



King County Metro Transit

RapidRide C and D lines

Customer Surveys

Final Report

June 2014

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Table of Contents

Contents

- Table of Contents3
 - Contents.....3
 - List of Figures4
 - List of Tables4
- Project Overview5
 - Background and Objectives5
 - Methodology.....6
 - Reporting Conventions7
- Summary of Key Findings8
- Customer Profiles10
- RapidRide C Line13
 - Overall Satisfaction with and Perceptions of RapidRide C Line13
 - Satisfaction with Travel Time.....16
 - Satisfaction with Personal Safety.....17
 - Satisfaction with Waiting Areas / Bus Stops19
 - Satisfaction with Things about the Bus.....22
 - Satisfaction with Frequency and Reliability.....24
 - Satisfaction with Ease of Transferring27
 - Key Drivers Analysis30
 - Other Topics.....38
- RapidRide D Line.....40
 - Overall Satisfaction with and Perceptions of D Line Service40
 - Satisfaction with Travel Time.....43
 - Satisfaction with Personal Safety.....44
 - Satisfaction with Waiting Areas / Bus Stops Where Boarded46
 - Satisfaction with Things about the Bus.....49
 - Satisfaction with Frequency and Reliability.....51
 - Satisfaction with Ease of Transferring53
 - Key Drivers Analysis56
 - Other Topics.....64
- Appendix: RapidRide Questionnaire66

List of Figures

Figure 1: Overall Satisfaction with RapidRide C Line 13

Figure 2: Perceptions of RapidRide C Line to Previous Route 14

Figure 3: Overall Perceptions of RapidRide C Line Service 15

Figure 4: Satisfaction with Travel Time on RapidRide C Line..... 16

Figure 5: Satisfaction with Personal Safety on RapidRide C Line..... 17

Figure 6: Satisfaction with Waiting Area / Bus Stop Where Board RapidRide C Line..... 19

Figure 7: Satisfaction with Things about the RapidRide C Line Buses 22

Figure 8: Satisfaction with Frequency and Reliability on RapidRide C Line 24

Figure 9: Percent of RapidRide C Line Riders who Transfer..... 27

Figure 10: Satisfaction with Ease of Transferring on RapidRide C Line 27

Figure 11: Requests to Show Proof of Fare Payment 38

Figure 12: Impact of Requests for Proof of Fare Payment on Customer Experience 38

Figure 13: % of RapidRide C Riders Using ORCA Card Readers..... 39

Figure 14: Rider Options if RapidRide C Line Not Available 39

Figure 15: Overall Satisfaction with Service RapidRide D Line 40

Figure 16: Perceptions of RapidRide D Line to Previous Route 41

Figure 3: Overall Perceptions of RapidRide D Line Service 42

Figure 17: Satisfaction with Travel Time on RapidRide D Line..... 43

Figure 18: Satisfaction with Personal Safety on RapidRide D Line 44

Figure 19: Satisfaction with Waiting Area / Bus Stop Where Boarded RapidRide D Line 46

Figure 20: Satisfaction with Things about the Bus on RapidRide D Line 49

Figure 21: Satisfaction with Frequency and Reliability of RapidRide D Line Service 51

Figure 22: Percent of RapidRide D Line Riders who Transfer 53

Figure 23: Satisfaction with Ease of Transferring to or from RapidRide D Line..... 54

Figure 24: Requests to Show Proof of Fare Payment 64

Figure 25: Impact of Requests for Proof of Fare Payment on Customer Experience 64

Figure 26: % of RapidRide D Riders Using ORCA Card Reader 65

Figure 27: Rider Options if RapidRide D Line Not Available 65

List of Tables

Table 1: Customer Demographics..... 10

Table 2: Travel Characteristics 11

Table 3: Fare Payment 12

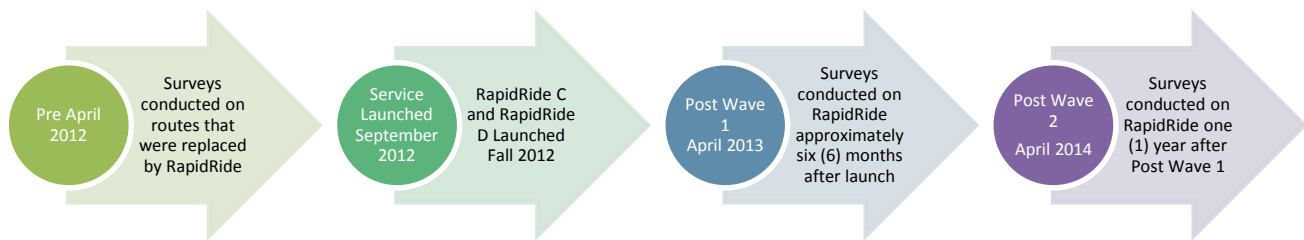
Project Overview

Background and Objectives

In October 2010, King County Metro began introducing its RapidRide service. RapidRide provides more frequent and faster service as vehicles make fewer stops, make extensive use of transit signal priority, and on some lines use semi-exclusive lanes to bypass traffic. RapidRide runs no less than every 10 minutes during peak commuting hours and every 15 minutes in most off-peak hours.

RapidRide A and B lines were launched in October 2010 and 2011, respectively. RapidRide C and D lines were launched simultaneously in September 2012. RapidRide E Line launched in February 2014. RapidRide F Line will launch in June 2014.

To assess the impact of the changes on the rider experience, Metro routinely conducts on-board surveys before and after these changes to service. These surveys are typically conducted at three different points in time:



The purpose of these surveys is to obtain feedback about the service and any difficulties riders have with it, as well as to assess levels of satisfaction and gain insights on customer benefits or impacts as a result of changes to service.

Key objectives of the research are to:

- Measure impact of service change on customer satisfaction with travel time, frequency and reliability of service, safety, experiences while waiting and on the bus, and ease of transferring.
- Identify issues / concerns with service and recommendations for improvements.

Methodology

Two interviewers distributed and collected surveys on-board RapidRide C and D lines on three different weekdays. Northwest Research Group partnered with Consumer Opinion Services for on-board survey personnel, ensuring that interviewers had general experience with market research as well as specific experience with on-board or similar types of intercept interviews. In addition to the interviewing staff, Northwest Research Group and Consumer Opinion Services provided supervisory and management personnel support for quality assurance purposes.

Data collection occurred over three days—April 15 to April 16, 2014 and April 21, 2014. A team of two interviewers were assigned to each RapidRide line. During peak hours, both members of the team rode the same vehicle to ensure adequate staffing on crowded trips.

Efforts were made to distribute surveys to all riders as they boarded the bus. All boarding riders were approached by an interviewer and asked to complete the survey. Interviewers kept a rough tally of the number of riders approached and surveys distributed to obtain an estimate of distribution and response rates.



Respondents had two options to complete: (1) printed questionnaire completed on-board and returned to the interviewer during the trip and (2) printed questionnaire returned to Metro using Business Reply Mail. Printed surveys were available in English and Spanish.

The goal was to complete a minimum of 500 surveys per line and this goal was exceeded on both routes.

- The majority of respondents completed the survey while on-board.
- While surveys were available in Spanish and some were handed out, no respondents completed the survey in Spanish during the 2014 data collection period.

Route	Wave	# Completes	% On-Board	% Mailed Back / Online	% English
RapidRide C Line	Post 1	500	82%	18%	100%
	Post 2	525	79%	21%	100%
RapidRide D Line	Post 1	560	80%	20%	100%
	Post 2	606	74%	26%	100%

For this report, data are compared to survey results conducted in April 2012 on the four routes replaced by RapidRide C and D lines. For the purposes of this report, results from each of the two routes replaced by each line are combined and in the report are referred to as Pre RapidRide C and Pre RapidRide D. The data for the combined routes are weighted to reflect actual ridership on each route.

Before		After
Route 54L Route 55		RapidRide C Line
Route 15L Route 18L		RapidRide D Line

A quality review of the surveys was undertaken and incomplete surveys were set aside. The following table shows the final sample sizes for all three waves of data collection.

	Before		Combined Sample Size	After	
	Route(s)	Sample Size		Post Wave 1	Post Wave 2
RapidRide C Line	54L	553	1,099	500	560
	55	546			
RapidRide D Line	15L	608	1,106	525	606
	18L	498			

Reporting Conventions

This report summarizes the major findings of the research for RapidRide C and D lines. It generally follows the structure of the survey questionnaire.

Tables and charts provide supporting data. In the charts and tables, percentages are rounded to the nearest whole number. Columns or bars in the charts generally sum to 100 percent except in cases of rounding. Rounding is done prior to computing the total percent satisfied. As a result, there may be some differences in the total percent satisfied presented in the report when compared to the more detailed banner tables where the calculation of the total percent satisfied or dissatisfied is computed prior to rounding.

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

On many questions in the survey, respondents left a question blank. This could indicate that they did not have enough information or experience to respond to the question or they refused to provide a response. In general, “don’t know” and “refused” responses are counted as missing values and are not included in the reported percentages.

Summary of Key Findings

Initially, overall satisfaction with RapidRide C and D line service was significantly lower than on the routes it replaced. Satisfaction levels have rebounded in 2014.

- Among RapidRide C Line riders, the percentage very satisfied increased from 24 percent to 35 percent; among RapidRide D Line riders, this percentage increased from 20 percent to 27 percent.
- The percentage dissatisfied decreased from 17 percent to 6 percent among RapidRide C Line riders and from 11 percent to 7 percent among RapidRide D Line riders.

The increase in satisfaction is due primarily to:

- A steady increase in satisfaction with frequency and reliability of service since the service was introduced
- Satisfaction increased from 2013 with travel time and ease of transferring between
- A steady increase in satisfaction with comfort while waiting for the bus on RapidRide C Line since the service was introduced
- Satisfaction increased from 2013 on RapidRide D Line with comfort while waiting for the bus

Satisfaction with personal safety has decreased each year since the service was introduced, most notably among RapidRide D Line riders.

Among RapidRide C Line riders, satisfaction with comfort on the bus increased in 2014 but still remains below “pre” levels.

Satisfaction with comfort on the bus has continued to decrease among RapidRide D Line riders.

	RapidRide C Line			RapidRide D Line		
	Pre 2012	Post 1 2013	Post 2 2014	Pre 2012	Post 1 2013	Post 2 2014
Overall Satisfaction	4.02	3.70 ↓	4.10 ↑	4.00	3.80 ↓	4.01 ↑
Travel Time	3.80	3.84 =	4.06 ↑	3.74	3.72 =	3.83 ↑
Personal Safety	3.94	3.74 ↓	3.70	3.82	3.77 ↓	3.66 ↓
Waiting Areas / Bus Stops	3.52	3.56 ↑	3.71 ↑	3.60	3.61 =	3.67 ↑
On the Bus	3.92	3.62 ↓	3.78 ↑	3.96	3.87 ↓	3.80 ↓
Frequency / Reliability	3.60	3.67 ↑	3.86 ↑	3.59	3.63 ↑	3.78 ↑
Ease of Transferring	3.55	3.42 ↓	3.56 ↑	3.55	3.50 =	3.61 ↑

↑ indicates significant (95%) increase in satisfaction ratings from previous survey wave
 ↑ indicates significant (90%) increase in satisfaction ratings from previous survey wave
 ↓ indicates significant (95%) decrease in satisfaction ratings from previous survey wave
 = indicates no change in satisfaction ratings from previous survey wave

Key Drivers Analysis was performed separately to identify those aspects of service that are the most important contributors to customers' overall satisfaction with and perceptions of the RapidRide line they were riding. A comparison of importance and performance identify the primary strengths of the service—those areas that are important to customers and where performance is high—and potential areas for improvement—those areas that are important to customers and where performance is lower than average.

Frequency and reliability of service and travel time are strengths of both RapidRide C and D lines.

- RapidRide C Line customers would like to see additional evening service while RapidRide D Line customers would like additional weekend service.

Ease of transferring is a concern for both RapidRide C and D line riders.

- For both, on-time performance when transferring and wait time between buses is a concern. For RapidRide C Line customers, the number of transfers is also a concern.

Things about the bus is a strength among RapidRide D Line riders but an area of concern among C Line riders.

- While being able to get a seat is a concern for both C and D line riders, room to stand if no seats are available is also a concern for C Line riders.

The waiting areas and bus stops are a greater concern to RapidRide D Line riders. The key differentiator is the availability of information about routes and connections along this route.

While not a significant issue overall, C Line riders express concern about their personal safety while waiting for the bus at night and D Line riders express concern about the behavior of other passengers on the bus.

RapidRide C Line		RapidRide D Line	
High Importance / Above-Average Satisfaction Maintain	High Importance / Below-Average Satisfaction Improve	High Importance / Above-Average Satisfaction Maintain	High Importance / Below-Average Satisfaction Improve
Frequency / Reliability of Service		Frequency / Reliability of Service	
On-time performance Frequency of service: peak Frequency of service: midday	Frequency of service: evenings	On-time performance Frequency of service: peak	Frequency of service: weekends
Travel Time		Travel Time	
Length of trip Number of stops		Length of trip Number of stops	
Ease of Transferring		Ease of Transferring	
	Bus on time when transferring Wait time when transferring Number of transfers	Number of transfers	Bus on time when transferring Wait time when transferring
Things About the Bus		Things About the Bus	
Cleanliness of bus interior	Being able to get a seat Room to stand	Cleanliness of bus interior Bars / straps to hang onto Free-Wi-Fi	Being able to get a seat
Waiting Areas / Stops		Waiting Areas / Stops	
Convenience of stop Electronic information	Being to sit down while waiting Cleanliness	Convenience of stop Electronic information	Being to sit down while waiting Cleanliness Information about routes and connections
Personal Safety		Personal Safety	
Safety while riding Safety waiting: daytime	Safety waiting: night	Safety while riding Safety waiting: daytime	Behavior of riders on the bus
<i>Headings: Green font means indicates high importance / high satisfaction; red font indicates high importance / below-average satisfaction; orange font indicates low importance / below-average satisfaction</i>			

Customer Profiles

In general, riders on these routes are a nearly equal mix of men and women.

The average age of RapidRide C and D line riders is 39 to 40.

- Riders surveyed in 2014 are somewhat older than those surveyed in 2013.

While the majority of RapidRide C and D line riders reported household incomes greater than \$35,000, in 2014 significantly more RapidRide C Line riders reported household incomes below \$20,000.

Table 1: Customer Demographics

	RapidRide C Line		RapidRide D Line	
	Post Wave 1 2013 (n=500)	Post Wave 2 2014 (n=560)	Post Wave 1 2013 (n=525)	Post Wave 2 2014 (n=606)
Gender				
Male	43%	50%	48%	52%
Female	57%	50%	52%	48%
Age				
< 25	20%	21%	21%	16%
25 – 34	29%	25%	34%	36%
35 – 44	20%	20%	19%	18%
45 – 54	14%	14%	11%	13%
55 – 64	11%	13%	10%	10%
65+	5%	8%	6%	8%
Mean	38.0	39.7	36.5	38.5
Income				
<\$20,000	18%	24%	21%	23%
\$20,000 - \$35,000	19%	23%	24%	21%
\$35,000+	63%	53%	55%	56%
Race / Ethnicity				
% White	77%	78%	78%	76%
% Hispanic	8%	10%	6%	10%

Text in **dark green bold** indicates a statistically significant increase from the previous wave at 95% confidence.

Text in **light green bold** indicates a statistically significant increase from the previous wave at 90% confidence.

Text in **red bold** indicates a statistically significant decrease from the previous wave at 95% confidence.

Text in **orange bold** indicates a statistically significant decrease from the previous wave at 90% confidence.

The majority of RapidRide C and D line riders are frequent riders—averaging between 28 and 29 one-way rides in the last 30 days. Moreover, the majority of RapidRide C and D line riders are commuting to work or school.

- The profile of RapidRide D Line riders is consistent across the two survey waves.
- RapidRide C and D line riders are somewhat less frequent riders than in the previous survey wave. This difference is greatest among RapidRide C Line riders. In addition, they are less likely to say that their primary trip purpose is to commute to work or school.

Table 2: Travel Characteristics

	RapidRide C Line		RapidRide D Line	
	Post Wave 1 2013 (n=500)	Post Wave 2 2014 (n=560)	Post Wave 1 2013 (n=525)	Post Wave 2 2014 (n=606)
Number of One-Way Rides in Last 30 Days				
10 or fewer	21%	22%	26%	27%
11 – 20	19%	23%	21%	23%
21 – 50	43%	41%	40%	36%
>50	17%	13%	13%	14%
Mean	33.0	29.3	28.8	28.3
Trip Purpose(s)*				
To / from work	77%	67%	72%	70%
To / from school	13%	13%	11%	8%
Shopping / errands	13%	17%	16%	16%
Fun / recreation	13%	20%	17%	18%
Appointments	8%	19%	12%	17%
Other	5%	7%	7%	8%
Time(s) of Day Ride*				
Weekdays before 6:00 a.m.	13%	12%	12%	10%
Weekdays 6:00-9:00 a.m.	67%	52%	58%	56%
Weekdays 9:00 a.m.-3:00 p.m.	28%	40%	28%	40%
Weekdays 3:00-6:00 p.m.	59%	52%	59%	47%
Weekdays 6:00-9:00 p.m.	28%	32%	28%	35%
Weekdays after 9:00 p.m.	15%	18%	13%	18%
Weekends	31%	27%	30%	33%
Length of Time Riding				
Less than 6 months		8%		9%
6 – 12 months	Not asked	9%	Not asked	10%
1 – 5 years		38%		37%
5 years or more		46%		44%

* Sums to more than 100%; multiple responses provided. Note that a greater number of riders provided multiple responses in the current (2014) survey wave than in previous waves.

