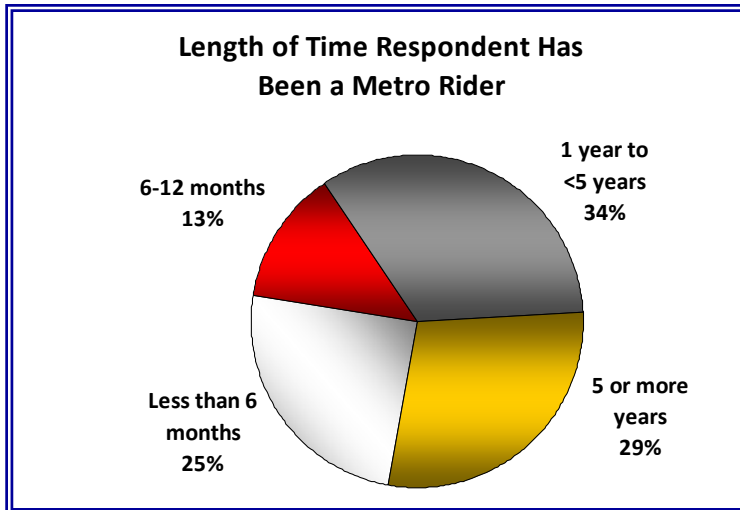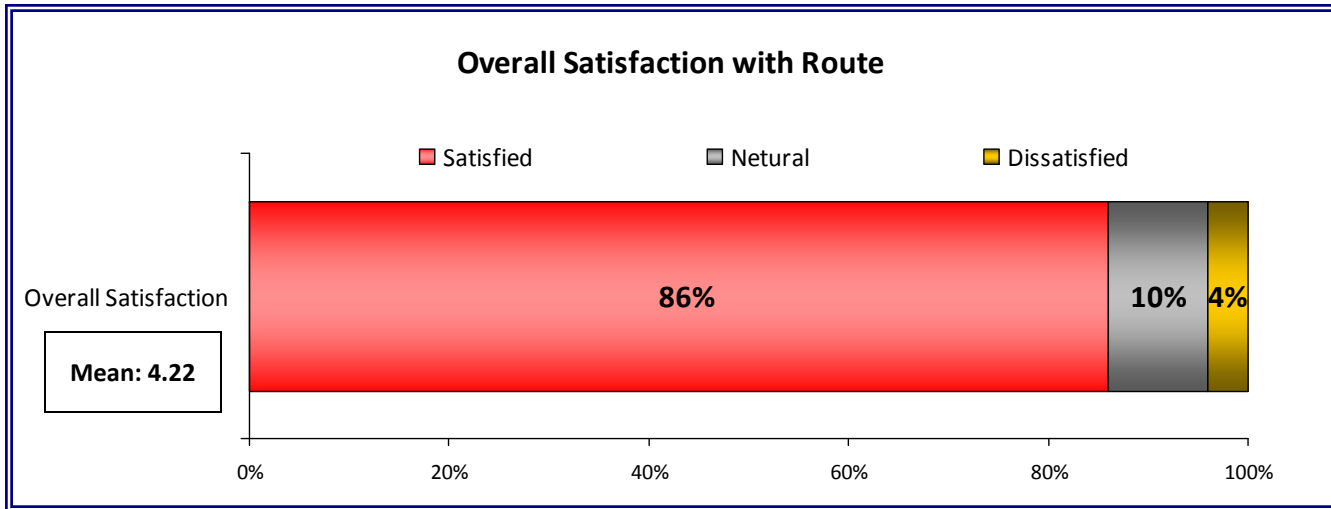King County METRO

We'll Get You There

RapidRide B Line
Customer Satisfaction Survey

December 2011

Quick Look: Two Months Post Implementation
Baseline Routes 230 East and 253
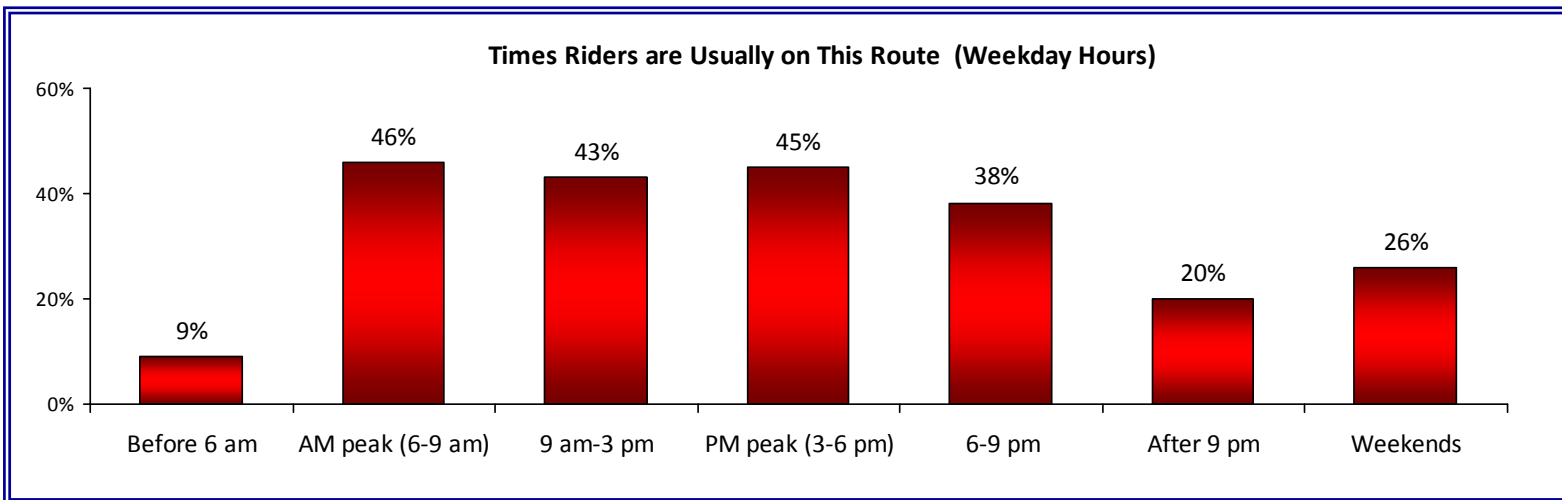
RapidRide B Line: Overall Satisfaction and Rider Profile

Overall Satisfaction with Route

Legend: ■ Satisfied ■ Netural ■ Dissatisfied

Overall Satisfaction

Mean: 4.22

| 86% | 10% | 4% |

0%   20%   40%   60%   80%   100%

Length of Time Respondent Has Been a Metro Rider

6-12 months
13%

1 year to <5 years
34%

Less than 6 months
25%

5 or more years
29%

Rider Demographics	
Q18. Gender	
Male	62%
Female	38%
Q.19 Age	
Under 18	7%
18-24	24%
25-34	40%
35-44	12%
45-54	9%
55-64	6%
65 and older	3%

RR B Line
(n=504)

Q7. Overall, how satisfied are you with the Route? (5 is very satisfied, 1 is very dissatisfied)
Q20. How long have you been a Metro Rider?

