RapidRide E Line Customer Satisfaction Survey

June 2014

Quick Look: May 2014, Two Months Post Implementation
RapidRide E Line: Overall Satisfaction and Rider Profile

Overall Satisfaction with Route
- Satisfied: 83%
- Netural: 12%
- Dissatisfied: 5%

Mean: 4.04

Rider Demographics

<table>
<thead>
<tr>
<th>Q.21 Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>51%</td>
<td>49%</td>
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</table>

<table>
<thead>
<tr>
<th>Q.22 Age</th>
<th>&lt;25</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21%</td>
<td>36%</td>
<td>16%</td>
<td>10%</td>
<td>11%</td>
<td>6%</td>
<td>36.8</td>
</tr>
</tbody>
</table>

Q7. Overall, how satisfied are you with the Route? (5 is very satisfied, 1 is very dissatisfied)
Q21. Gender
Q22. Age
RapidRide E Line: Trip Time and Personal Safety on Route

Satisfaction with Trip Time on Route (Top Two Box)

- How long my bus trip takes: 80%
- Number of stops bus makes: 69%

Satisfaction with Personal Safety on Route (Top Two Box)

- Personal safety while waiting for the bus during the day: 76%
- Personal safety while on the bus: 66%
- Behavior of other people at the waiting area: 47%
- Personal safety while waiting for the bus at night: 42%
- Behavior of other passengers on the bus: 37%

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 E Line: Bus Waiting Areas and Buses on Route

**Satisfaction with the Bus Waiting Area**

(Top Two Box)

- Convenience of the stop to home/starting location: 82%
- Amount of lighting: 69%
- Information about routes and connections: 67%
- Cleanliness of waiting areas: 61%
- Protection from the weather: 55%
- Being able to sit down while waiting: 53%

**Satisfaction with Buses on Route**

(Top Two Box)

- Enough bars to hang onto while standing: 81%
- Cleanliness of bus interior: 74%
- Having free Wi-Fi: 65%
- Room to stand if no seats are available: 59%
- Being able to get a seat: 57%

Q3. Waiting area 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 E Line: Frequency and Reliability of Buses

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

- How often the bus runs during peak hours: 84%
- How early the bus runs in the morning: 80%
- The bus getting me where I'm going on time: 77%
- How often the bus runs during midday hours: 74%
- How often the bus runs on weekends: 61%
- How often the bus runs in the evening/night: 61%

Q6. Frequency and reliability of buses on the Route: (5 is very satisfied, 1 is very dissatisfied)
RapidRide E Line: Compared to Other Metro Service

How does the RapidRide E Line compare overall to the route you took before?

- **Frequency of service**: 78% Rapid Ride is better, 2% Other service is better, 20% No difference
- **Overall experience**: 73% Rapid Ride is better, 5% Other service is better, 22% No difference
- **Shelters/features at stops**: 73% Rapid Ride is better, 5% Other service is better, 22% No difference
- **Not having to rely on a predetermined schedule**: 70% Rapid Ride is better, 3% Other service is better, 27% No difference
- **Service hours during the day**: 69% Rapid Ride is better, 3% Other service is better, 28% No difference
- **On time performance**: 64% Rapid Ride is better, 4% Other service is better, 32% No difference
- **Amount of time bus spends at stop**: 60% Rapid Ride is better, 5% Other service is better, 35% No difference
- **Personal safety**: 41% Rapid Ride is better, 8% Other service is better, 51% No difference

Q8. How do you feel RapidRide compares to other Metro bus service for the following items?
Satisfaction with the Transfer System (Top Two Box)

- The number of transfers I make: 79%
- Helpfulness of drivers in ensuring transfer connections: 66%
- The way buses are scheduled to make transfer connections: 63%
- Waiting time between transfers: 59%
- The bus coming on time when transferring: 56%
- Transfer information at the waiting area: 54%

Q5. If you make a transfer on this Route, please rate the items in the box below: (5 is very satisfied, 1 is very dissatisfied)

Q13. Did you transfer TO/FROM this Route from another bus on this trip today?
RapidRide E Line: Ridership Information

**Rides Taken on Route in Past 30 Days**
- 10 or fewer: 23%
- 11 to 20: 19%
- 21 to 50: 40%
- More than 50: 18%

**The Purpose of the Trip on This Route**
- To/from work: 70%
- Fun/recreation/social: 16%
- Appointments: 16%
- Shopping/errands: 14%
- To/from school: 12%
- Other: 7%

**Times Riders are Usually on This Route (Weekday Hours)**
- Before 6 am: 9%
- AM peak (6-9 am): 65%
- 9 am-3 pm: 34%
- PM peak (3-6 pm): 49%
- 6-9 pm: 27%
- After 9 pm: 13%
- Weekends: 28%

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?
Q11. When do you usually ride this Route?
RapidRide E Line: How else would you make this trip?

Q12. If the RapidRide E Line was not available, how would you make this trip?

- Take another bus: 61%
- Drive alone: 21%
- I have no other option: 16%
- Bicycle/walk: 13%
- Carpool/vanpool/dropped off: 10%

If the RapidRide E Line was not available, how would you make this trip?
Have you used the ORCA reader that is located off the bus at the RapidRide station?

- Yes: 78%
- No: 22%

Q14. How do you currently pay your fare?

- ORCA card: 81%
- Cash: 21%
- Tickets: 4%
- Other type of pass: 3%

Q15. Have you used the ORCA reader that is located off the bus at the RapidRide station (at some stops)? ORCA card users (N=430)
RapidRide E 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 E Line: Rider Profile

Q18. How long have you been a Metro rider?
Q19. What trip information sources do you use for traveling on RapidRide E 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 E Line?