Text in **dark green bold** indicates a statistically significant increase from the previous wave at 95% confidence.

Text in **light green bold** indicates a statistically significant increase from the previous wave at 90% confidence.

Text in **red bold** indicates a statistically significant decrease from the previous wave at 95% confidence.

Text in **orange bold** indicates a statistically significant decrease from the previous wave at 90% confidence.

The majority of riders use an ORCA Card to pay their fare and most ORCA Card users have a pass on their card.

- Fewer riders reported using ORCA Cards in 2014 than in 2013. This difference is significant among RapidRide C Line riders.

Table 3: Fare Payment

	RapidRide C Line		RapidRide D Line	
	Post Wave 1 2013 (n=500)	Post Wave 2 2014 (n=560)	Post Wave 1 2013 (n=525)	Post Wave 2 2014 (n=606)
Fare Payment*				
ORCA Card	85%	77%	86%	79%
Cash	16%	27%	19%	22%
Tickets	3%	4%	3%	4%
Media on ORCA Card (users)*				
Pass	64%	56%	60%	55%
Pass & E-Purse	6%	10%	9%	9%
E-Purse Only	30%	32%	31%	35%

Does not include respondents who did not indicate what type of media they had on their ORCA Card or checked not sure

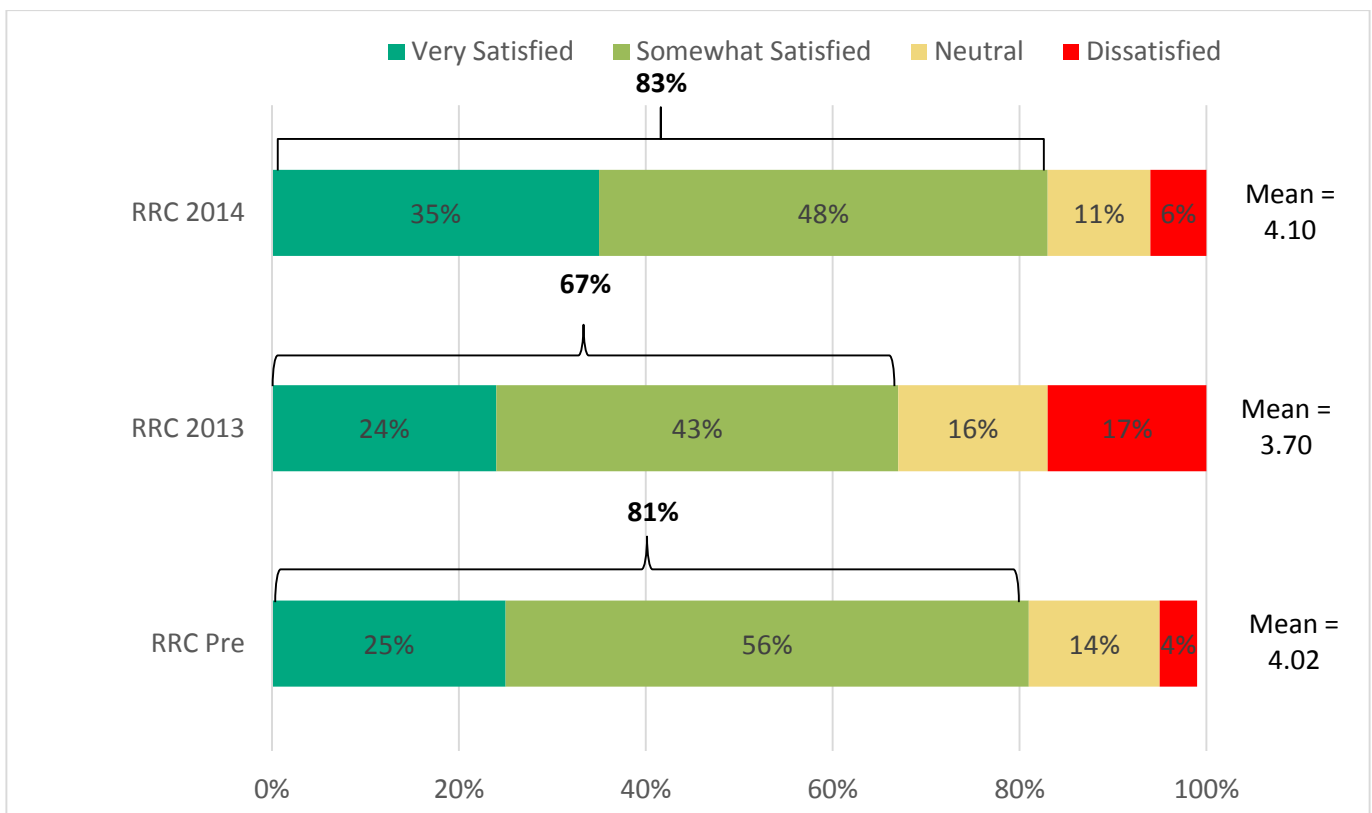
RapidRide C Line

Overall Satisfaction with and Perceptions of RapidRide C Line

More than four out of five (83%) RapidRide C Line riders are satisfied with the service—up significantly from when the service was initially launched.

- This is due to a significant increase in the percentage “very satisfied” as well as a significant decrease in the percentage dissatisfied.
- Overall satisfaction with RapidRide C Line is also higher than satisfaction with the routes it replaced. This is due to the significantly higher percentage of riders who are “very satisfied” overall.

Figure 1: Overall Satisfaction with RapidRide C Line



Q7 - Overall how satisfied are you with [the RapidRide C Line / This Route]? 5 = very satisfied and 1 = very dissatisfied

Rows may not sum to 100% due to rounding

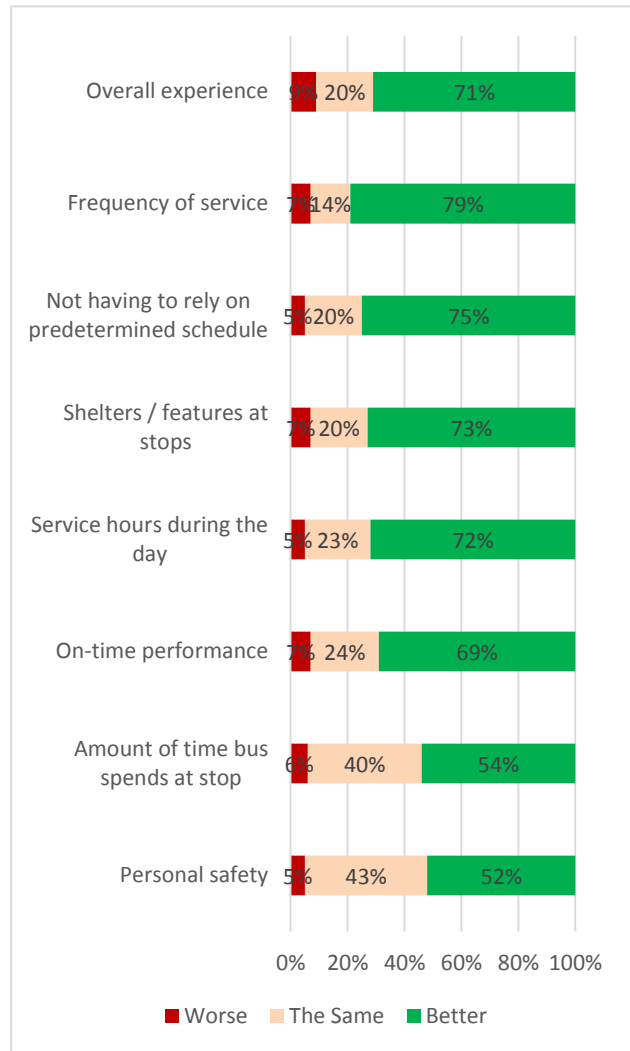
Base: RRC Pre n=1,099; RRC Post Wave 1 n=500; RRC Post Wave 2 n = 560

Seven out of ten RapidRide C Line riders (71%) say that the overall experience on RapidRide is better than other Metro service.

They are most positive about the frequency of service, not having to rely on a pre-determined schedule, the shelters and features at bus stops and service hours.

While still generally positive, a relatively high percentage of RapidRide C Line riders say there are no differences in personal safety or the amount of time at stops between RapidRide and other Metro service.

Figure 2: Perceptions of RapidRide C Line to Previous Route



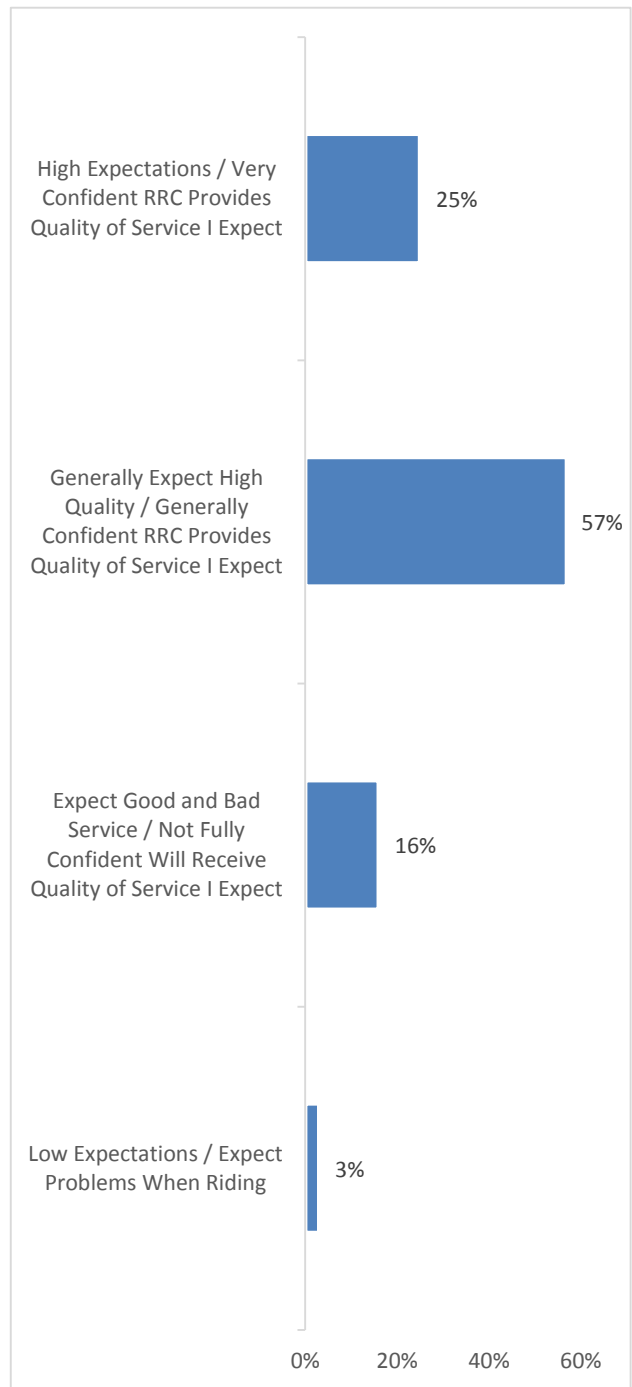
Q8- How does the RapidRide C Line compare overall to the route you took before?

Base: All Respondents (n=560)

May sum to more +/- 1 percent of 100% due to rounding

More than four out of five (82%) C Line riders have high expectations for service and are generally to very confident that they receive the quality of service they expect.

Figure 3: Overall Perceptions of RapidRide C Line Service



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?

Base: All Respondents (n=560)

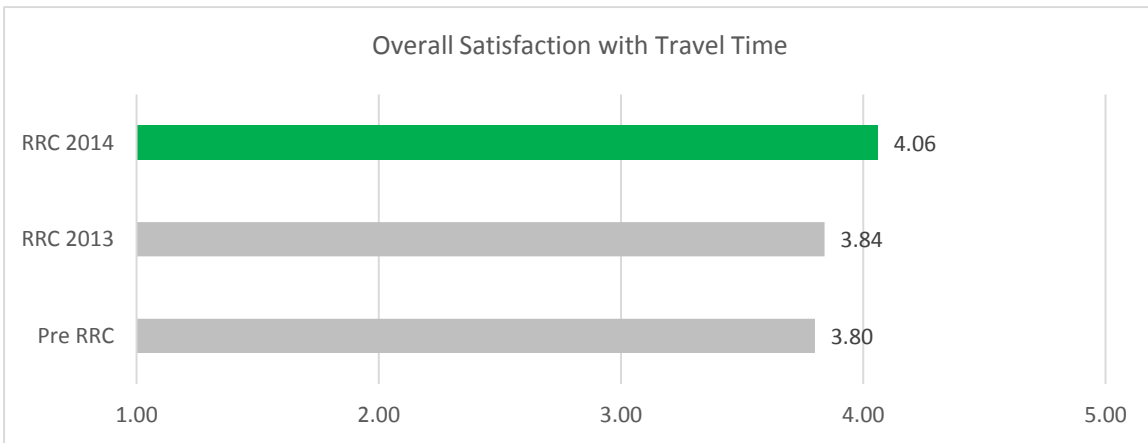
Satisfaction with Travel Time

Of the six primary service dimensions, RapidRide C Line riders are most satisfied with travel time.

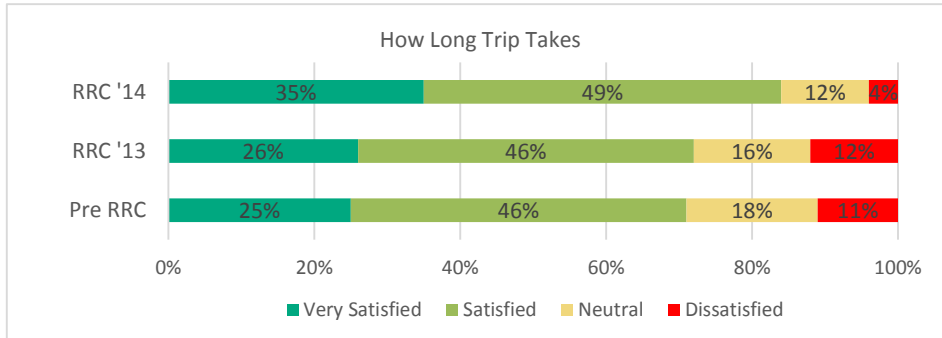
Satisfaction with travel time on RapidRide C Line increased significantly between 2013 and 2014.

- RapidRide C Line riders continue to be less satisfied with the number of stops the vehicle makes than actual travel time. However, satisfaction with the number of stops increased each survey period.

Figure 4: Satisfaction with Travel Time on RapidRide C Line

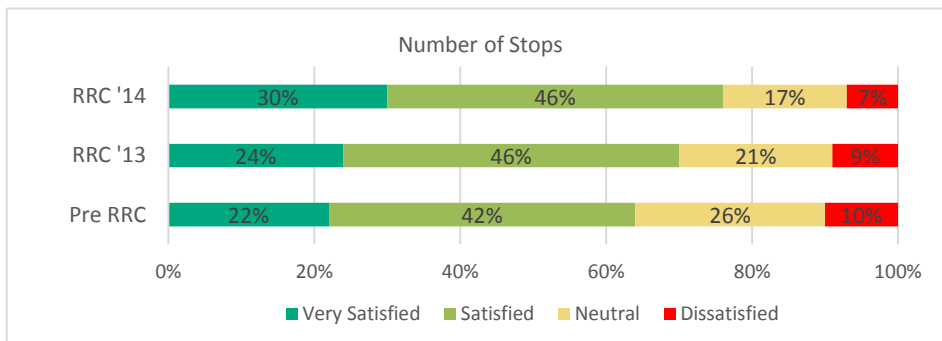


Overall mean is an average of those elements of service in this dimension that are included in both pre and post service change questionnaires. Mean is based on a scale from 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied." Dark green indicates significant (95%) increase in rating from previous year



How Long Trip Takes		
	% Satisfied	Mean
RRC '14	84%	4.14
RRC '13	72%	3.84
Pre RRC	71%	3.85

Green indicates significant (95%) increase in rating from previous year



Number of Stops		
	% Satisfied	Mean
RRC '14	76%	3.98
RRC '13	70%	3.84
Pre RRC	64%	3.76

Green indicates significant (95%) increase in rating from previous year

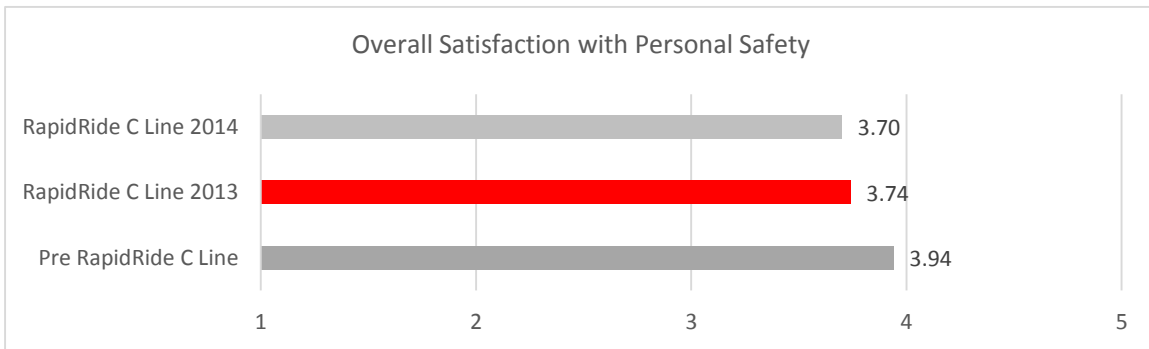
Q1 – How satisfied are you with . . . ? 5 = very satisfied and 1 = very dissatisfied
Base: RRC Pre n=1,099; RRC Post Wave 1 n=500; RRC Post Wave 2 n = 560

Satisfaction with Personal Safety

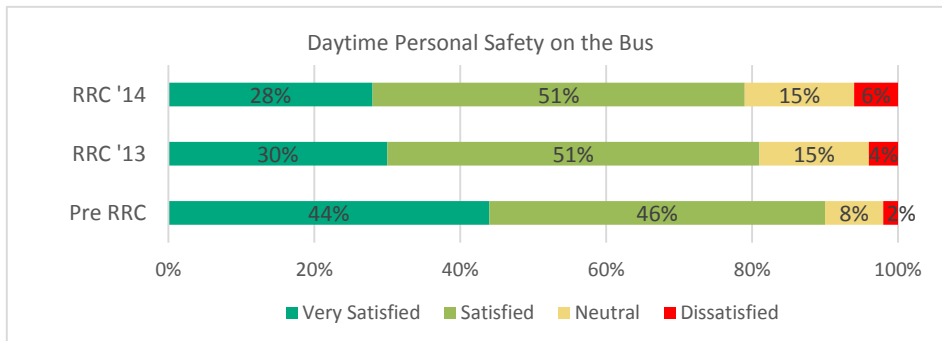
Satisfaction with personal safety on RapidRide C Line remains significantly lower than it was on the routes it replaced. For some aspects of personal safety, the percent satisfied decreased and in others the percent dissatisfied increased.