RapidRide B Line: Ridership Information

Rides Taken on Route in Past 30 Days

- 16 to 30: 23%
- 15 or fewer: 35%
- 31 to 50: 29%
- More than 50: 14%

The Purpose of the Trip on This Route

- To/from work: 69%
- Shopping/errands: 24%
- To/from school: 22%
- Fun/recreation/social: 16%
- Appointments: 13%
- Other: 10%

Times Riders are Usually on This Route (Weekday Hours)

- Before 6 am: 9%
- AM peak (6-9 am): 46%
- 9 am-3 pm: 43%
- PM peak (3-6 pm): 45%
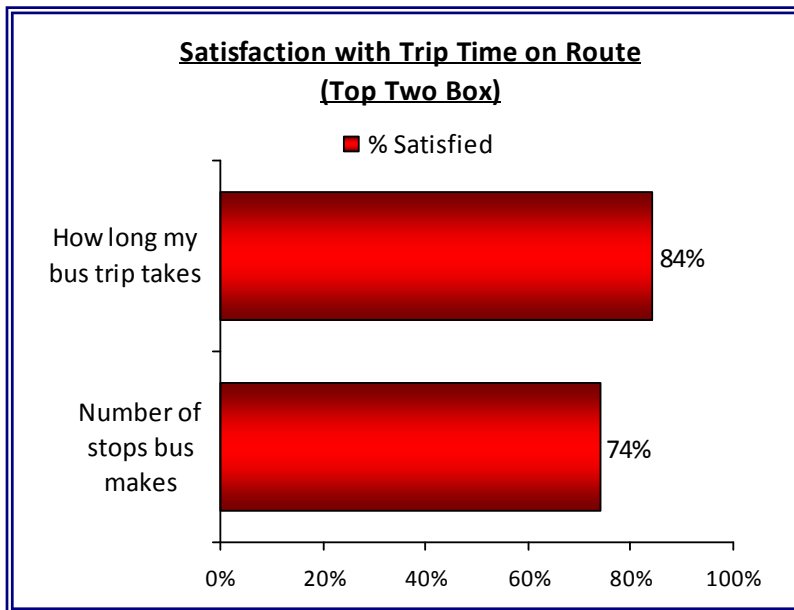- 6-9 pm: 38%
- After 9 pm: 20%
- Weekends: 26%
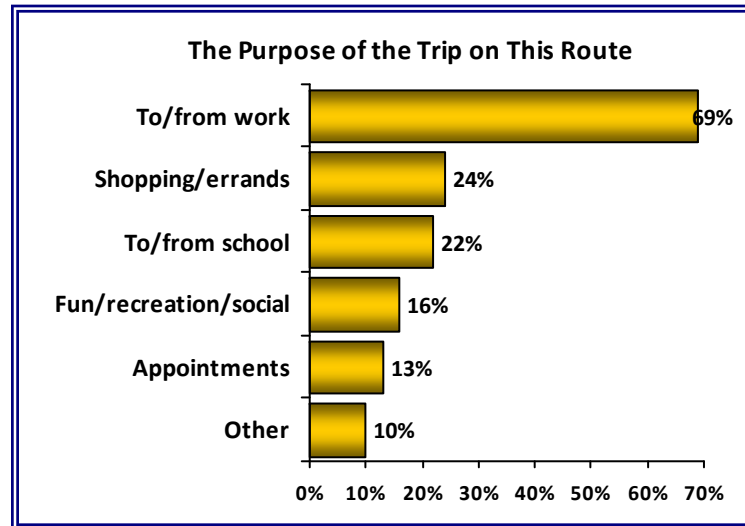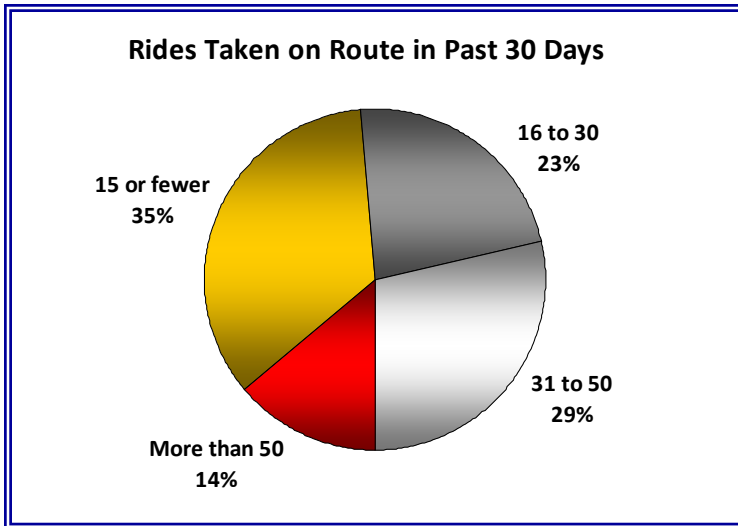
RR B Line
(n=504)

Q8. How many rides have you taken on this Route in the last 30 days?
Q8A. What is the purpose of the trip you take most often on this Route?
Q9. When do you usually ride this Route?

Rapid Ride B Line: Trip Time and Personal Safety on Route

Satisfaction with Trip Time on Route
(Top Two Box)

■ % Satisfied

- How long my bus trip takes: 84%
- Number of stops bus makes: 74%

Satisfaction with Personal Safety on Route
(Top Two Box)

