbox"/> Appointments (business, medical, etc.) |
| <input type="checkbox"/> Shopping/errands                      | <input type="checkbox"/> Airport                                |
| <input type="checkbox"/> Other (please specify): _____         |   |

11. When do you usually ride RapidRide A Line? (Please check all that apply.)

	Midnight to 6 AM	AM Peak 6-9 AM	Between 9 AM to 3 PM	PM Peak 3-6 PM	Between 6-9 PM	9 PM to Midnight	Not Applicable
▼ Weekday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Weekend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

12. On this trip today did you or will you transfer TO/FROM RapidRide A Line? (Please check all that apply.)

- |  |   |
|--|---|
| <input type="checkbox"/> No transfer                       | <input type="checkbox"/> Yes, Uber or Lyft                  |
| <input type="checkbox"/> Yes, bus - Which bus route? _____ | <input type="checkbox"/> Yes, Ferry                         |
| <input type="checkbox"/> Yes, Link - Light Rail            | <input type="checkbox"/> Yes, Streetcar                     |
| <input type="checkbox"/> Yes, Sounder - Commuter Rail      | <input type="checkbox"/> Yes other, (please specify): _____ |

13. How many rides have you taken on RapidRide A Line in the last 30 days? (Count a roundtrip as 2 rides.) \_\_\_\_\_

14. How long have you been using RapidRide A Line? (Please check only one.)

- |   |   |
|---|---|
| <input type="checkbox"/> Less than 6 months | <input type="checkbox"/> More than a year but less than 5 years |
| <input type="checkbox"/> 6-12 months        | <input type="checkbox"/> More than 5 years                      |

15. Has your use of RapidRide A Line declined over the last few years?  No  Yes ▼ Please answer Q15a

15a. If YES, Why has your use of RapidRide A Line declined? \_\_\_\_\_  
 \_\_\_\_\_

16. How do you usually pay your fare? (Check one.)

- |  |   |
|--|---|
| <input type="checkbox"/> ORCA Card                       | <input type="checkbox"/> Cash or paper transfer             |
| <input type="checkbox"/> Human Services / Shelter Ticket | <input type="checkbox"/> Usually ride without paying a fare |
| <input type="checkbox"/> Mobile ticket (Transit GO App)  | <input type="checkbox"/> Other (please specify): _____      |

17. On RapidRide A Line, have you ever been asked to show your proof of payment by a fare enforcement officer?

- No  Yes ▼ Please answer Q17a

17a. If YES, about how many times have you been asked to show proof of payment in the last 30 days? \_\_\_\_\_

18. Please rate your experiences with or perceptions of the Fare Enforcement services on RapidRide A Line

	Very Negative	Somewhat Negative	Neutral	Somewhat Positive	Very Positive	Don't Know
▼ Customer Service (e.g., providing way-finding directions, assisting with ORCA or fare payment systems, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Inspecting proof of fare payment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Passengers' Safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Compassion or care for riders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tell us a little about yourself (this information will be used for analytical purposes only)

19. What is your gender identity? (Check one.)  Male  Female  Other (please specify): \_\_\_\_\_

20. What is your age? \_\_\_\_\_ Years

21. Are you . . .? (Check all that apply.)

- |   |  |
|---|--|
| <input type="checkbox"/> Employed Full-time | <input type="checkbox"/> Retired   |
| <input type="checkbox"/> Employed Part-time | <input type="checkbox"/> Student ► <input type="checkbox"/> Full-time <input type="checkbox"/> Part-time |
| <input type="checkbox"/> Unemployed         | <input type="checkbox"/> Other: _____  |

22. Including yourself, how many persons live in your household? \_\_\_\_\_

23. What is your total annual household income before taxes? (Check one.)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Less than \$24,999  | <input type="checkbox"/> \$42,000 - \$49,999 | <input type="checkbox"/> \$67,000 - \$75,999 |
| <input type="checkbox"/> \$25,000 - \$32,999 | <input type="checkbox"/> \$50,000 - \$58,999 | <input type="checkbox"/> \$76,000 - \$84,999 |
| <input type="checkbox"/> \$33,000 - \$41,999 | <input type="checkbox"/> \$59,000 - \$66,999 | <input type="checkbox"/> \$85,000 or more    |

24. Do you identify yourself as Hispanic or Latinx?  Yes  No

25. Do you identify yourself as . . .? (Check all that apply.)

- |   |  |
|---|--|
| <input type="checkbox"/> American Indian/Alaskan Native | <input type="checkbox"/> Native Hawaiian or Pacific Islander |
| <input type="checkbox"/> Asian                          | <input type="checkbox"/> White/Caucasian                     |
| <input type="checkbox"/> Black/African American         | <input type="checkbox"/> Other (please specify): _____       |