- The total percent satisfied with the behavior of other people on the bus decreased significantly between 2012 and 2013; this percentage continued to erode between 2013 and 2014.
- While the percent satisfied with personal safety while waiting for the bus when it is dark remained the same, the percentage dissatisfied increased significantly between 2013 and 2014. The percentage dissatisfied with the behavior of other people where they wait has also increased somewhat between 2012 and 2014.

Figure 5: Satisfaction with Personal Safety on RapidRide C Line

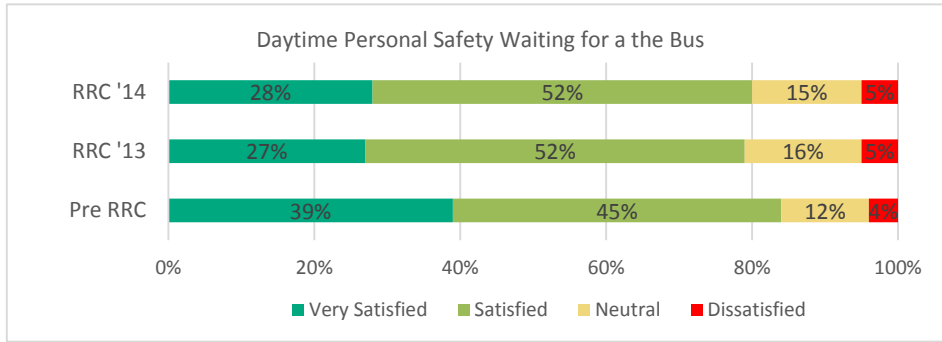


Overall mean is an average of those elements of service in this dimension that are included in both pre and post service change questionnaires. Mean is based on a scale from 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied." Red indicates significant (95%) decrease in rating from previous year; light green indicates significant (90%) increase in rating from previous year.



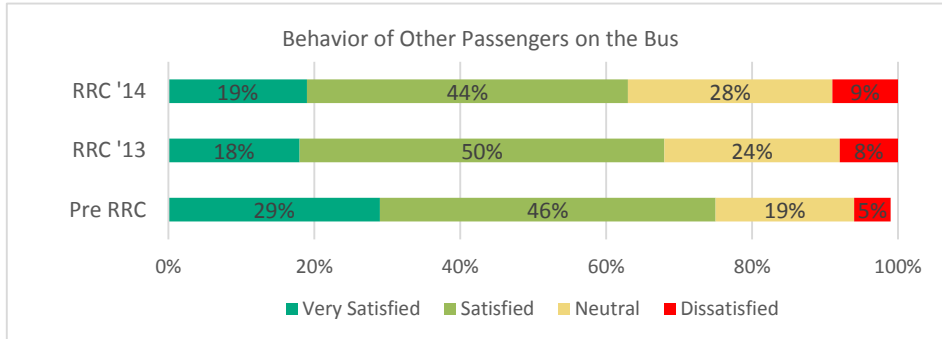
Daytime Personal Safety on the Bus		
	% Satisfied	Mean
RRC '14	79%	3.97
RRC '13	81%	4.05
Pre RRC	90%	4.31

Red indicates significant (95%) and orange indicates significant (90%) decrease in rating from previous year.



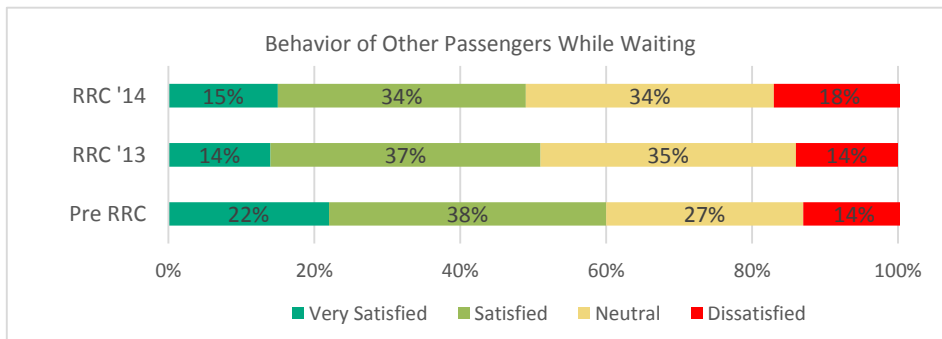
Daytime Personal Safety Waiting for a the Bus		
	% Satisfied	Mean
RRC '14	80%	4.03
RRC '13	79%	4.00
Pre RRC	84%	4.20

Red indicates significant (95%) decrease in rating from previous year



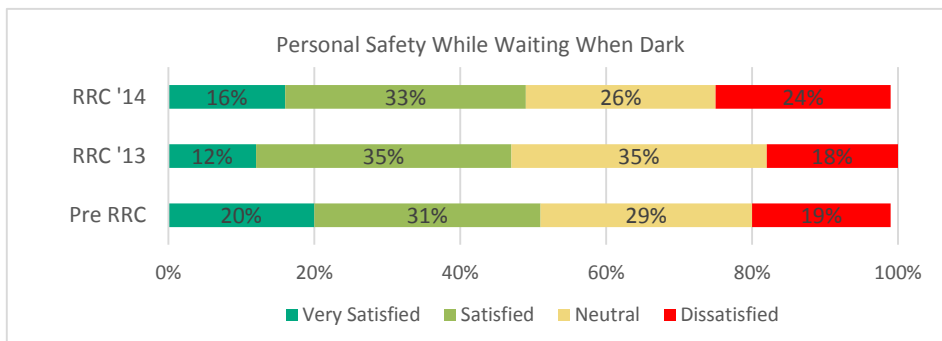
Behavior of Other Passengers on the Bus		
	% Satisfied	Mean
RRC '14	63%	3.70
RRC '13	68%	3.78
Pre RRC	75%	3.98

Red indicates significant (95%) and orange indicates significant (90%) decrease in rating from previous year



Behavior of Other Passengers While Waiting		
	% Satisfied	Mean
RRC '14	49%	3.40
RRC '13	51%	3.48
Pre RRC	60%	3.65

Red indicates significant (95%) decrease in rating from previous year



Personal Safety While Waiting When Dark		
	% Satisfied	Mean
RRC '14	49%	3.35
RRC '13	47%	3.37
Pre RRC	51%	3.47

Red indicates significant (95%) decrease in rating from previous year

Q2 – How satisfied are you with . . .? 5 = very satisfied and 1 = very dissatisfied
 Rows may not sum to 100% due to rounding
 Base: RRC Pre n=1,099; RRC Post Wave 1 n=500; RRC Post Wave 2 n = 56

Satisfaction with Waiting Areas / Bus Stops

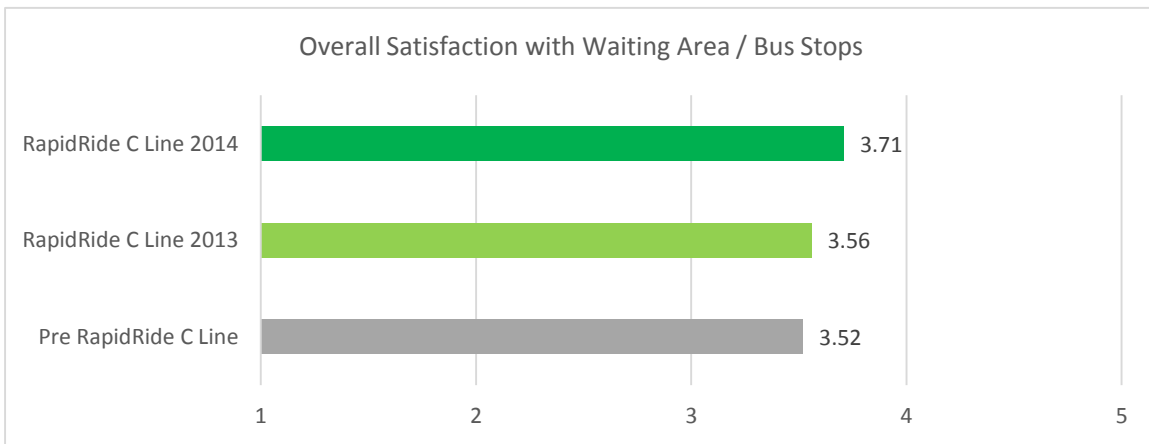
Overall satisfaction with the waiting areas / bus stops for RapidRide C Line has continued to increase since the introduction of the RapidRide line.

The increase in satisfaction ratings between 2012 and 2013 were attenuated by a significant decrease in satisfaction with the convenience of bus stops, with the percentage of riders saying they are dissatisfied with this attribute doubling between 2012 and 2013, and staying near the same level in 2014.

Satisfaction increased for all other aspects of waiting areas where they board RapidRide C Line with the exception of the cleanliness of the waiting areas.

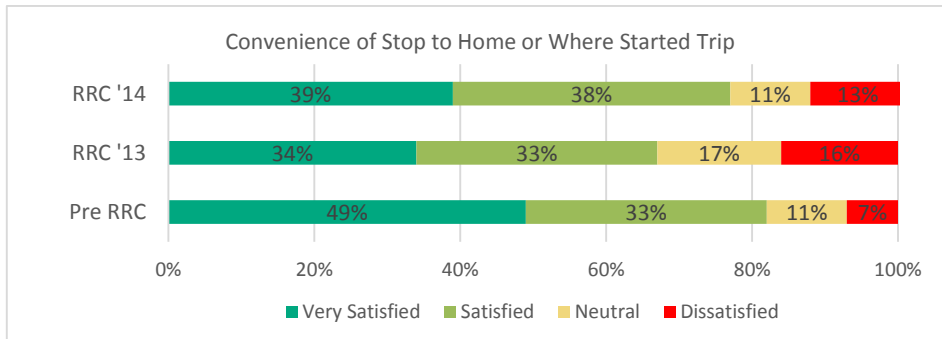
- The increase was greatest for the availability of information at the stops. C Line riders are also very satisfied with the availability of electronic real-time information signs available at some stops.

Figure 6: Satisfaction with Waiting Area / Bus Stop Where Board RapidRide C Line



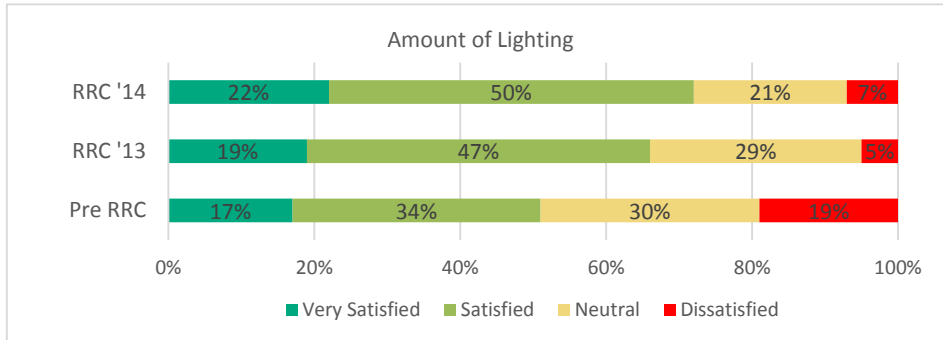
Overall mean is an average of those elements of service in this dimension that are included in both pre and post service change questionnaires. Mean is based on a scale from 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied."

Dark green indicates significant (95%) increase in rating from previous year; light green indicates significant (90%) increase in rating from previous year



Convenience of Stop to Home or Where Started Trip		
	% Satisfied	Mean
RRC '14	77%	3.98
RRC '13	67%	3.78
Pre RRC	82%	4.22

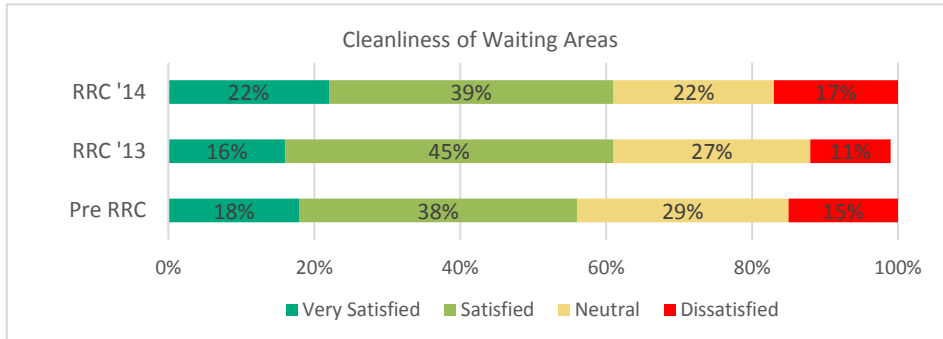
Dark green indicates significant (95%) increase in rating from previous year; red indicates significant (95%) decrease in rating from previous year



Amount of Lighting

	% Satisfied	Mean
RRC '14	72%	3.86
RRC '13	66%	3.78
Pre RRC	51%	3.45

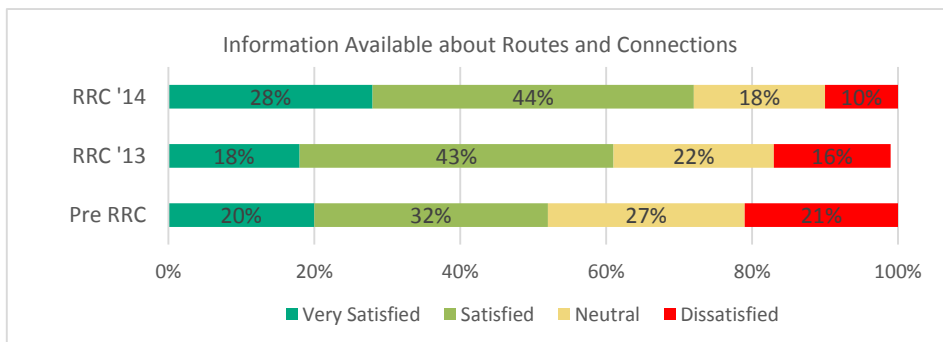
Dark green indicates significant (95%) and light green indicates significant (90%) increase in rating from previous year



Cleanliness of Waiting Area

	% Satisfied	Mean
RRC '14	61%	3.61
RRC '13	61%	3.64
Pre RRC	56%	3.56

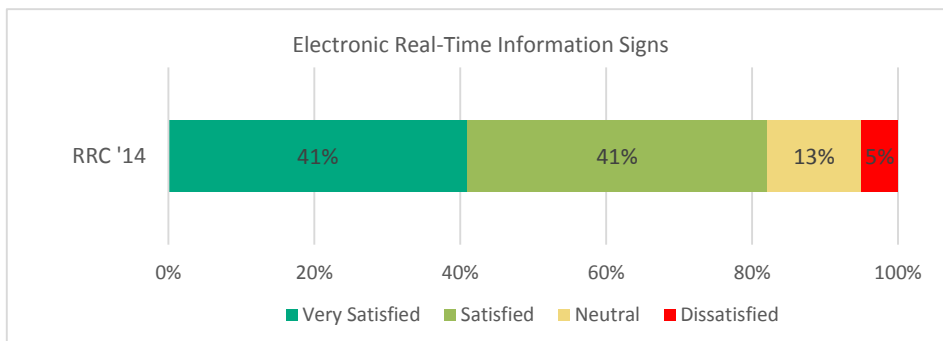
Dark green indicates significant (95%) and light green indicates significant (90%) increase in rating from previous year



Information Available About Routes and Connections

	% Satisfied	Mean
RRC '14	72%	3.87
RRC '13	61%	3.60
Pre RRC	52%	3.44

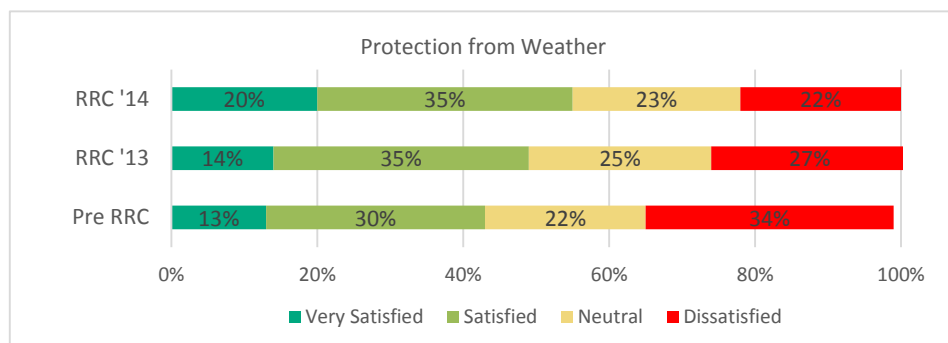
Dark green indicates significant (95%) and light green indicates significant (90%) increase in rating from previous year



Electronic Real-Time Information Signs

	% Satisfied	Mean
RRC '14	82%	4.15

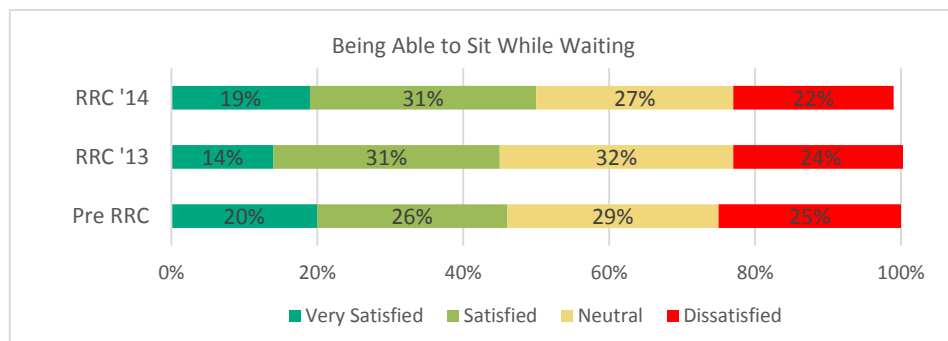
Not asked in previous surveys



Protection from Weather

	% Satisfied	Mean
RRC '14	55%	3.50
RRC '13	49%	3.29
Pre RRC	43%	3.12

Dark green indicates significant (95%) and light green indicates significant (90%) increase in rating from previous year



Being Able to Sit While Waiting

	% Satisfied	Mean
RRC '14	50%	3.43
RRC '13	45%	3.29
Pre RRC	46%	3.31

Dark green indicates significant (95%) and light green indicates significant (90%) increase in rating from previous year

Q3 – How satisfied are you with . . . ? 5 = very satisfied and 1 = very dissatisfied
 Rows may not sum to 100% due to rounding
 Base: RRC Pre n=1,099; RRC Post Wave 1 n=500; RRC Post Wave 2 n = 560

Satisfaction with Things about the Bus

Satisfaction with things about the bus increased from 2013 but remains below the “pre” measures.