■ % Satisfied

- Personal safety while on the bus: 94%
- Personal safety while waiting for the bus during the day: 90%
- Behavior of other passengers on the bus: 85%
- Behavior of other people at the waiting area: 81%
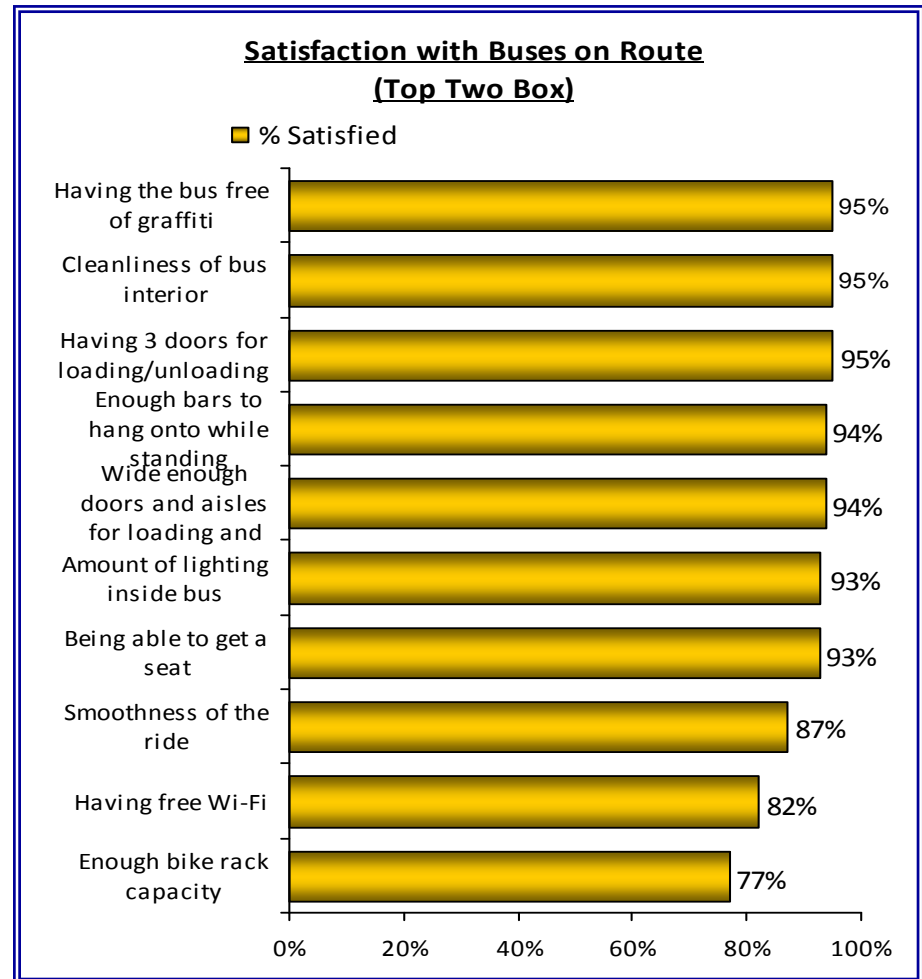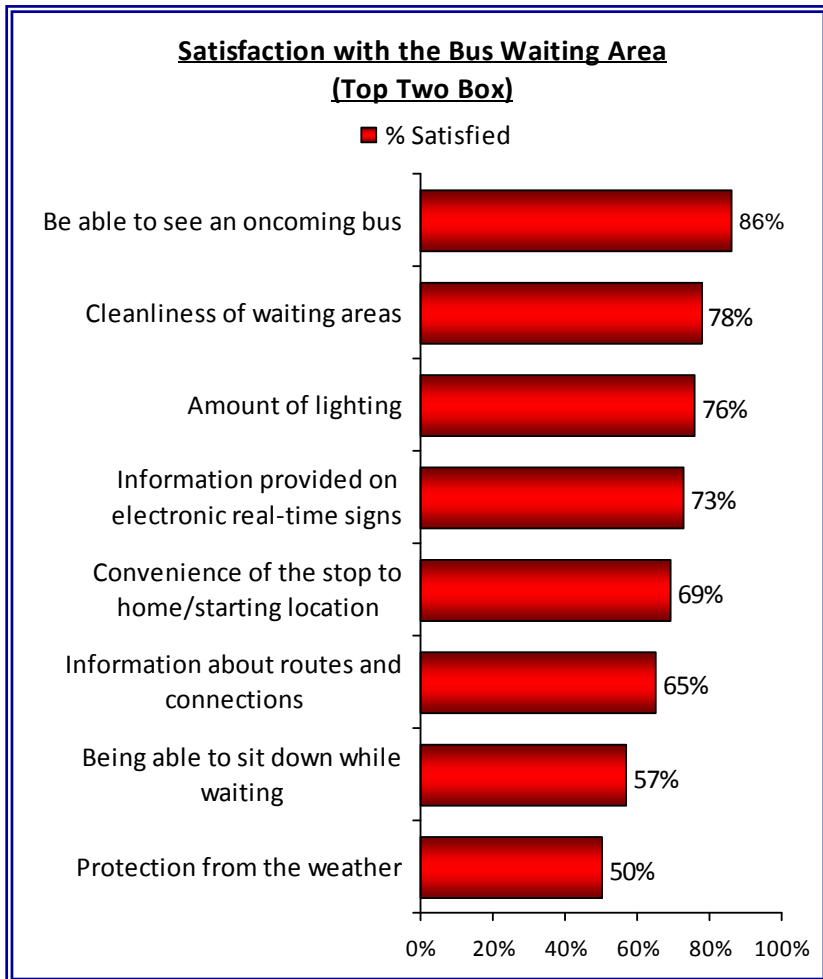- Personal safety while waiting for the bus at night: 72%

