RapidRide C Line Customer Satisfaction Survey Quick Look
Eighteen Months Post Implementation

June 2014

2014 RapidRide C Line 1 year follow-up (N=560)
2013 RapidRide C Line 6 month follow-up (N=500)
RapidRide C Line: Overall Satisfaction and Rider Profile

Overall Satisfaction with Route

<table>
<thead>
<tr>
<th>Year</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>67%</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>2014</td>
<td>83%*</td>
<td>11%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Mean: 4.10* for 2014 and 3.70 for 2013

Rider Demographics

<table>
<thead>
<tr>
<th>Q.21 Gender</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>50%*</td>
<td>43%</td>
</tr>
<tr>
<td>Female</td>
<td>50%</td>
<td>57%*</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q.22 Age</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>25-34</td>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>35-44</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>45-54</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>55-64</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>65+</td>
<td>8%</td>
<td>5%</td>
</tr>
<tr>
<td>Mean</td>
<td>39.7*</td>
<td>38</td>
</tr>
</tbody>
</table>

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)

Q17. Gender

Q18. Age
Rapid Ride C 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)
### Satisfaction with the Bus Waiting Area (Top Two Box)

<table>
<thead>
<tr>
<th>Item</th>
<th>2014</th>
<th>2013</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience of the stop to home/starting location</td>
<td>77%*</td>
<td>67%</td>
<td>72%*</td>
<td>62%</td>
</tr>
<tr>
<td>Information about routes and connections</td>
<td>72%*</td>
<td>62%</td>
<td>72%*</td>
<td>66%</td>
</tr>
<tr>
<td>Amount of lighting</td>
<td>60%</td>
<td>62%</td>
<td>60%</td>
<td>62%</td>
</tr>
<tr>
<td>Cleanliness of waiting areas</td>
<td>55%*</td>
<td>40%</td>
<td>58%*</td>
<td>50%</td>
</tr>
<tr>
<td>Protection from the weather</td>
<td>40%</td>
<td>58%</td>
<td>40%</td>
<td>50%</td>
</tr>
<tr>
<td>Being able to sit down while waiting</td>
<td>50%*</td>
<td>45%</td>
<td>50%*</td>
<td>45%</td>
</tr>
</tbody>
</table>

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

### Satisfaction with Buses on Route (Top Two Box)

<table>
<thead>
<tr>
<th>Item</th>
<th>2014</th>
<th>2013</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleanliness of the bus interior</td>
<td>78%</td>
<td>78%</td>
<td>78%</td>
<td>78%</td>
</tr>
<tr>
<td>Enough bars to hang onto while standing</td>
<td>77%*</td>
<td>71%</td>
<td>74%*</td>
<td>71%</td>
</tr>
<tr>
<td>Having free Wi-Fi</td>
<td>68%*</td>
<td>62%</td>
<td>68%*</td>
<td>62%</td>
</tr>
<tr>
<td>Room to stand if no seats available</td>
<td>62%*</td>
<td>48%</td>
<td>62%*</td>
<td>50%</td>
</tr>
<tr>
<td>Being able to get a seat</td>
<td>55%*</td>
<td>55%</td>
<td>55%*</td>
<td>55%</td>
</tr>
</tbody>
</table>

* 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 C 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)
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)

Percent Satisfied with Frequency and Reliability of Buses on Route (Top Two Box)

- The bus getting me where I’m going on time: 2014 - 83%, 2013 - 70%
- How often the bus runs during peak hours: 2014 - 80%, 2013 - 67%
- How early the bus runs in the morning: 2014 - 75%, 2013 - 65%
- How often the bus runs during midday hours: 2014 - 69%, 2013 - 58%
- How often the bus runs on weekends: 2014 - 63%, 2013 - 53%
- How often the bus runs in the evening/night: 2014 - 58%, 2013 - 50%
RapidRide C Line: Compared to Other Metro Service

How do you feel RapidRide compares to other Metro bus service? (2014)

- **How often the bus comes to your stop**: 79% Rapid Ride is better, 7% Other service is better, 15% No difference
- **Not having to rely on predetermined schedule when going to the bus stop**: 75% Rapid Ride is better, 5% Other service is better, 21% No difference
- **Shelters and features at the bus stop**: 73% Rapid Ride is better, 7% Other service is better, 20% No difference
- **Hours during the day the bus operates**: 72% Rapid Ride is better, 5% Other service is better, 23% No difference
- **Quality of the overall transit experience**: 71% Rapid Ride is better, 9% Other service is better, 20% No difference
- **Ability to get you where you are going on time**: 69% Rapid Ride is better, 7% Other service is better, 25% No difference
- **Time the bus spends at each stop**: 54% Rapid Ride is better, 6% Other service is better, 40% No difference
- **Your personal safety**: 52% Rapid Ride is better, 5% Other service is better, 43% No difference

Q8. How do you feel RapidRide compares to other Metro bus service?
RapidRide C Line: Ridership Information

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?

An asterisk (*) indicates a significant change in response.
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Q11. When do you usually ride this Route?
RapidRide C Line: Rider Options

Rider Options if RapidRide C Line Not Available

- Take another bus: 67% (2014), 69% (2013)
- Drive alone: 19% (2014), 13% (2013)
- No other option is available: 14% (2014), 12% (2013)
- Carpool/vanpool/dropped off: 10% (2014), 4% (2013)

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

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

Did you transfer TO/FROM the RapidRide C Line on this trip today?

- Yes: 42%
- No: 58%

2014

Did you transfer TO/FROM the RapidRide C line on this trip today?

- Yes, transferred: 45%
- No: 55%

2013

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

Q13. Did you transfer TO/FROM this Route from another bus on this trip today?
Q14. How do you pay your fare?
RapidRide C Line: Off-Board ORCA Reader

Have you used the ORCA reader that is located off the bus at the RapidRide station?

2014
- Yes: 88%
- No: 12%

2013
- Yes: 83%
- No: 17%

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