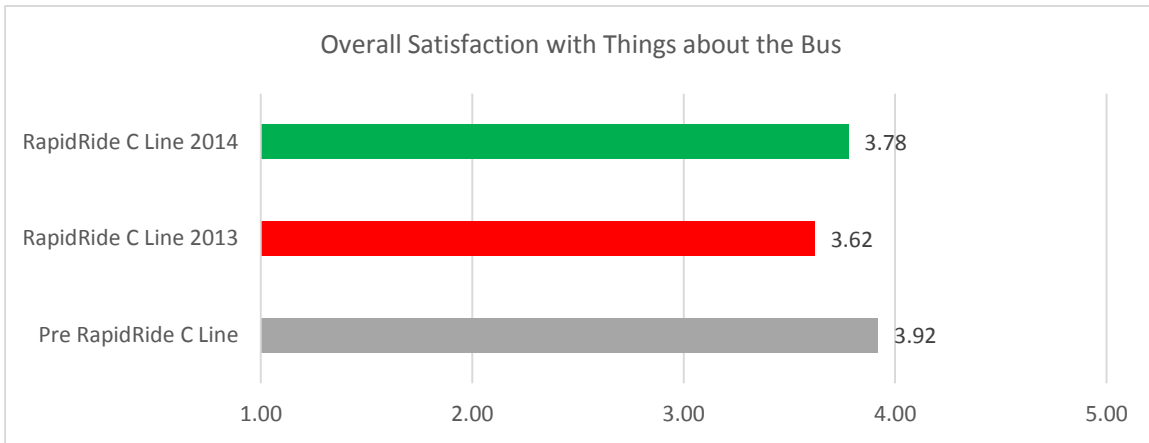
While improving, dissatisfaction with the availability of seats on the RapidRide C Line is the primary factor driving lower overall scores.

- More than one out of five riders are dissatisfied with the availability of seats. This is down significantly from 2013, but still more than twice the number that were dissatisfied prior to the launch of RapidRide C Line.

Riders on RapidRide C Line are more satisfied than were those on the routes it replaced with:

- Cleanliness of bus interiors
- Smoothness of the ride

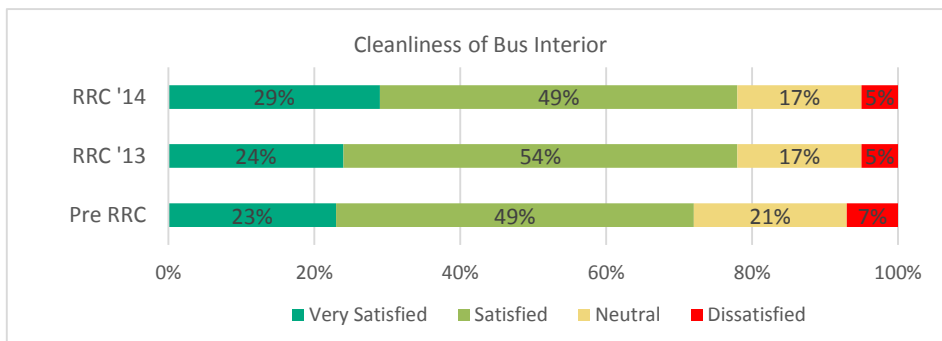
Figure 7: Satisfaction with Things about the RapidRide C Line Buses



Overall mean is an average of those elements of service in this dimension that are included in both pre and post service change questionnaires.

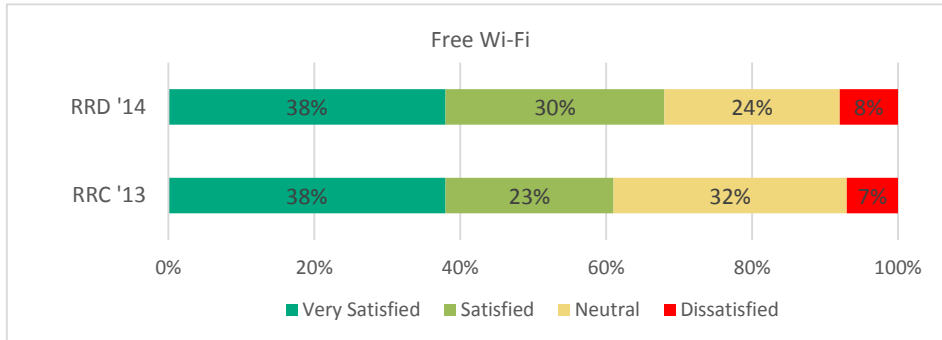
Mean is based on a scale from 1 to 5 where “1” means “very dissatisfied and “5” means “very satisfied.”

Dark green indicates significant (95%) increase in rating from previous year; red indicates significant (95%) decrease in rating from previous year



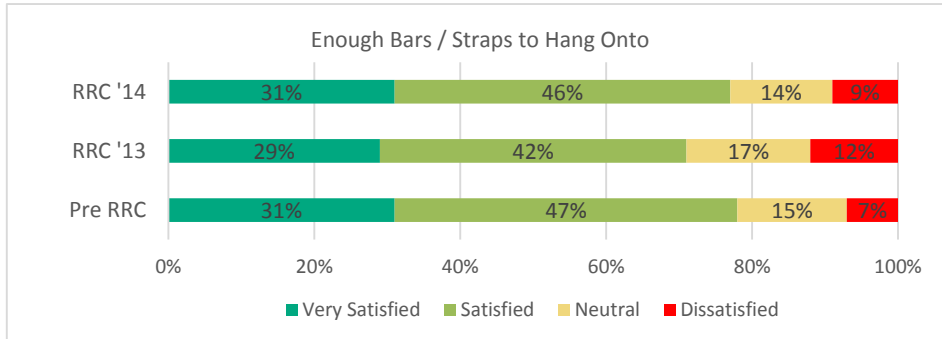
Cleanliness of Bus Interior		
	% Satisfied	Mean
RRC '14	78%	4.02
RRC '13	78%	3.96
Pre RRC	72%	3.87

Dark green indicates significant (95%) increase in rating from previous year



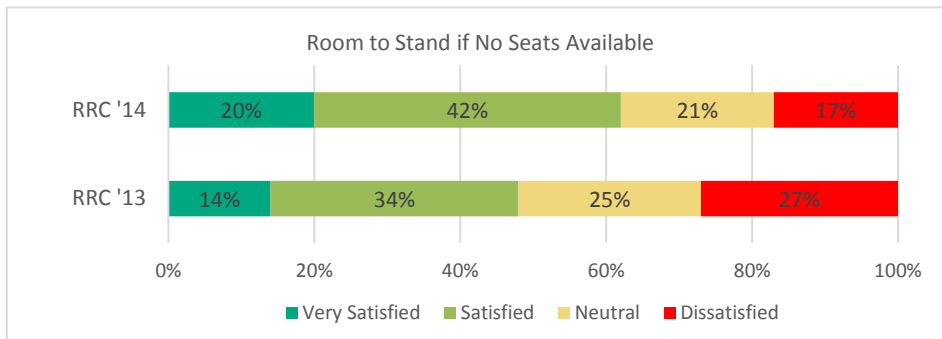
Free Wi-Fi		
	% Satisfied	Mean
RRC '14	68%	3.95
RRC '13	61%	3.92

Dark green indicates significant (95%) increase in rating from previous year



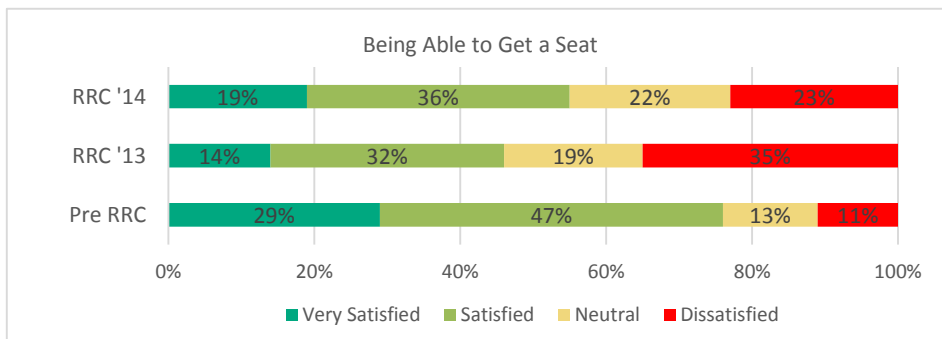
Enough Bars / Straps to Hang Onto		
	% Satisfied	Mean
RRC '14	77%	3.97
RRC '13	71%	3.85
Pre RRC	78%	4.00

Dark green indicates significant (95%) increase in rating from previous year; red indicates significant (95%) decrease in rating from previous year



Room to Stand if No Seats Available		
	% Satisfied	Mean
RRC '14	62%	3.59
RRC '13	48%	3.27

Dark green indicates significant (95%) increase in rating from previous year



Being Able to Get a Seat		
	% Satisfied	Mean
RRC '14	55%	3.40
RRC '13	46%	3.09
Pre RRC	76%	3.90

RRC % satisfied and means significantly ↓ than Routes 55 and 54L

Q4 – How satisfied are you with . . .? 5 = very satisfied and 1 = very dissatisfied
 Rows may not sum to 100% due to rounding
 Base: RRC Pre n=1,099; RRC Post Wave 1 n=500; RRC Post Wave 2 n = 560

Satisfaction with Frequency and Reliability

Overall satisfaction with frequency and reliability of service on RapidRide C Line has increased significantly each year since its introduction. Satisfaction with frequency and reliability is now the second highest rated dimension of service.

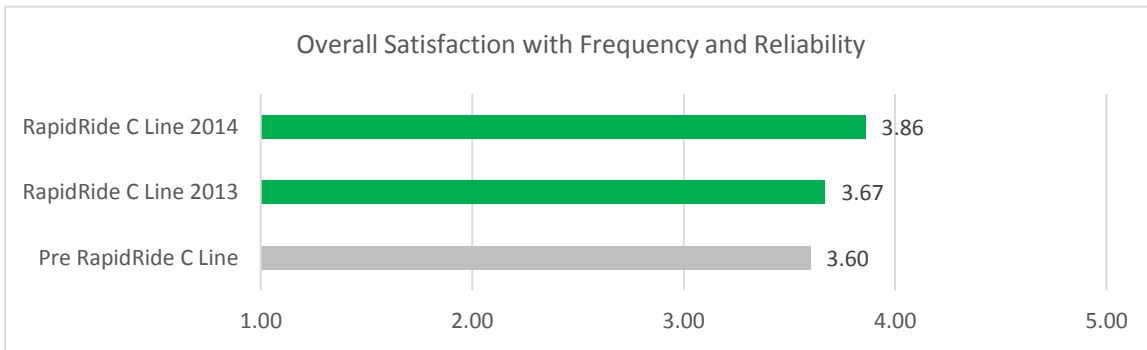
RapidRide C Line riders continue to be most satisfied with on-time performance. RapidRide C Line riders are also most satisfied with frequency of service during peak hours.

- Satisfaction with these two elements of service has continued to increase significantly between 2013 and 2014.

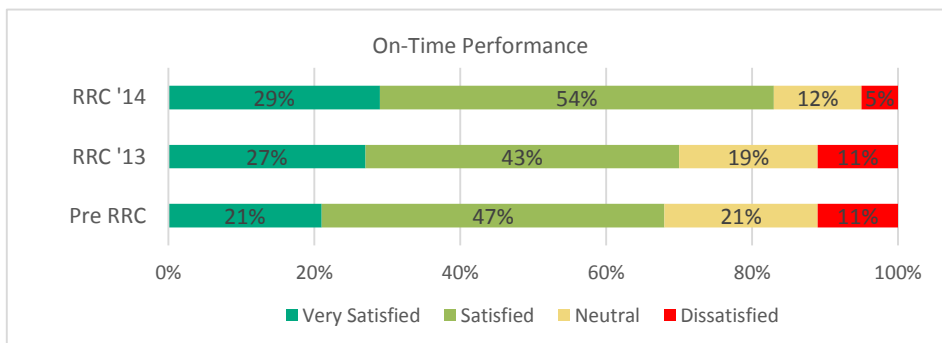
RapidRide C Line riders are least satisfied with the frequency of service in the evenings or at night and, to a lesser extent, frequency of service on the weekends.

- However, satisfaction with these two elements of service have increased each year since the service was launched.

Figure 8: Satisfaction with Frequency and Reliability on RapidRide C Line

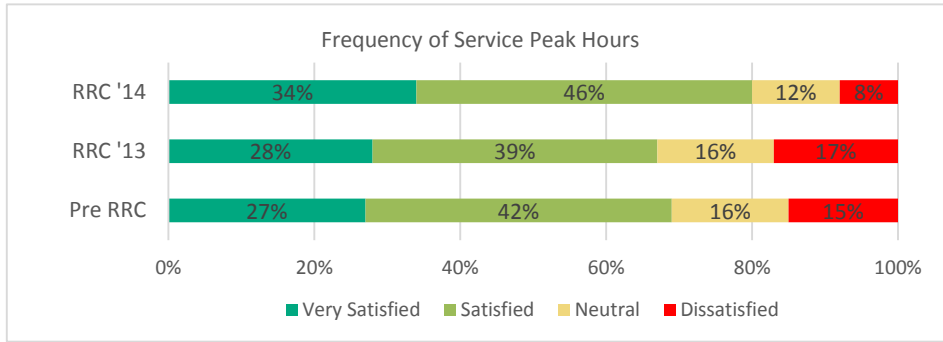


Overall mean is an average of those elements of service in this dimension that are included in both pre and post service change questionnaires. Mean is based on a scale from 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied." Dark green indicates significant (95%) increase in rating from previous year



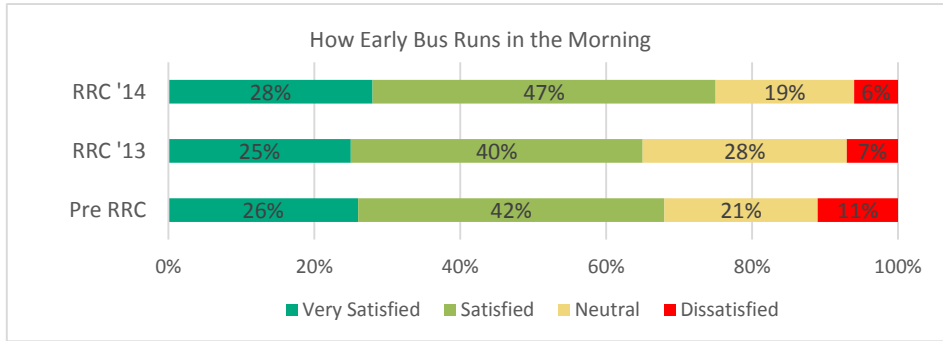
On-Time Performance		
	% Satisfied	Mean
RRC '14	83%	4.05
RRC '13	70%	3.85
Pre RRC	68%	3.75

Dark green indicates significant (95%) and light green indicates significant (90%) increase in rating from previous year