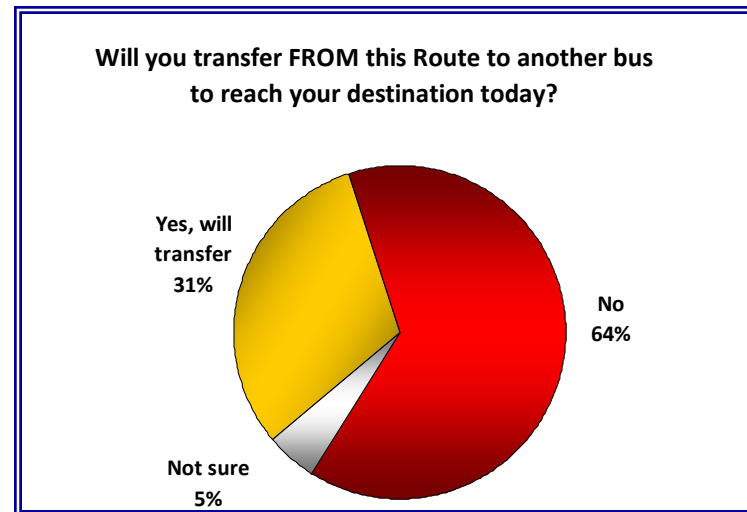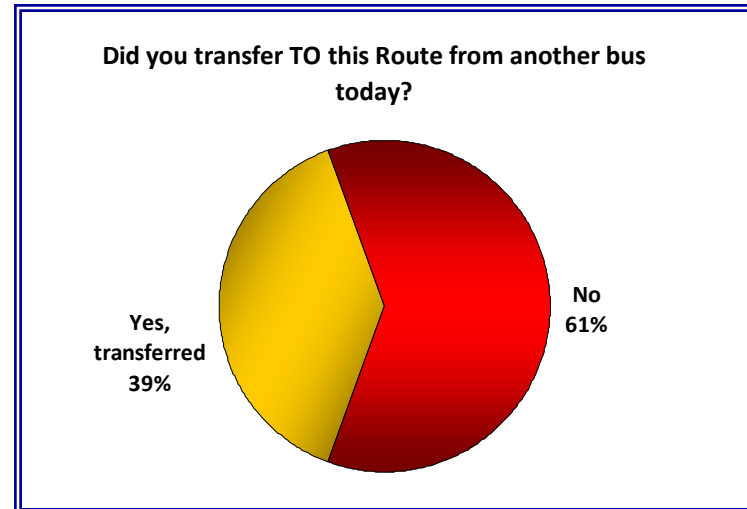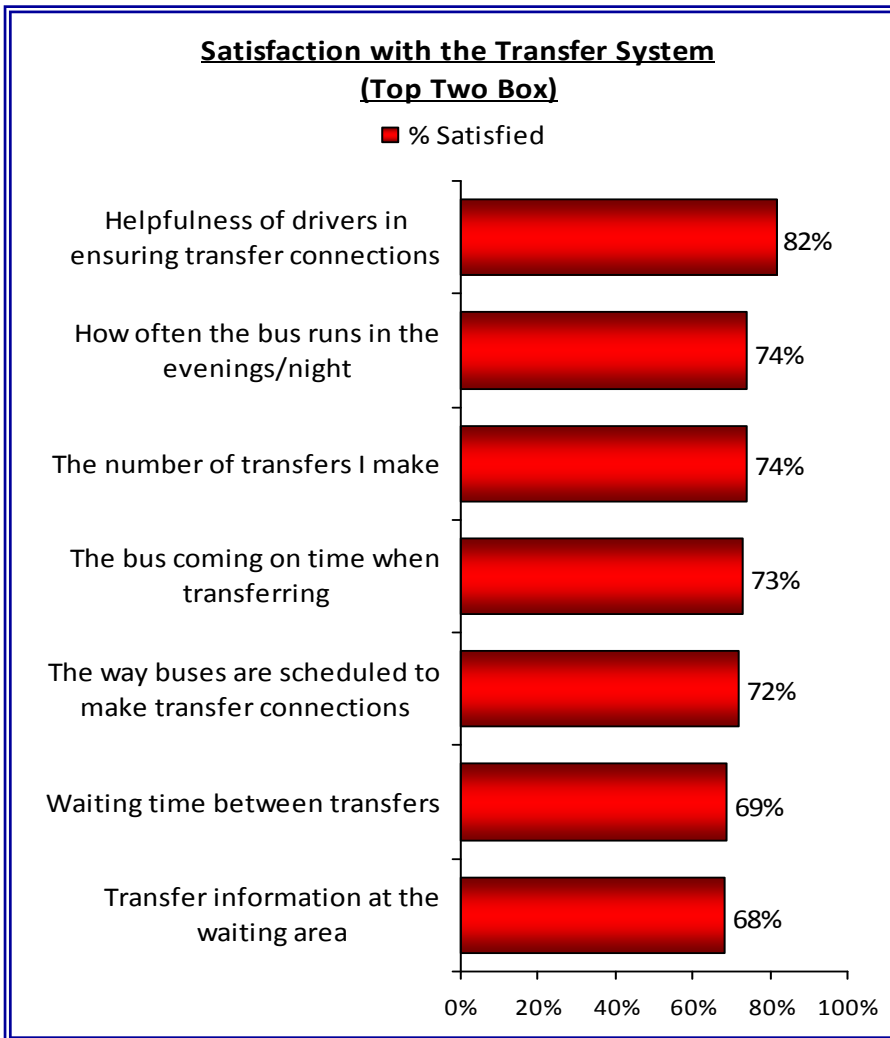RR B Line   Q1. Trip time on Route: (5 is very satisfied, 1 is very dissatisfied)
(n=504)   Q2. Personal safety on Route: (5 is very satisfied, 1 is very dissatisfied)

RapidRide B Line: Bus Waiting Areas and Buses on Route

Satisfaction with the Bus Waiting Area
(Top Two Box)

■ % Satisfied

Category	%
Be able to see an oncoming bus	86%
Cleanliness of waiting areas	78%
Amount of lighting	76%
Information provided on electronic real-time signs	73%
Convenience of the stop to home/starting location	69%
Information about routes and connections	65%
Being able to sit down while waiting	57%
Protection from the weather	50%

Satisfaction with Buses on Route
(Top Two Box)

■ % Satisfied

Category	%
Having the bus free of graffiti	95%
Cleanliness of bus interior	95%
Having 3 doors for loading/unloading	95%
Enough bars to hang onto while standing	94%
Wide enough doors and aisles for loading and	94%
Amount of lighting inside bus	93%
Being able to get a seat	93%
Smoothness of the ride	87%
Having free Wi-Fi	82%
Enough bike rack capacity	77%

RR B Line   Q3. Waiting area where you boarded the Route for this trip: (5 is very satisfied, 1 is very dissatisfied)
(n=504)   Q4. Things about buses on Route: (5 is very satisfied, 1 is very dissatisfied)

RapidRide B Line: Transfer Systems

Satisfaction with the Transfer System (Top Two Box)

■ % Satisfied

Item	%
Helpfulness of drivers in ensuring transfer connections	82%
How often the bus runs in the evenings/night	74%
The number of transfers I make	74%
The bus coming on time when transferring	73%
The way buses are scheduled to make transfer connections	72%
Waiting time between transfers	69%
Transfer information at the waiting area	68%

0% 20% 40% 60% 80% 100%

Did you transfer TO this Route from another bus today?