26. What is the primary language spoken at home?

- English  Other (please specify the language): \_\_\_\_\_

27. Do you consider yourself to have a disability?  Yes  No

28. Which of the following best describes your living situation? (Check one.)

- |  |  |
|--|--|
| <input type="checkbox"/> Own my own home                   | <input type="checkbox"/> Living in a shelter or transitional housing |
| <input type="checkbox"/> Rent my own apartment/ home       | <input type="checkbox"/> Unhoused/ Unsheltered                       |
| <input type="checkbox"/> Staying with a friend or relative | <input type="checkbox"/> Other, not listed: _____                    |

29. What is your home zip code? \_\_\_\_\_  Currently unsheltered/no home Zip code

Optional: King County Metro Transit may be conducting other research studies in the future. These could be surveys or focus groups. Would you be willing to be contacted if we do further research? If so, please provide your contact information below.

Please note:

- Your responses will be anonymous, and all survey responses will be reported in the aggregate.
- The information you provide will only be used by King County Metro Transit to recruit for transit related surveys or focus groups.

First name: \_\_\_\_\_

Telephone number to reach you at for future studies: \_\_\_\_\_

Email address to reach you at for future studies: \_\_\_\_\_

# Intercept Schedule

## Times and Routes

Intercept interviewing took place between February 3<sup>rd</sup> and March 6<sup>th</sup>, 2020. Trips to be surveyed were selected to provide a variety of routes as well as both peak and non-peak riders. Data was collected on weekdays and late-nights.

<b>A Line</b>		<b>Federal Way Transit Center to Tukwila International Blvd Station</b>	
2 shifts Mon., Feb. 3 <sup>rd</sup>		3:30 to 8 PM	
2 shifts Tue., Feb. 4 <sup>th</sup>		6 AM to 2:30 PM	
1 shift Fri., Mar. 6 <sup>th</sup>		11:30 to 8 PM	
1 shift Tue., Feb. 4 <sup>th</sup>		10 PM to Midnight	
2 shifts Wed., Feb. 5 <sup>th</sup>		10 PM to Midnight	
1 shift Thu., Feb. 6 <sup>th</sup>		10 PM to Midnight	
<b>B Line</b>		<b>Redmond Transit Center to Bellevue Transit Center</b>	
2 shifts Fri., Feb. 7 <sup>th</sup>		11:30 to 8 PM	
2 shifts Wed., Feb. 12 <sup>th</sup>		6 AM to 2:30 PM	
1 shift Mon., Feb. 10 <sup>th</sup>		10 PM to Midnight	
2 shifts Tue., Feb. 11 <sup>th</sup>		10 PM to Midnight	
1 shift Mon., Feb. 20 <sup>th</sup>		10 PM to Midnight	
<b>C Line</b>		<b>South Lake Union to Westwood Village</b>	
2 shifts Thu., Feb 13 <sup>th</sup>		11:30 to 8 PM	
2 shifts Fri., Feb 14 <sup>th</sup>		6 AM to 2:30 PM	
2 shifts Tues., Feb 18 <sup>th</sup>		10 PM to Midnight	
2 shifts Wed., Feb. 19 <sup>th</sup>		10 PM to Midnight	

<b>D Line</b>		<b>Prefontaine PL S &amp; Yesler Way to NW 100<sup>th</sup> Pl &amp; 7<sup>th</sup> Ave NW</b>	
2 shifts Thu., Feb 20 <sup>th</sup>		11:30 to 8 PM	
2 shifts Fri., Feb 21 <sup>st</sup>		6 AM to 2:30 PM	
1 shift Fri., Feb 21 <sup>st</sup>		10 PM to Midnight	
1 shift Mon., Feb. 24 <sup>th</sup>		10 PM to Midnight	
2 shifts Tue., Feb. 25 <sup>th</sup>		10 PM to Midnight	
<b>E Line</b>		<b>Prefontaine PL S &amp; Yesler Way to 130<sup>th</sup> and Aurora Ave. N</b>	
2 shifts Wed., Feb 26 <sup>th</sup>		11:30 to 8 PM	
2 shifts Thu., Feb 27 <sup>th</sup>		6 AM to 2:30 PM	
1 shift Thu., Feb 27 <sup>th</sup>		10 PM to Midnight	
2 shifts Fri., Feb. 28 <sup>th</sup>		10 PM to Midnight	
1 shift Mon., Mar 2 <sup>nd</sup>		10 PM to Midnight	
<b>F Line</b>		<b>Burien Transit Center to Renton Landing</b>	
2 shifts Tue., Mar 3 <sup>rd</sup>		11:30 to 8 PM	
2 shifts Wed., Mar 4 <sup>th</sup>		6 AM to 2:30 PM	
1 shifts Wed., Mar 4 <sup>th</sup>		10 PM to Midnight	
2 shifts Thur., Mar. 5 <sup>th</sup>		10 PM to Midnight	
1 shifts Fri., Mar 6 <sup>th</sup>		10 PM to Midnight	