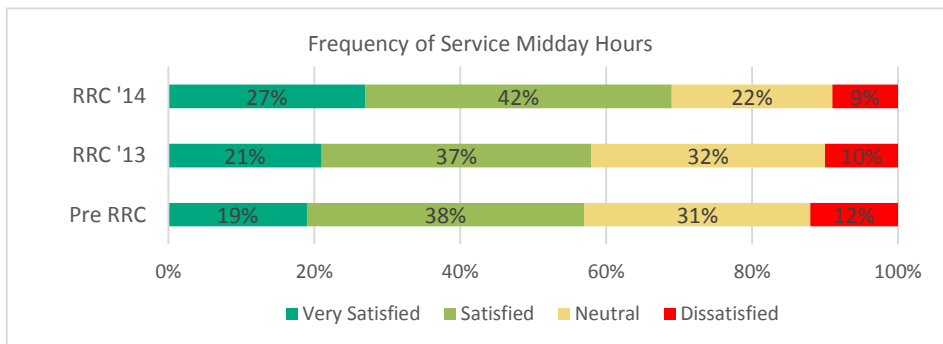
Frequency of Service Peak Hours		
	% Satisfied	Mean
RRC '14	80%	4.04
RRC '13	67%	3.72
Pre RRC	69%	3.79

Dark green indicates significant (95%) increase in rating from previous year



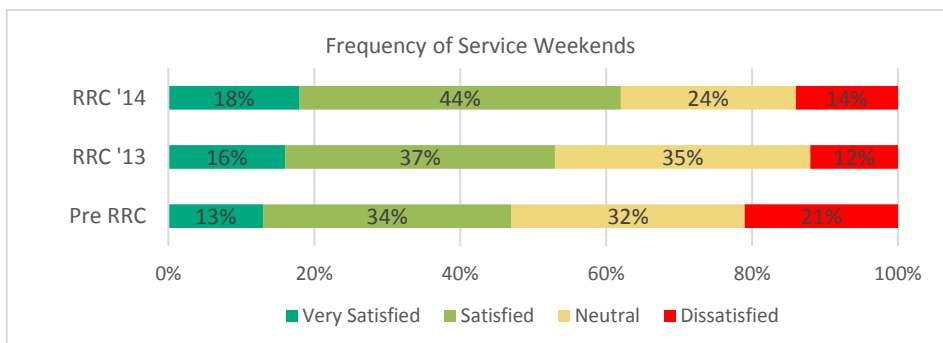
How Early Bus Runs in the Morning		
	% Satisfied	Mean
RRC '14	75%	3.95
RRC '13	65%	3.79
Pre RRC	68%	3.81

Dark green indicates significant (95%) increase in rating from previous year



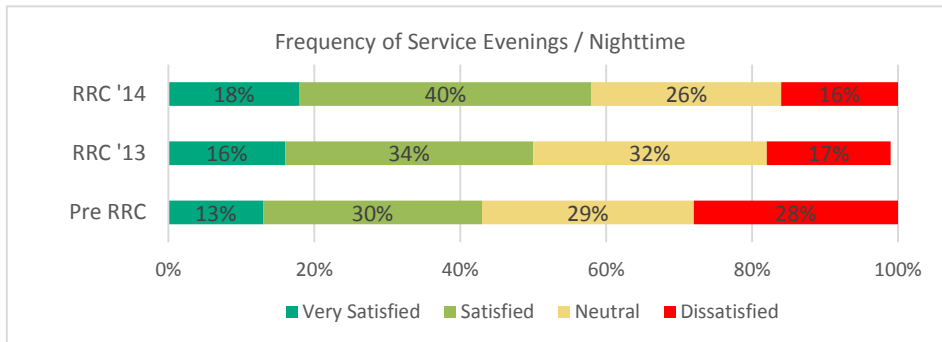
Frequency of Service Midday Hours		
	% Satisfied	Mean
RRC '14	69%	3.86
RRC '13	58%	3.66
Pre RRC	57%	3.61

Dark green indicates significant (95%) increase in rating from previous year



Frequency of Service Weekends		
	% Satisfied	Mean
RRC '14	62%	3.65
RRC '13	53%	3.54
Pre RRC	47%	3.34

Dark green indicates significant (95%) and light green indicates significant (90%) increase in rating from previous year



Frequency of Service Evenings / Nighttime		
	% Satisfied	Mean
RRC '14	58%	3.57
RRC '13	50%	3.45
Pre RRC	43%	3.21

Dark green indicates significant (95%) and light green indicates significant (90%) increase in rating from previous year

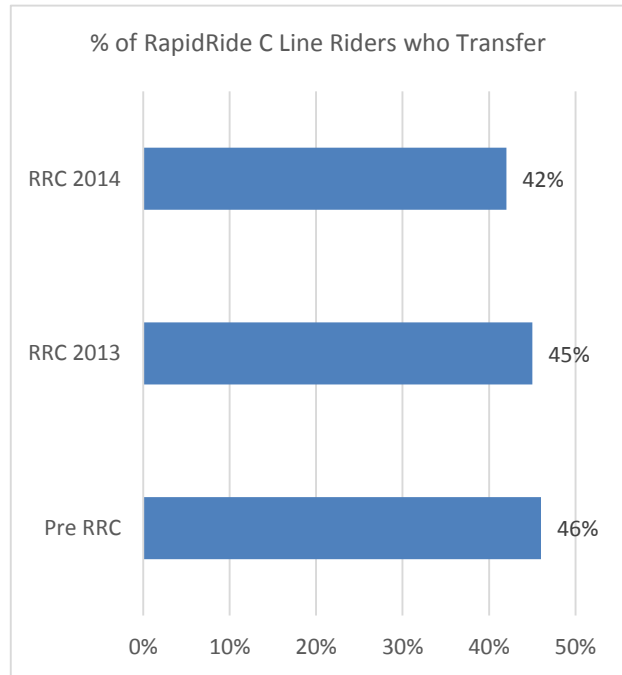
Q5 – How satisfied are you with . . .? 5 = very satisfied and 1 = very dissatisfied
 Rows may not sum to 100% due to rounding
 Base: RRC Pre n=1,099; RRC Post Wave 1 n=500; RRC Post Wave 2 n = 560

Satisfaction with Ease of Transferring

Just over two out of five (42%) RapidRide C Line riders transfer either to the RapidRide or when they get off the RapidRide in order to reach their final destination.

- The extent to which RapidRide C Line riders transfer has been decreasing year over year.

Figure 9: Percent of RapidRide C Line Riders who Transfer



Q13: Did you transfer to / from the RapidRide line from another bus on this trip today?

Base: Pre RCC (n = 1,099), RRC 2013 (n = 500), RRC 2014 (n = 560)

Of the six primary service dimensions, RapidRide C Line riders are **least** satisfied with ease of making transfers. After decreasing significantly in 2013, satisfaction with ease of transferring has rebounded in 2014, increasing significantly and returning to pre-launch levels. This rebound is primarily attributable to:

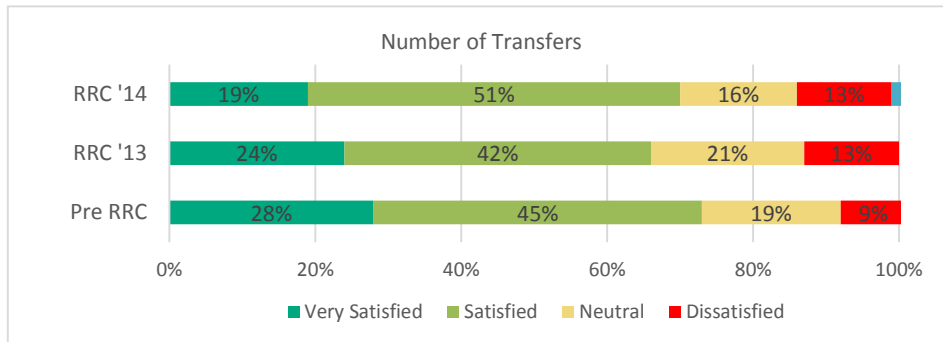
- Buses arriving on time when transferring
- Wait times when transferring
- Helpfulness of drivers when making transfers

Figure 10: Satisfaction with Ease of Transferring on RapidRide C Line



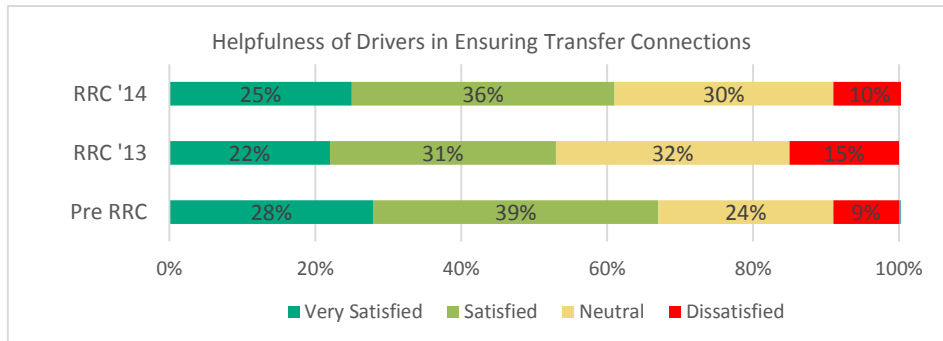
Overall mean is an average of those elements of service in this dimension that are included in both pre and post service change questionnaires. Mean is based on a scale from 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied."

Dark green indicates significant (95%) increase in rating from previous year; red indicates significant (95%) decrease in rating from previous year



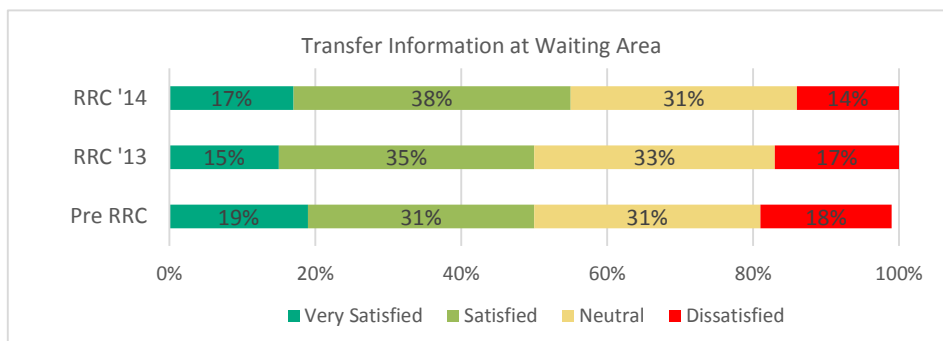
Number of Transfers		
	% Satisfied	Mean
RRC '14	70%	3.73
RRC '13	66%	3.73
Pre RRC	73%	3.89

Orange indicates a significant (90%) decrease in rating from previous year

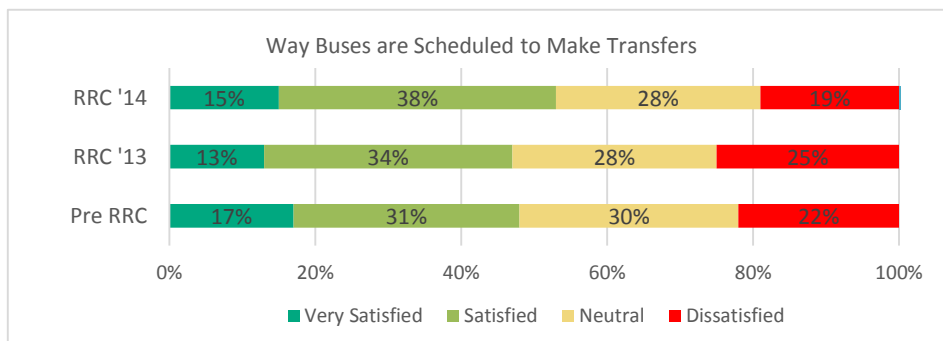


Helpfulness of Drivers in Ensuring Transfer Connections		
	% Satisfied	Mean
RRC '14	61%	3.72
RRC '13	53%	3.54
Pre RRC	67%	3.84

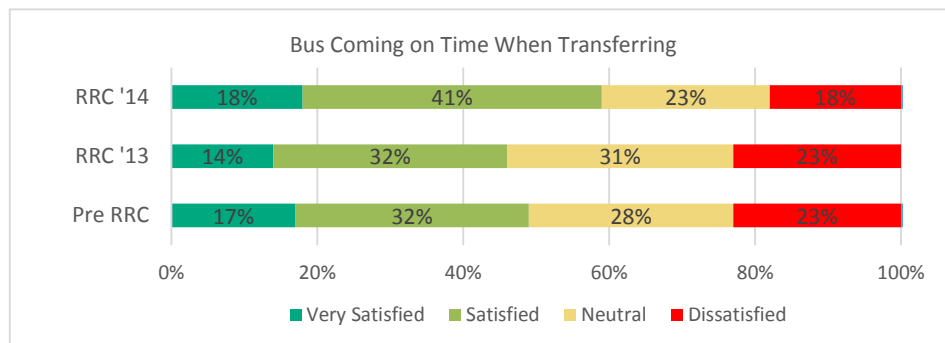
Light green indicates significant (90%) increase in rating from previous year; red indicates a significant (95%) decrease in rating from previous year



Transfer Information at Waiting Area		
	% Satisfied	Mean
RRC '14	55%	3.54
RRC '13	50%	3.45
Pre RRC	50%	3.47

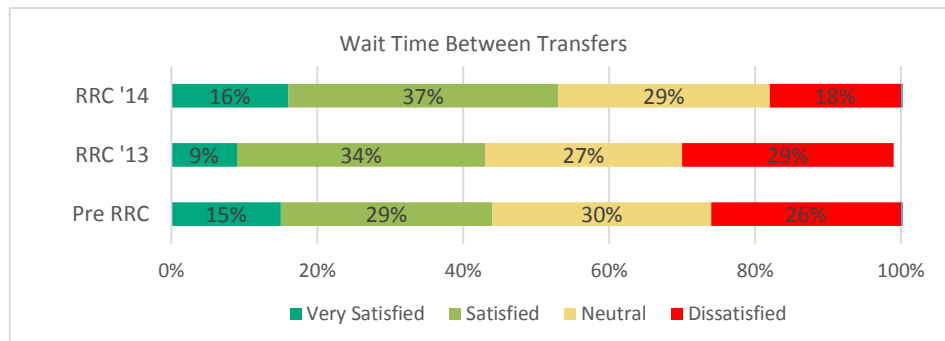


Way Buses are Scheduled to Make Transfers		
	% Satisfied	Mean
RRC '14	53%	3.43
RRC '13	47%	3.28
Pre RRC	48%	3.42



Bus Coming on Time When Transferring		
	% Satisfied	Mean
RRC '14	59%	3.53
RRC '13	46%	3.31
Pre RRC	49%	3.38

Dark green indicates significant (95%) increase in rating from previous year



Wait Time Between Transfers		
	% Satisfied	Mean
RRC '14	53%	3.44
RRC '13	43%	3.19
Pre RRC	44%	3.30

Dark green indicates significant (95%) increase in rating from previous year

Q6 – How satisfied are you with . . .? 5 = very satisfied and 1 = very dissatisfied

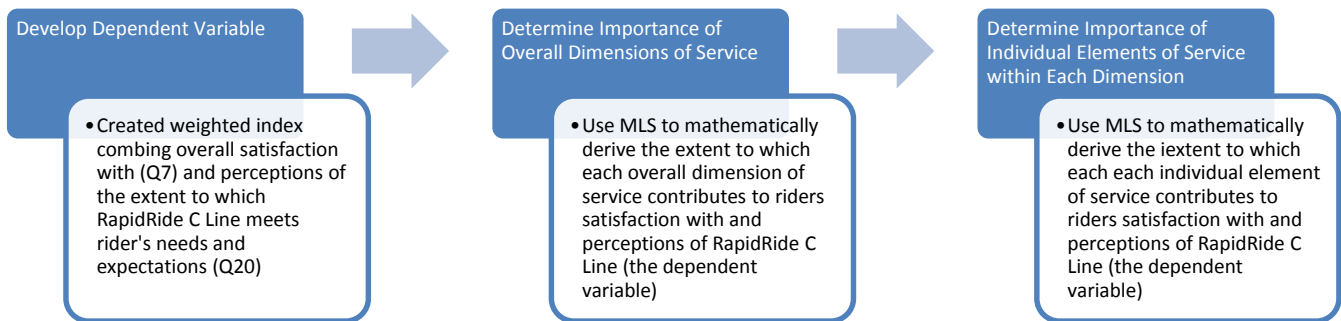
Rows may not sum to 100% due to rounding

Base: Riders who Transfer from Another Bus to RRC or Transfer from RRC to Another Bus RRC Pre n=513; RRC Post Wave 1 n=232; RRC Post Wave 2 n = 238

Key Drivers Analysis

Overview

Key Drivers Analysis investigates the relationships between potential drivers and customer behavior such as the likelihood of a positive recommendation and overall satisfaction. This Key Drivers Analysis is performed using multiple linear regression (MLS) to identify the extent to which satisfaction with individual aspects of service is related to a more general measure of the extent to which riders are satisfied with RapidRide C Line service and the extent to which the service meets their needs and expectations for service. The following graphic illustrates the steps used to complete this first step in the Key Drivers Analysis.