No 61%

Yes, transferred 39%

Will you transfer FROM this Route to another bus to reach your destination today?
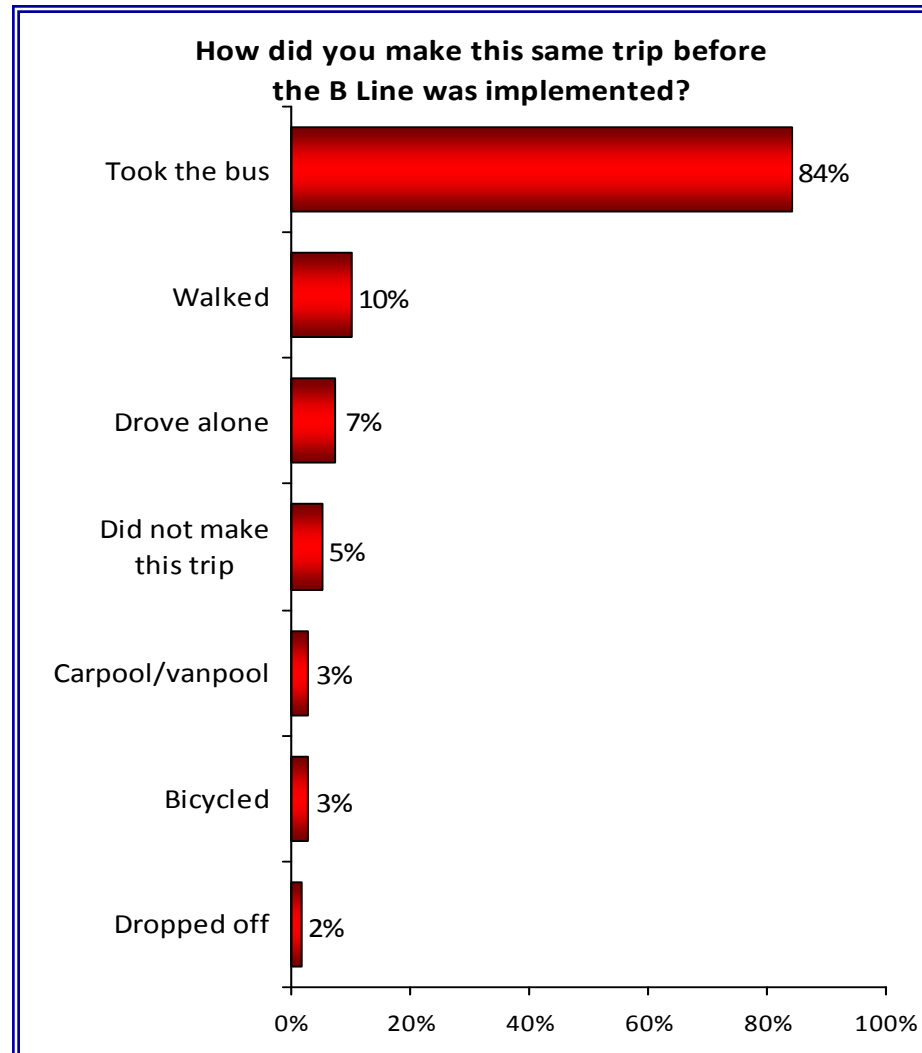
Yes, will transfer 31%

No 64%

Not sure 5%

RR B Line (n=504)

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)
Q12. Did you transfer TO this Route from another bus on this trip today?
Q13. Will you transfer FROM this Route to another bus to reach your destination on this trip today?
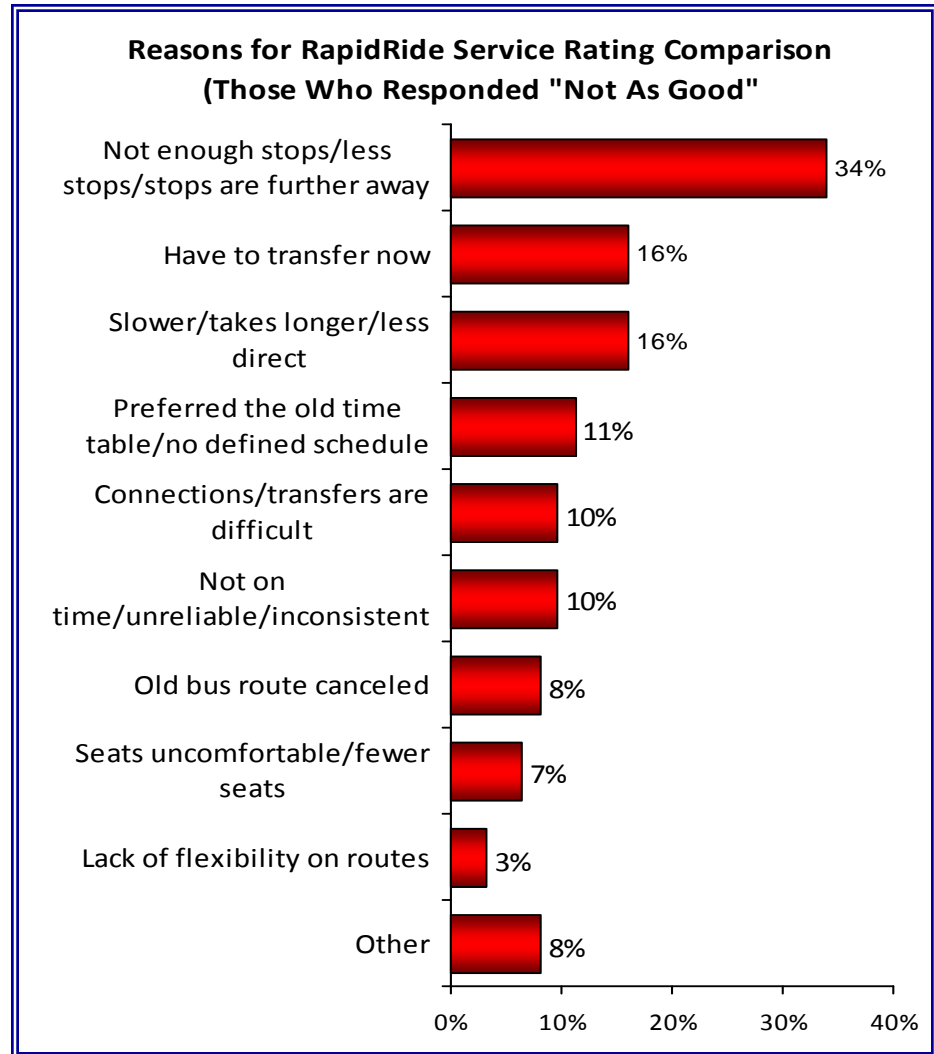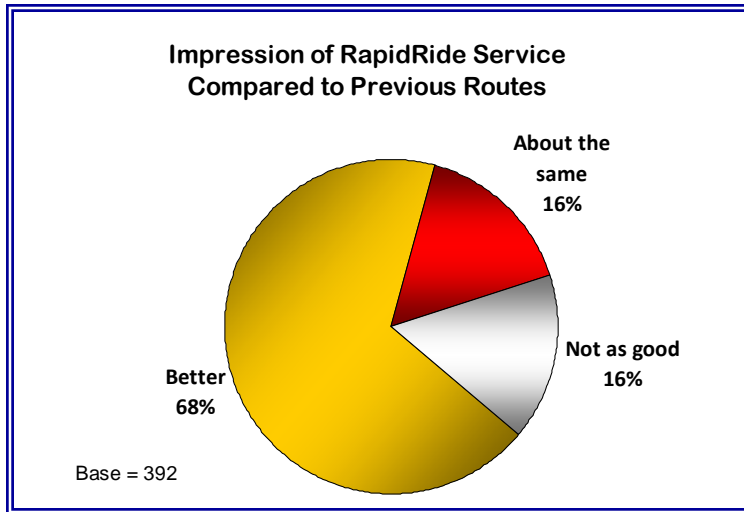
RapidRide B Line: How did you make this trip before?