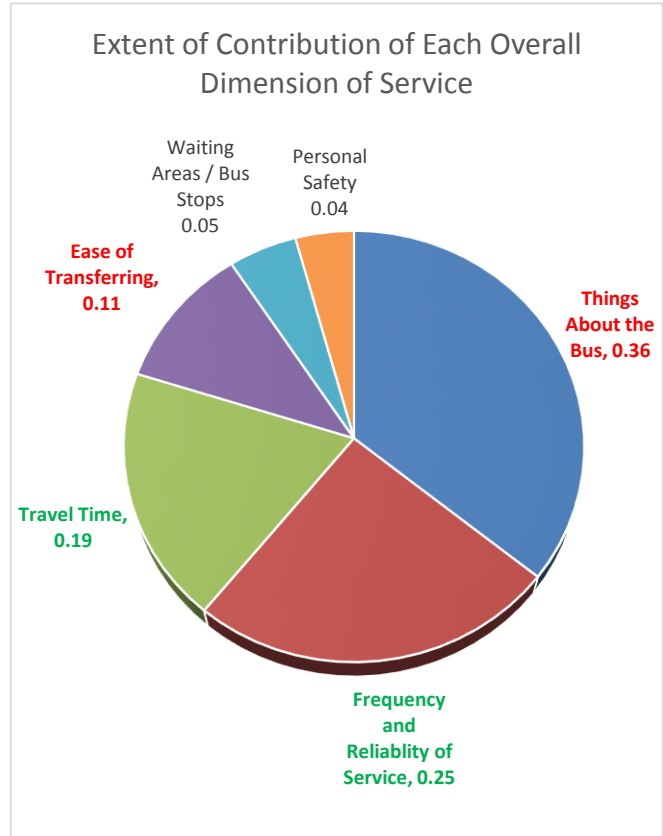
Using these derived importance measures and riders' reported satisfaction with each element of service it is possible to set priorities for resource allocations as illustrated in the diagram to the right.



Results—Overall Drivers

Four of the six overall dimensions of service have a significant impact on customers’ satisfaction with and perceptions of RapidRide C Line service.

- Specific features of the RapidRide vehicles and the frequency and reliability of the service are the two largest drivers.
 - Ratings for frequency and reliability of service are relatively high and are clear strengths of the RapidRide C Line service.
 - Ratings for specific aspects of the vehicles is right on the cut point between above and below-average. There may be targeted opportunities for improvements in this area.
- Travel time is the third primary driver.
- Ease of transferring is the fourth driver when considering all C Line riders. When looking only at C Line riders who transfer ease of transferring is the second greatest contributor to customers’ satisfaction with and perceptions of RapidRide C Line service, followed by travel time and frequency and reliability of service.
 - Ease of transferring is rated the lowest of all overall service dimensions.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual dimension of service on overall perceptions of and satisfaction with RapidRide C Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide C Line service.

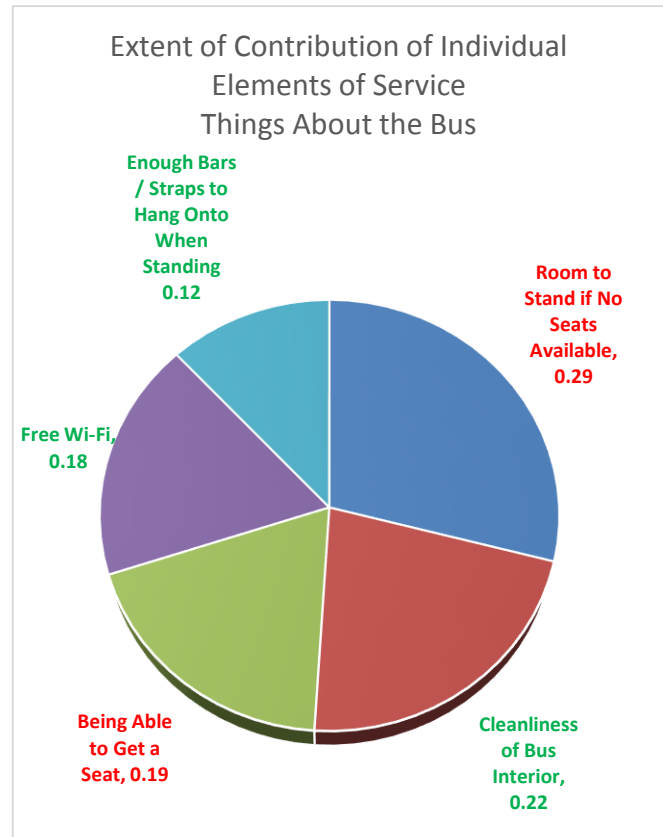
High Importance / Above-Average Satisfaction Maintain		High Importance / Below-Average Satisfaction Improve	
	Mean Rating		Mean Rating
Frequency and Reliability	3.86	Ease of Transferring	3.56
Travel Time	4.06	Things About the Bus	3.78
Low Importance / Above-Average Satisfaction Monitor		Low Importance / Below-Average Satisfaction Strategically Target	
	Mean Rating		Mean Rating
		Waiting Areas / Bus Stops	3.71
		Personal Safety	3.70

Mean is based on five-point scale where “5” means “very satisfied” and “1” means “very dissatisfied.”
Average mean across all service dimensions is 3.78 and is set as the cut-off for above and below-average satisfaction.

Results—Things about the Bus

In addition to being the largest overall driver of customer satisfaction with and perceptions of RapidRide C Line, all five individual elements of service are significant contributors to this overall measure.

- Room to stand and availability of seats are riders’ largest concerns with service on RapidRide C Line. Additional service during those hours when overcrowding is greatest is the only possible solution to this problem.
- Ratings are very high for cleanliness of the bus interior—the second highest driver.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual element of service on overall perceptions of and satisfaction with RapidRide C Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide C Line service.

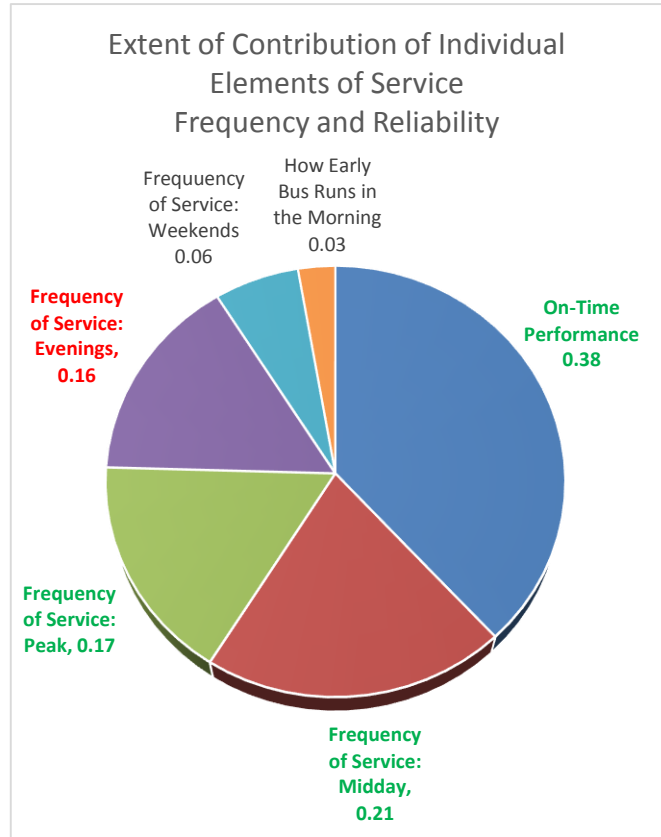
High Importance / Above-Average Satisfaction Maintain		High Importance / Below-Average Satisfaction Improve	
	Mean Rating		Mean Rating
Cleanliness of the bus interior	4.02	Room to stand if no seats available	3.59
Free Wi-Fi	3.95	Being able to get a seat	3.40
Enough bars and straps to hang onto while standing	3.97		

*Mean is based on five-point scale where "5" means "very satisfied" and "1" means "very dissatisfied."
Average mean across all elements of service is 3.75 and is set as the cut-off for above and below-average satisfaction.*

Results—Frequency and Reliability

Four of the six individual elements of service related to frequency and reliability of service have a significant impact on customers’ satisfaction with and perceptions of RapidRide C Line service.

- On-time performance is by far the most important aspect of service and riders give RapidRide C Line service high ratings for this element of service.
- Frequency of service during the week are also key elements of service. Riders give C Line service high ratings for peak hour and midday service but below-average ratings for evening and nighttime service.
- C Line riders also give below average ratings for frequency of service on the weekends; however, this element of service is less important and is not a key driver.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual element of service on overall perceptions of and satisfaction with RapidRide C Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide C Line service.

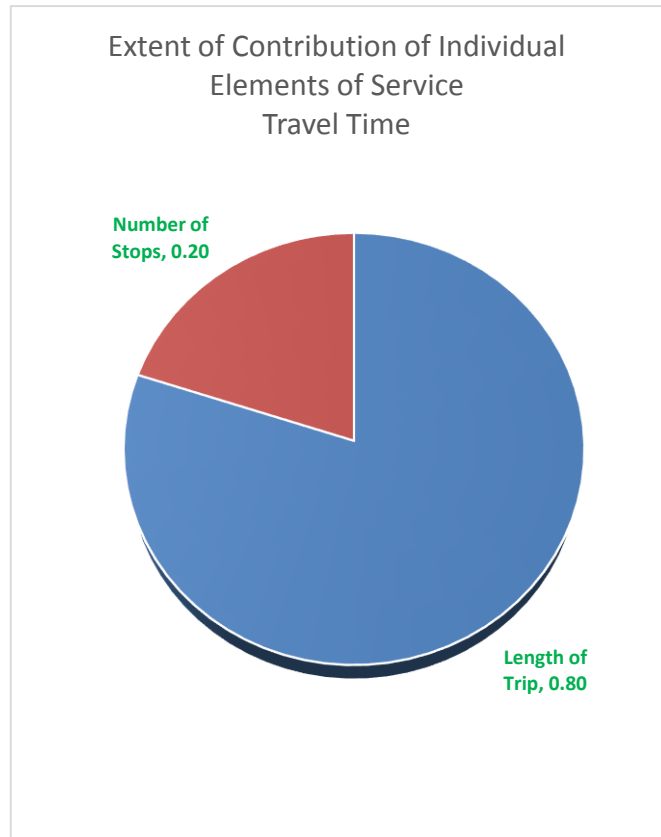
High Importance / Above-Average Satisfaction Maintain		High Importance / Below-Average Satisfaction Improve	
	Mean Rating		Mean Rating
On-time performance	4.05	Frequency of service: Evenings	3.57
Frequency of service: Peak	4.04		
Frequency of service: Midday	3.86		
Low Importance / Above-Average Satisfaction Monitor		Low Importance / Below-Average Satisfaction Strategically Target	
	Mean Rating		Mean Rating
How early bus starts in the morning	3.95	Frequency of service: Weekends	3.65

Mean is based on five-point scale where “5” means “very satisfied” and “1” means “very dissatisfied.”
Average mean across all elements is 3.75 and is set as the cut-off for above and below-average satisfaction.

Results – Travel Time

While both elements of travel time are key drivers of customer satisfaction, travel time is three times more important than the number of stops.

- Ratings for both elements of service are well above average and are clear strengths of the RapidRide C Line service.



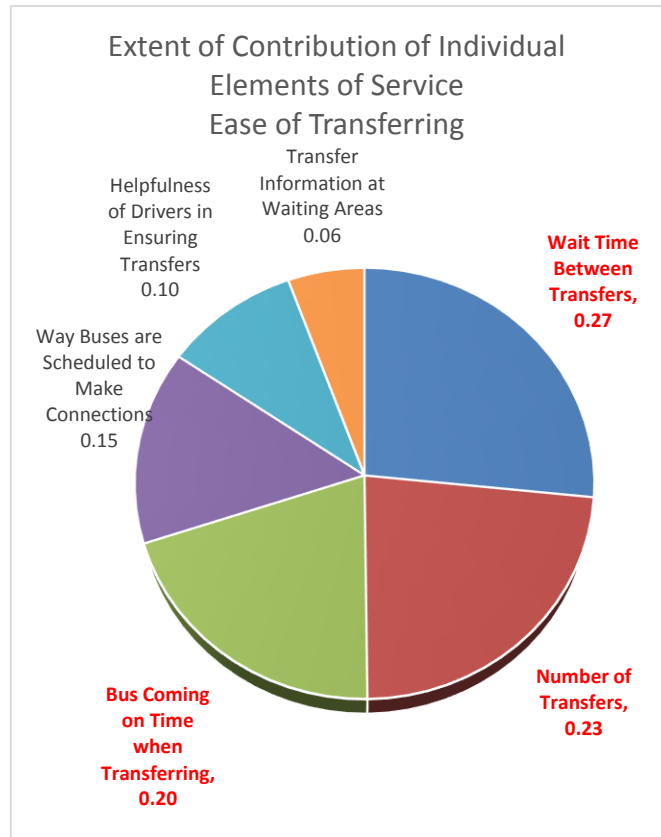
Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual element of service on overall perceptions of and satisfaction with RapidRide C Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide C Line service.

High Importance / Above-Average Satisfaction Maintain	
	Mean Rating
Travel Time	4.14
Number of Stops	3.98
<p><i>Mean is based on five-point scale where "5" means "very satisfied" and "1" means "very dissatisfied."</i></p> <p><i>Average mean across all elements of service is 3.75 and is set as the cut-off for above and below-average satisfaction.</i></p>	

Results—Ease of Transferring

Three of the six individual elements of service related to ease of transferring have a significant impact on customers’ satisfaction with and perceptions of RapidRide C Line service. The way buses are scheduled to ensure riders make their connections is not a key driver, in part due to its high correlation to wait time between transfers.

- All key aspects of transferring receive below average ratings.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual element of service on overall perceptions of and satisfaction with RapidRide C Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide C Line service.

High Importance / Above-Average Satisfaction Maintain	High Importance / Below-Average Satisfaction Improve
Mean Rating	Mean Rating
	Wait time between transfers 3.44
	Number of transfers 3.73
	Bus coming on time when transferring 3.53
Low Importance / Above-Average Satisfaction Monitor	Low Importance / Below-Average Satisfaction Strategically Target
Mean Rating	Mean Rating
Helpfulness of drivers to ensure transfer connections 3.72	Way buses are scheduled to make transfers 3.43
	Transfer information at waiting areas / stops 3.54

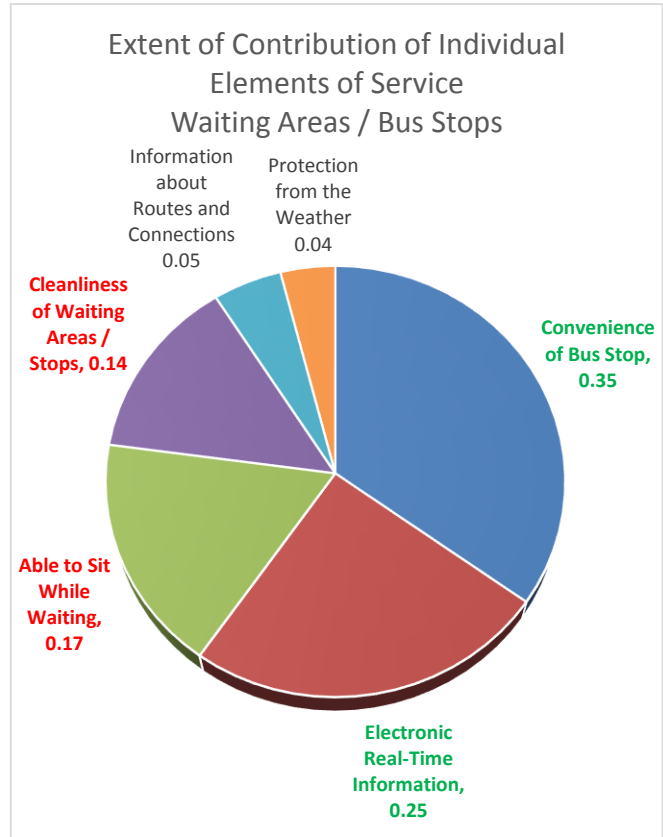
Mean is based on five-point scale where “5” means “very satisfied” and “1” means “very dissatisfied.” Average mean across all elements is 3.75 and is set as the cut-off for above and below-average satisfaction.

Results—Waiting Areas / Bus Stops

While RapidRide C Line waiting areas and stops is not an overall driver of customer satisfaction with and perceptions of C Line service, four of the six individual elements of this aspect of service are.

- RapidRide C Line riders give the service high ratings for the two most important aspects of service at waiting areas and stops.
- They are least satisfied with being able to sit down while waiting. Ratings are also below average for the cleanliness of waiting areas and stops.

Amount of lighting is not include in the Key Drivers Analysis because it had almost no impact on customer satisfaction with and perceptions of RapidRide C Line service.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual element of service on overall perceptions of and satisfaction with RapidRide C Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide C Line service.

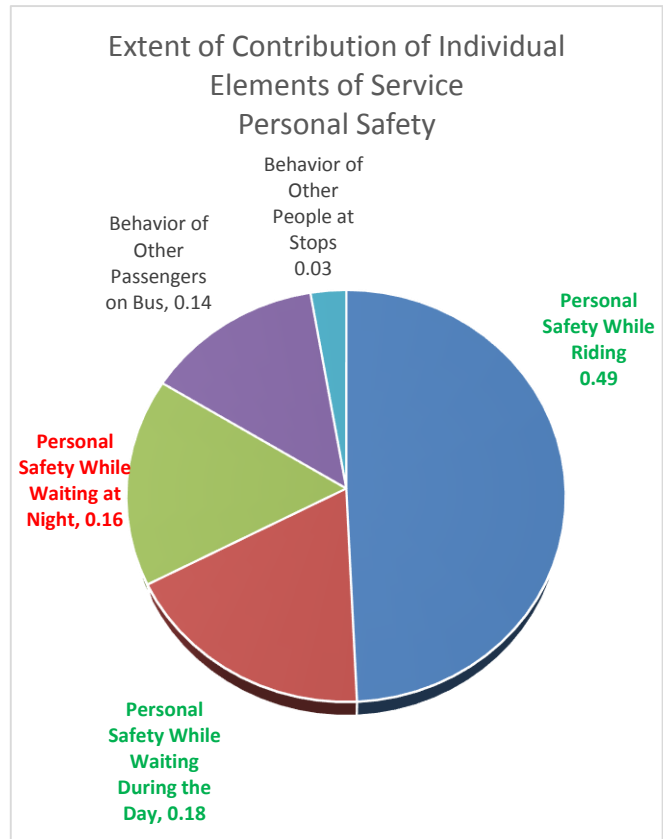
High Importance / Above-Average Satisfaction Maintain		High Importance / Below-Average Satisfaction Improve	
	Mean Rating		Mean Rating
Convenience of stop to where rider lives or started their trip	3.98	Being able to sit down while waiting	3.43
Electronic real-time information provided on information signs	4.15	Cleanliness of waiting areas	3.61
Low Importance / Above-Average Satisfaction Monitor		Low Importance / Below-Average Satisfaction Strategically Target	
	Mean Rating		Mean Rating
Having information available about routes and connections	3.87	Protection from the weather	3.50

Mean is based on five-point scale where "5" means "very satisfied" and "1" means "very dissatisfied."
Average mean across all elements is 3.75 and is set as the cut-off for above and below-average satisfaction.

Results—Personal Safety

While the overall personal safety dimension is not a key driver, two individual aspects of service—personal safety while riding and personal safety while waiting during the day—are significant contributors to RapidRide C Line riders overall perceptions of and satisfaction with RapidRide C Line service. A third element of service—personal safety while waiting at night—is somewhat less important but is highly correlated with perceptions of safety while waiting during the day and should also be considered a key driver.

- RapidRide C Line riders give high ratings for the two most important aspects of service but a low rating for safety while waiting at night.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual element of service on overall perceptions of and satisfaction with RapidRide C Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide C Line service.

High Importance / Above-Average Satisfaction Maintain		High Importance / Below-Average Satisfaction Improve	
	Mean Rating		Mean Rating
Personal safety while riding	3.97	Personal safety while waiting at night	3.35
Personal safety while waiting during the day	4.03		
Low Importance / Above-Average Satisfaction Monitor		Low Importance / Below-Average Satisfaction Strategically Target	
	Mean Rating		Mean Rating
		Behavior of other passengers on the bus	3.70
		Behavior of other people while waiting	3.40

*Mean is based on five-point scale where "5" means "very satisfied" and "1" means "very dissatisfied."
Average mean across all elements is 3.75 and is set as the cut-off for above and below-average satisfaction.*

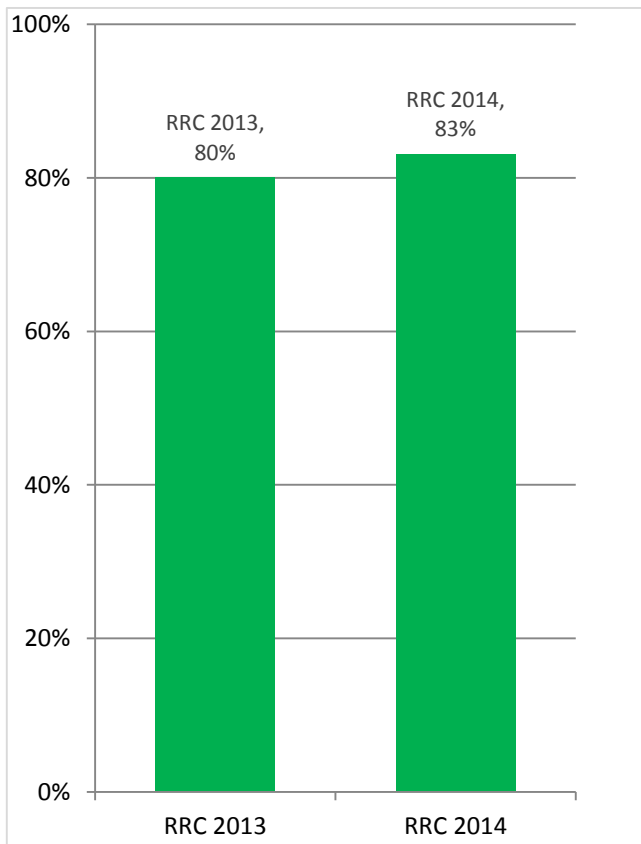
Other Topics

Fare Enforcement

Slightly more than four out of five (83%) RapidRide C Line riders have been requested to show proof of payment by a fare enforcement officer while riding.

- This is nearly the same as in 2013.

Figure 11: Requests to Show Proof of Fare Payment

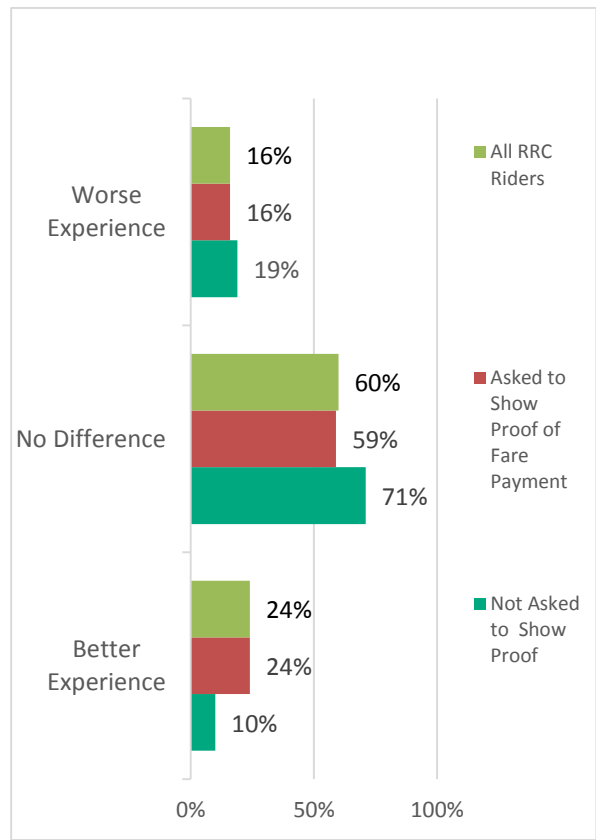


Q16: Have you ever been requested to show your proof of payment by a fare enforcement officer on the RapidRide?
Base: All Respondents 2013 (n = 500); 2014 (n=560)

Three out of five RapidRide C Line Riders say that being asked to show proof of fare payment has not affected their transit experience.

- There are no significant differences between those who have or have not been requested to show proof of payment.

Figure 12: Impact of Requests for Proof of Fare Payment on Customer Experience



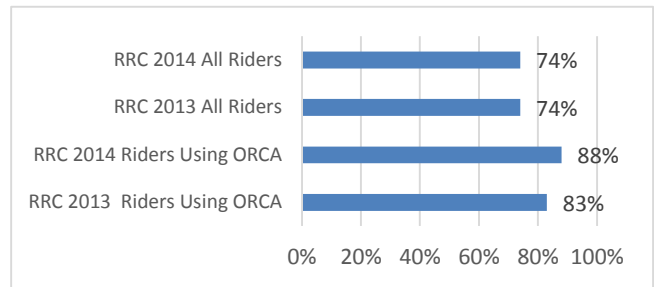
Q17: How is your transit experience impacted by on-board fare inspection?
Base: All RRC Riders (n=560); RRC Riders Asked to Show Proof of Fare Payment (n=446); RRC Riders Not Asked to Show Proof of Fare Payment (n=89)
May sum to more +/- 1 percent of 100% due to rounding

Use of ORCA Card Readers

Three out of four RapidRide C Line riders have used the ORCA Card reader located at some stations; the same as in 2013.

- Among those who pay with an ORCA Card (77% of all RRC riders), this figure is 88%, up slightly from 2013.

Figure 13: % of RapidRide C Riders Using ORCA Card Readers



Q15 (RapidRide) - Have you used the ORCA reader that is located off the bus at some RapidRide stations?

Base: All Respondents 2013 (n=500); 2014 (n = 560)

ORCA Card Users (n=404)

Rider Options if RapidRide C Line Not Available

The majority (67%) of RapidRide C Line riders suggest that they would take another bus if the C line is not available. This is the same as in 2013.

Figure 14: Rider Options if RapidRide C Line Not Available

	RRC 2013 (N = 500)	RRC 2014 (N = 560)
TAKE ANOTHER BUS	69%	67%
DRIVE ALONE	13%	19%
CARPPOOL / VANPOOL / GET DROPPED OFF	4%	10%
WALK / BICYCLE	3%	13%
NO OTHER OPTION IS AVAILABLE	12%	14%

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

Sums to more than 100%; multiple responses allowed; more

respondents selected multiple responses in 2014 than in 2013

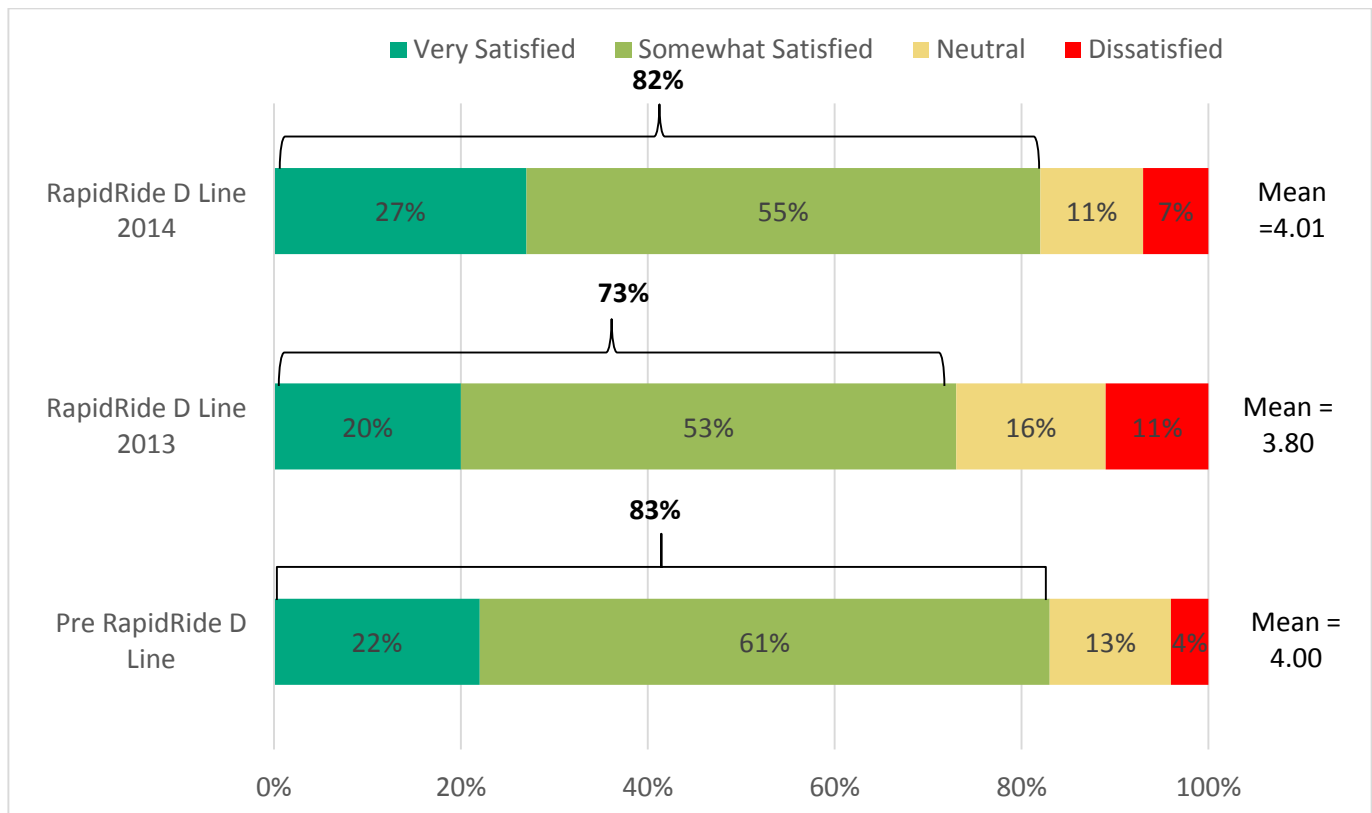
RapidRide D Line

Overall Satisfaction with and Perceptions of D Line Service

Overall satisfaction with RapidRide D Line increased significantly between 2013 and 2014.

- This is due to a significant increase in the percentage of “very satisfied” riders as well as a decrease in the percent of “dissatisfied”
- However, the percentage of riders who are dissatisfied still remains higher than on the routes RapidRide D Line replaced.

Figure 15: Overall Satisfaction with Service RapidRide D Line



Q7 - Overall how satisfied are you with [the RapidRide D Line / This Route]? 5 = very satisfied and 1 = very dissatisfied

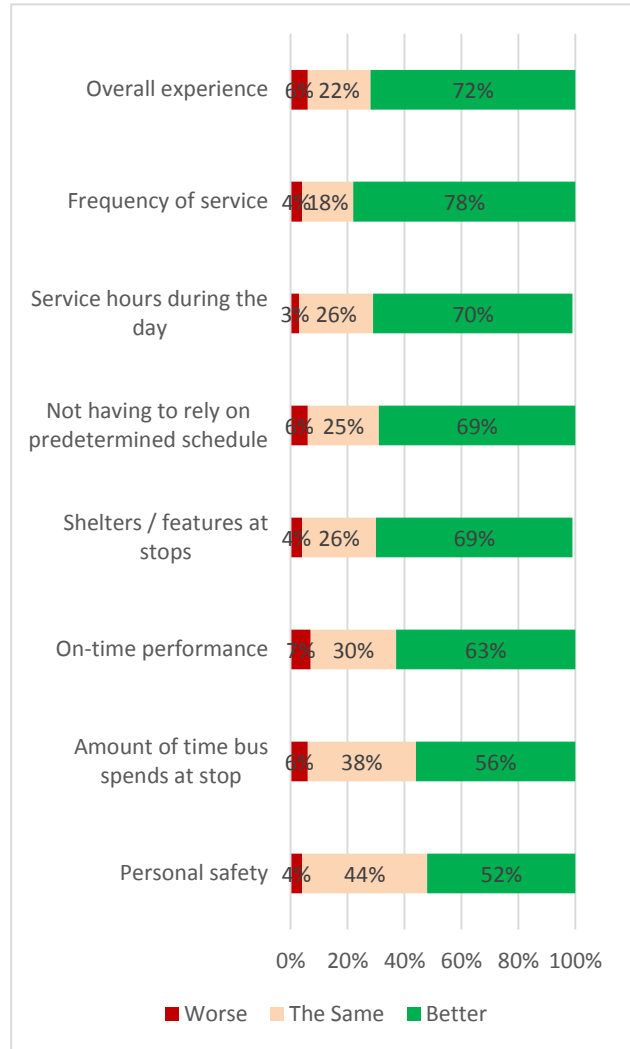
Base: RRD Pre n=1,050; RRD Post Wave 1 n=525; RRD Post Wave 2 n = 606

Nearly three out of four RapidRide D Line riders (72%) say that the overall experience on RapidRide D Line is better than other Metro service.

They are most positive about the frequency of service, service hours during the day, not having to rely on a pre-determined schedule, and the shelters and features at bus stops.

While still generally positive, a relatively high percentage of RapidRide D Line riders say there are no differences in personal safety or the amount of time at stops between RapidRide D Line and other Metro service.

Figure 16: Perceptions of RapidRide D Line to Previous Route



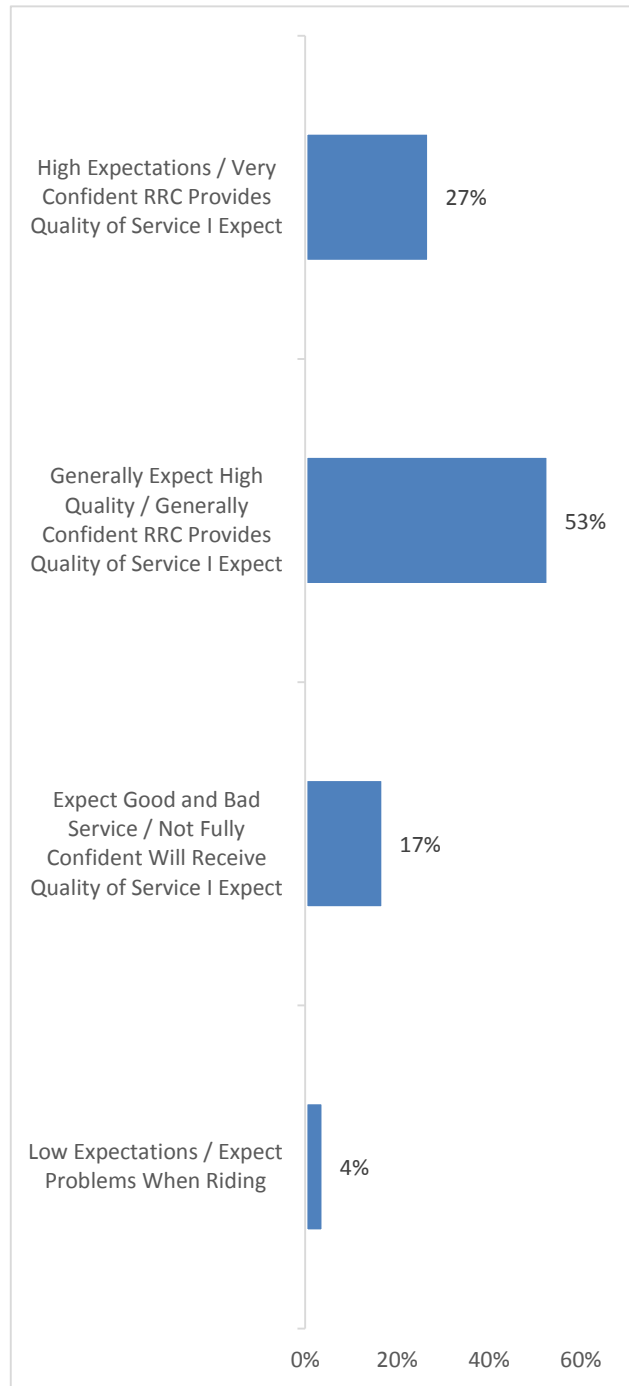
Q Q8- How does the RapidRide D Line compare overall to the route you took before?