How did you make this same trip before the B Line was implemented?

Category	Percentage
Took the bus	84%
Walked	10%
Drove alone	7%
Did not make this trip	5%
Carpool/vanpool	3%
Bicycled	3%
Dropped off	2%

RR B Line
(n=504)

Q10. How did you make this trip before the RapidRide B Line was implemented?

RapidRide B Line: Comparison to Prior Routes

Impression of RapidRide Service Compared to Previous Routes

About the same
16%

Not as good
16%

Better
68%

Base = 392

Reasons for RapidRide Service Rating Comparison (Those Who Responded "Not As Good")

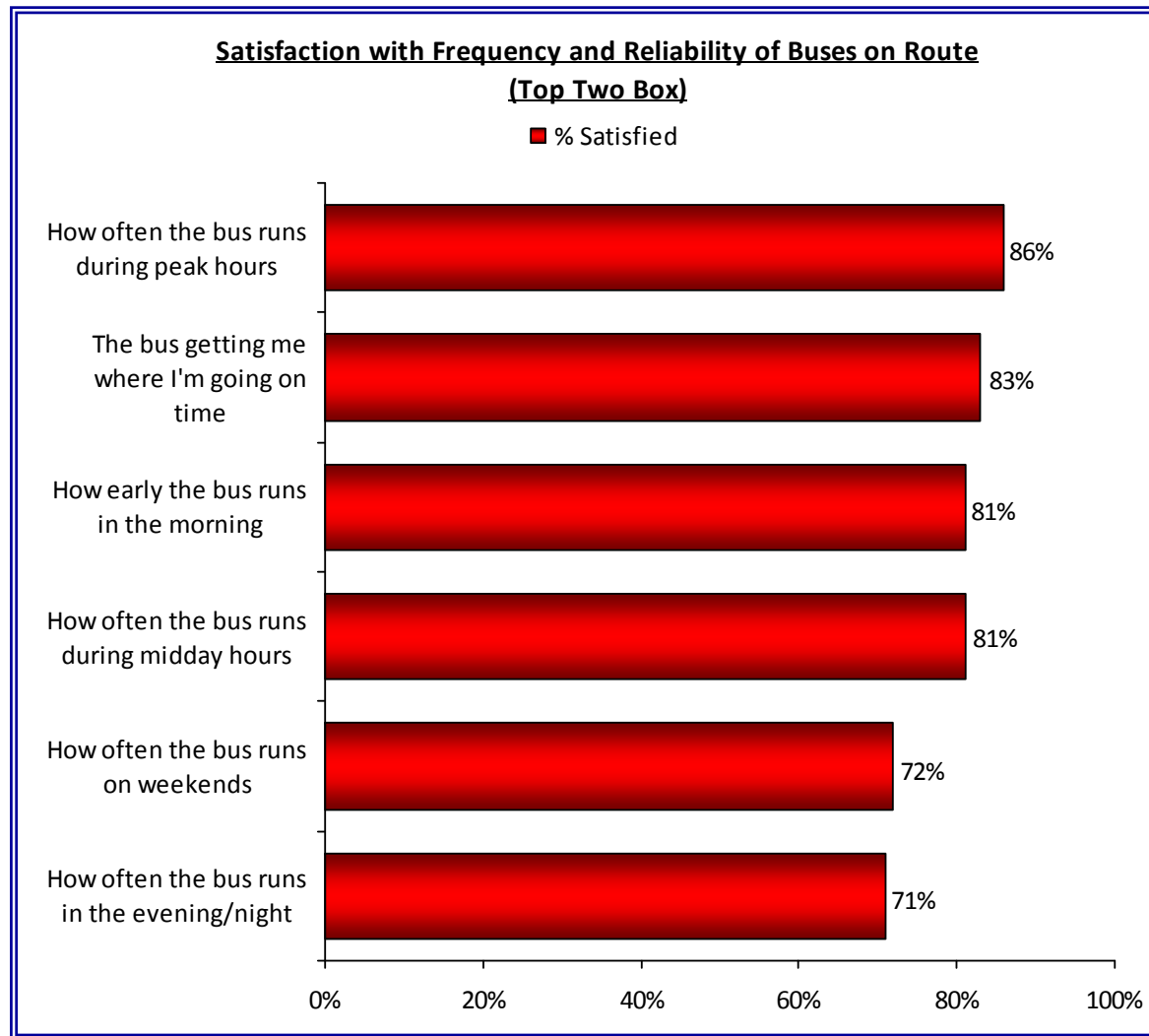| Reason	Percent
Not enough stops/less stops/stops are further away	34%
Have to transfer now	16%
Slower/takes longer/less direct	16%
Preferred the old time table/no defined schedule	11%
Connections/transfers are difficult	10%
Not on time/unreliable/inconsistent	10%
Old bus route canceled	8%
Seats uncomfortable/fewer seats	7%
Lack of flexibility on routes	3%
Other	8%

0%   10%   20%   30%   40%

RR B Line
(n=504)

Q11. If you previously took the bus, how does the RapidRide B Line compare?
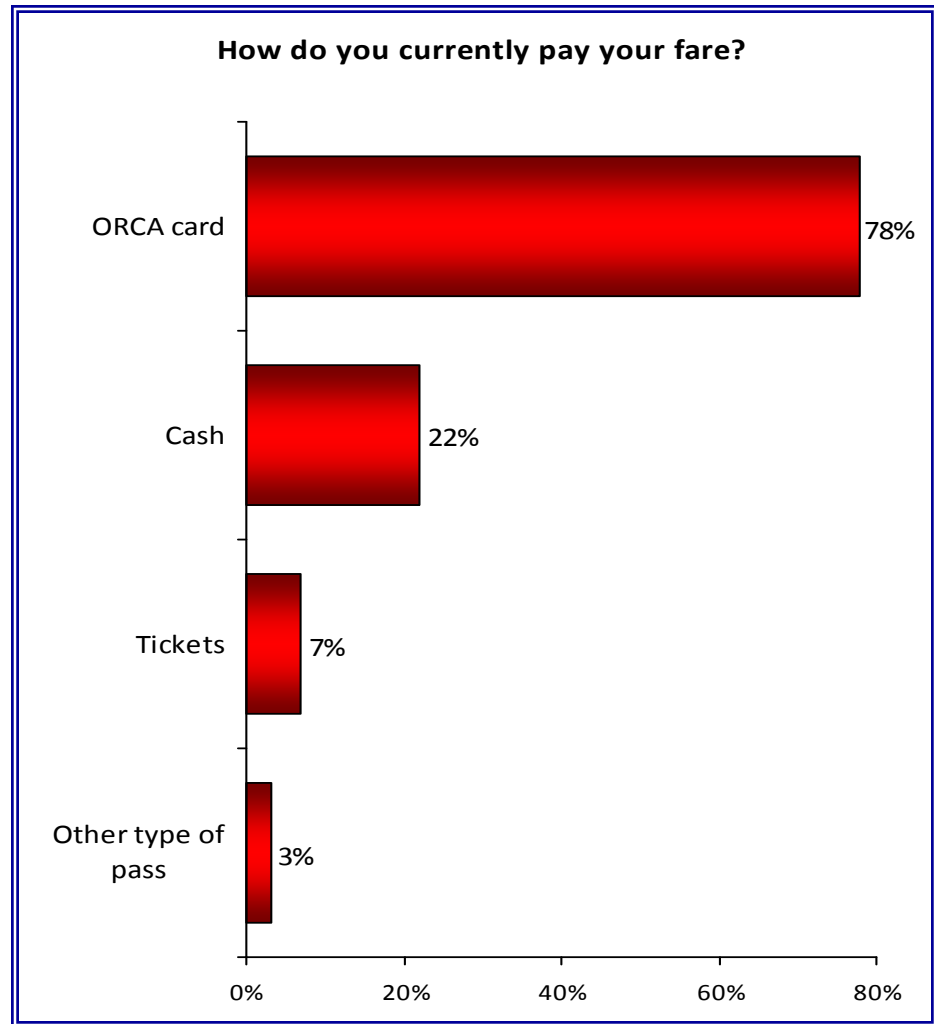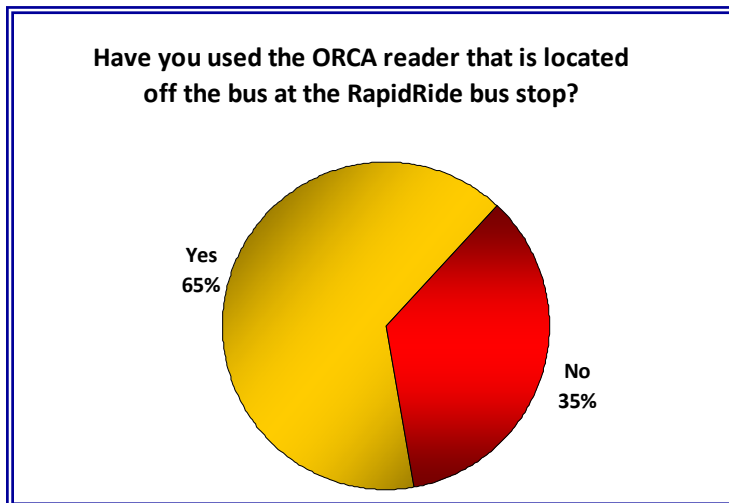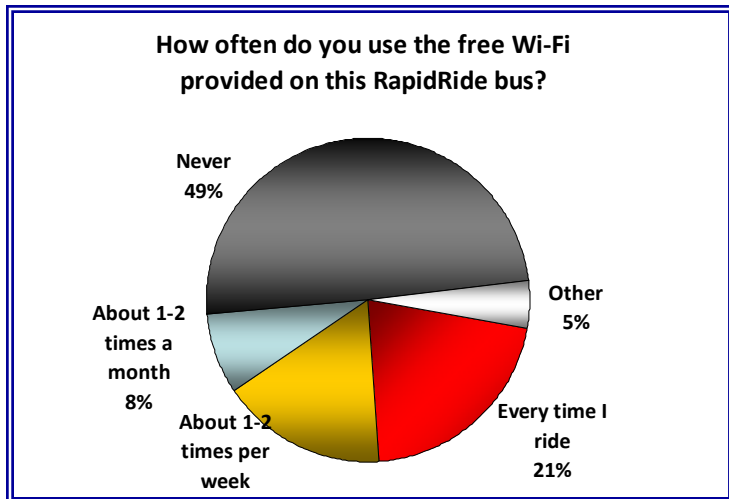Q11A. Why do you say that? (for those who responded "not as good")

RapidRide B Line: Frequency and Reliability of Buses

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

■ % Satisfied

Category	% Satisfied
How often the bus runs during peak hours	86%
The bus getting me where I'm going on time	83%
How early the bus runs in the morning	81%
How often the bus runs during midday hours	81%
How often the bus runs on weekends	72%
How often the bus runs in the evening/night	71%

0%   20%   40%   60%   80%   100%

RR B Line
(n=504)

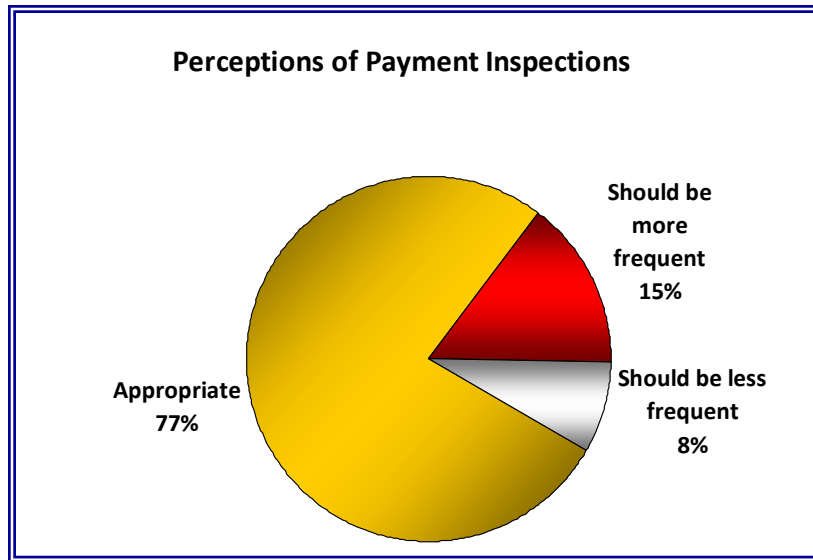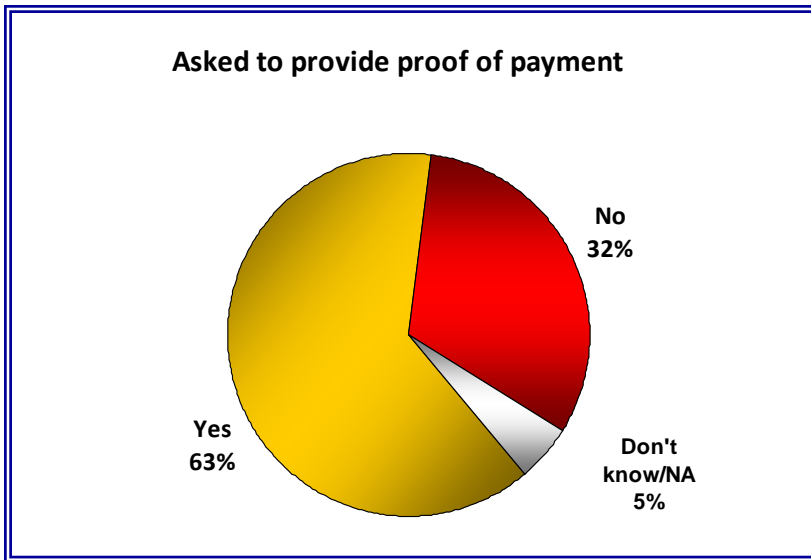Q6. Frequency and reliability of buses on the Route: (5 is very satisfied, 1 is very dissatisfied)

RapidRide B Line: Wi-Fi Use, ORCA Reader, Fare Payment

How often do you use the free Wi-Fi provided on this RapidRide bus?

Never 49%

Other 5%

About 1-2 times a month 8%

About 1-2 times per week

Every time I ride 21%

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

Yes 65%

No 35%

How do you currently pay your fare?

ORCA card	78%
Cash	22%
Tickets	7%
Other type of pass	3%

Q14. How often do you use the free Wi-Fi provided on this RapidRide bus?

RR B Line (n=504)

Q15A. Have you used the ORCA reader that is located off the bus at the RapidRide bus stop?

Q15. How do you currently pay your fare?
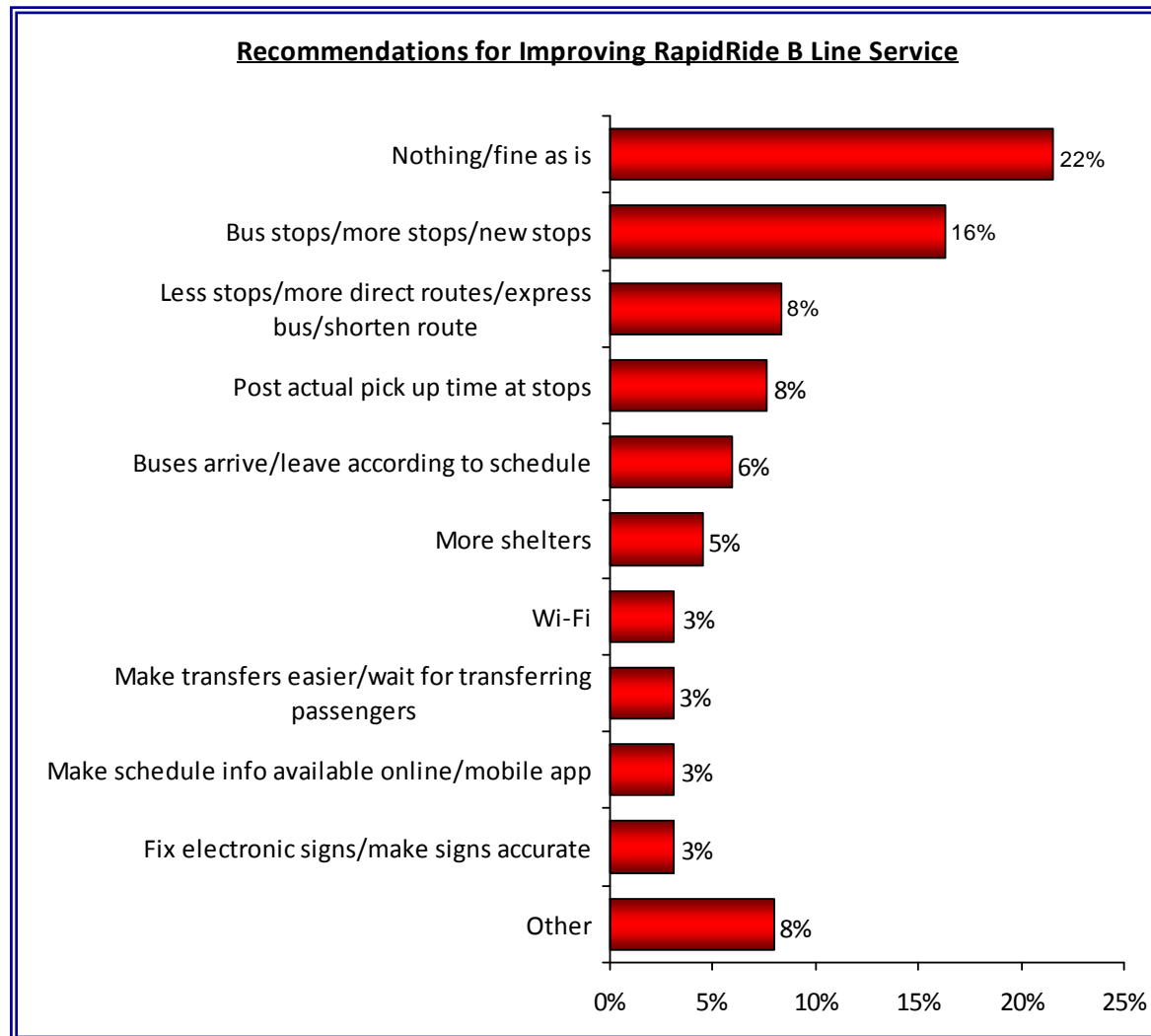
RapidRide B Line: Proof of Payment

Asked to provide proof of payment

- No 32%
- Yes 63%
- Don't know/NA 5%

Perceptions of Payment Inspections

- Should be more frequent 15%
- Appropriate 77%
- Should be less frequent 8%

Q16. On the RapidRide B Line, have you ever been requested to show your proof of payment by a fare enforcement office?
Q17. If yes, are the number of inspections by fare enforcement officers…

RapidRide B Line: Recommendations for Improvements

Recommendations for Improving RapidRide B Line Service

Category	Percentage
Nothing/fine as is	22%
Bus stops/more stops/new stops	16%
Less stops/more direct routes/express bus/shorten route	8%
Post actual pick up time at stops	8%
Buses arrive/leave according to schedule	6%
More shelters	5%
Wi-Fi	3%
Make transfers easier/wait for transferring passengers	3%
Make schedule info available online/mobile app	3%
Fix electronic signs/make signs accurate	3%
Other	8%

RR B Line
(n=504)

Q21. Finally, what one thing would you recommend to improve this route?