Base: All Respondents (n=606)

May sum to more +/- 1 percent of 100% due to rounding

Four out of five (80%) D Line riders have high expectations for service and are generally to very confident that they receive the quality of service they expect.

Figure 17: Overall Perceptions of RapidRide D Line Service



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?

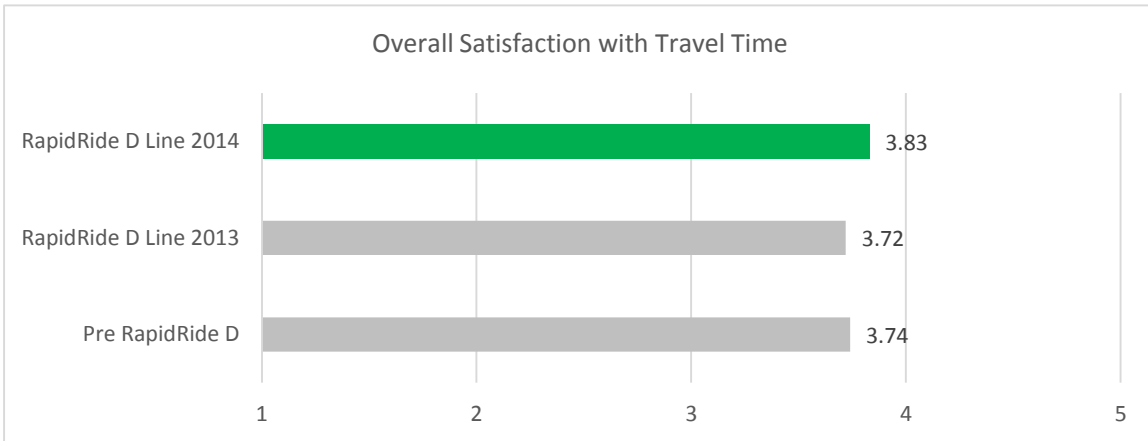
Base: All Respondents (n=606)

Satisfaction with Travel Time

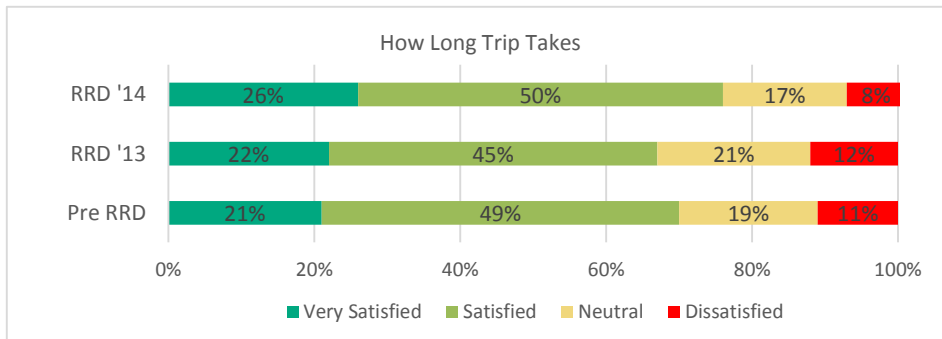
Satisfaction with travel time on RapidRide D Line increased significantly between 2013 and 2014, returning to pre-launch levels.

- This increase is due entirely to increases in satisfaction with travel time.

Figure 18: Satisfaction with Travel Time on RapidRide D Line



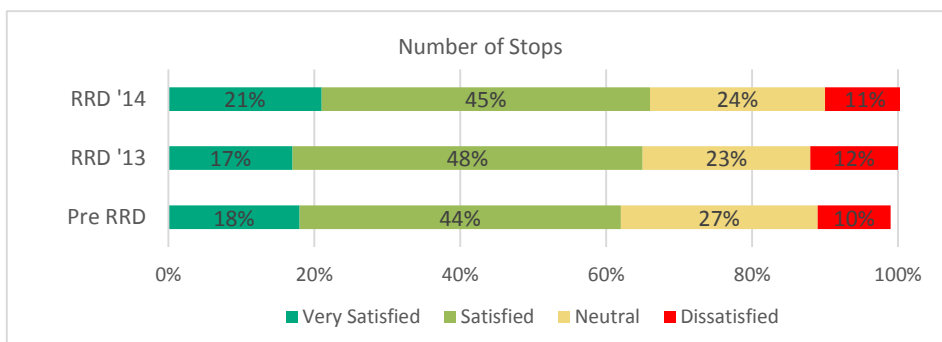
Overall mean is an average of those elements of service in this dimension that are included in both pre and post service change questionnaires. Mean is based on a scale from 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied." Dark green indicates significant (95%) increase in rating from previous year



How Long Trip Takes		
	% Satisfied	Mean

RRD '14	76%	3.91
RRD '13	67%	3.75
Pre RRD	70%	3.79

Dark green indicates significant (95%) increase in rating from previous year



Number of Stops		
	% Satisfied	Mean

RRD '14	66%	3.74
RRD '13	65%	3.68
Pre RRD	62%	3.69

Q1 – How satisfied are you with . . . ? 5 = very satisfied and 1 = very dissatisfied

Rows may not sum to 100% due to rounding

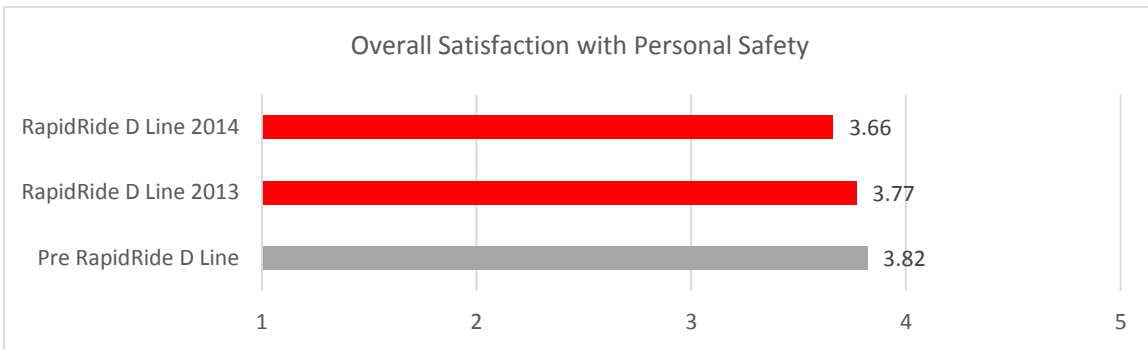
Base: RRD Pre n=1,050; RRD Post Wave 1 n=525; RRD Post Wave 2 n = 606

Satisfaction with Personal Safety

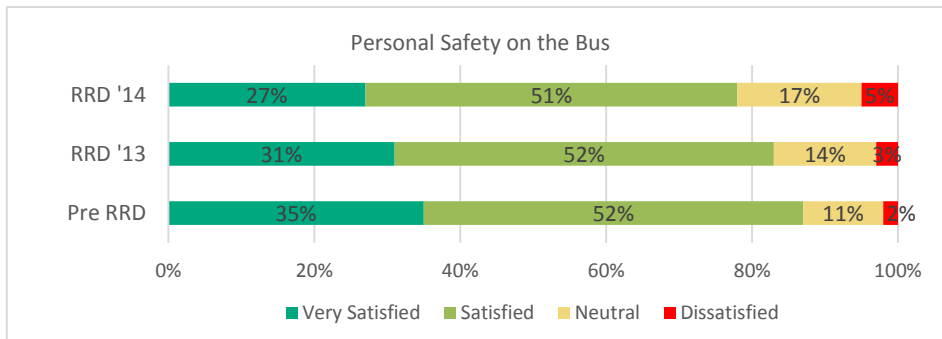
Satisfaction with personal safety has been decreasing steadily over the past years and now receives the third lowest rating of the six primary service dimensions.

- Three factors appear to contribute to the lower satisfaction ratings: personal safety on the bus, behavior of other passengers on the bus, and behavior of other people at the stops.

Figure 19: Satisfaction with Personal Safety on RapidRide D Line

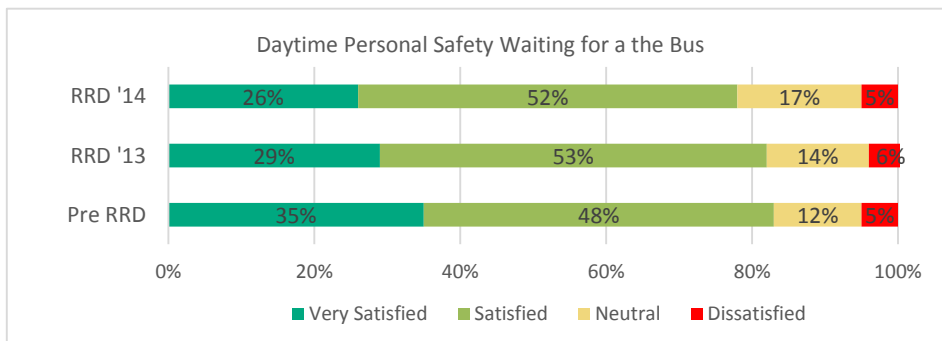


Overall mean is an average of those elements of service in this dimension that are included in both pre and post service change questionnaires. Mean is based on a scale from 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied." Red indicates significant (95%) decrease in rating from previous year

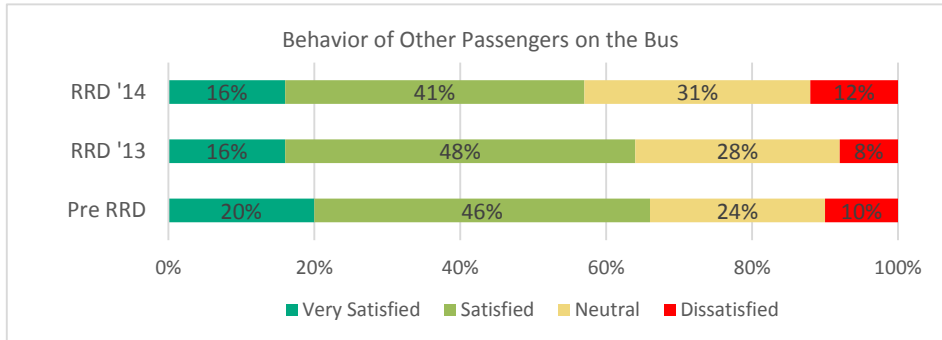


Personal Safety on the Bus		
	% Satisfied	Mean
RRD '14	78%	3.98
RRD '13	83%	4.10
Pre RRD	87%	4.19

Red indicates significant (95%) decrease in rating from previous year



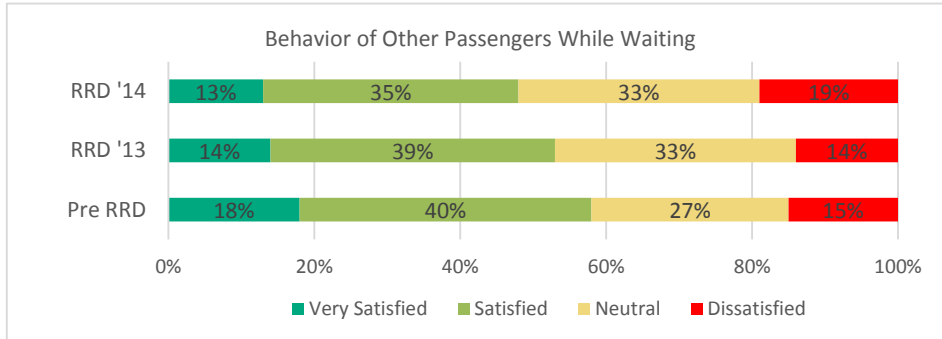
Personal Safety Waiting for a the Bus Daytime		
	% Satisfied	Mean
RRD '14	78%	3.97
RRD '13	82%	4.04
Pre RRD	83%	4.11



Behavior of Other Passengers on the Bus		
	% Satisfied	Mean

RRD '14	57%	3.56
RRD '13	64%	3.72
Pre RRD	66%	3.75

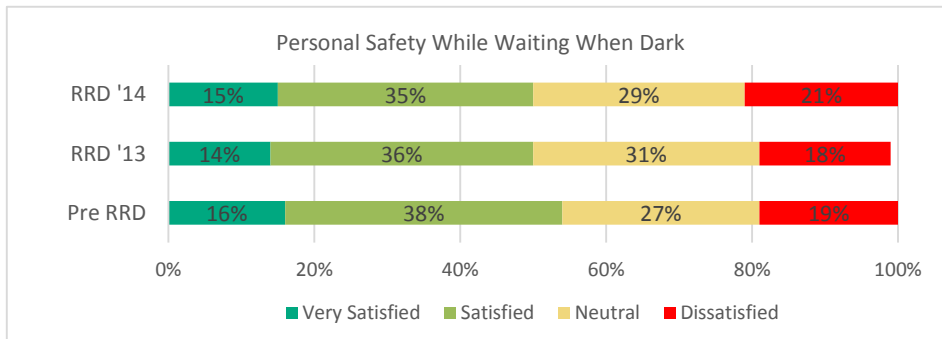
Red indicates significant (95%) decrease in rating from previous year



Behavior of Other Passengers While Waiting		
	% Satisfied	Mean

RRD '14	48%	3.39
RRD '13	53%	3.50
Pre RRD	58%	3.56

Red indicates significant (95%) decrease in rating from previous year



Personal Safety While Waiting When Dark		
	% Satisfied	Mean

RRD '14	50%	3.37
RRD '13	50%	3.45
Pre RRD	54%	3.46

Q2 – How satisfied are you with . . . ? 5 = very satisfied and 1 = very dissatisfied
 Rows may not sum to 100% due to rounding
 Base: RRD Pre n=1,050; RRD Post Wave 1 n=525; RRD Post Wave 2 n = 606

Satisfaction with Waiting Areas / Bus Stops Where Boarded

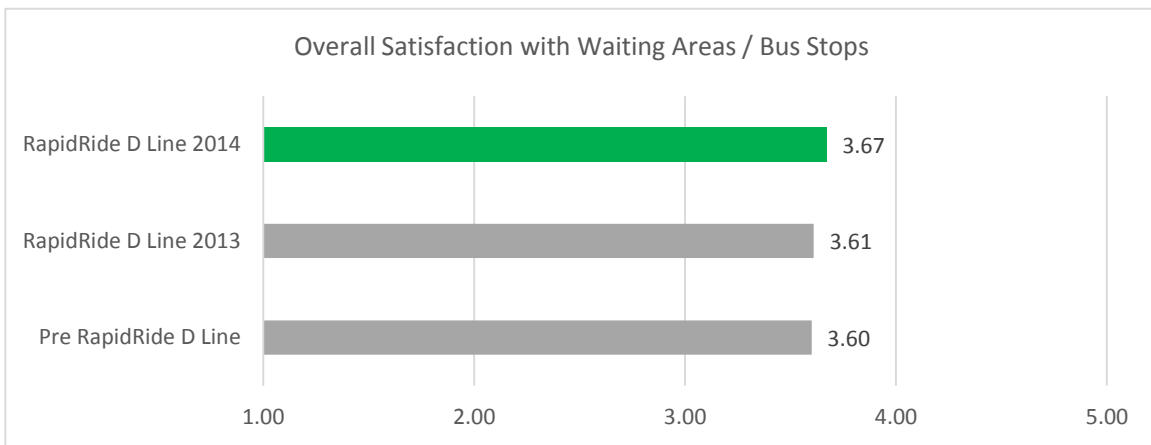
Overall satisfaction with the waiting areas / bus stops for RapidRide D Line increased between 2013 and 2014.

This increase is due to two factors:

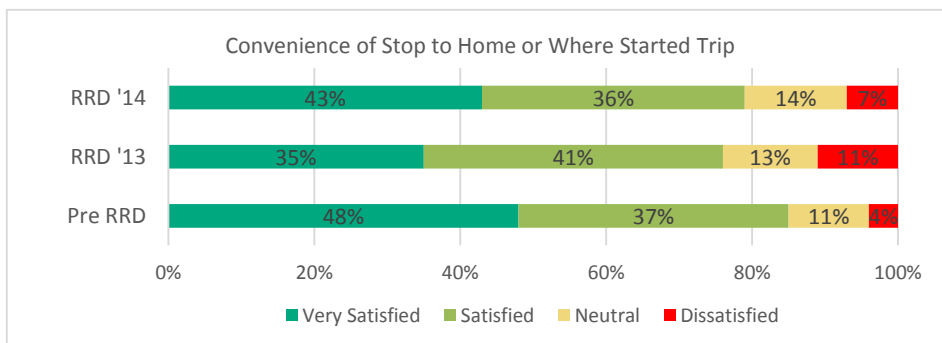
- An increase in total satisfaction (combined very and somewhat satisfied) ratings for information about routes and schedules at stops
- An increase in the percentage very satisfied with the convenience of bus stops near where they live

Riders on RapidRide D Line are significantly less satisfied with bus stops and waiting areas than with being on the bus itself.

Figure 20: Satisfaction with Waiting Area / Bus Stop Where Boarded RapidRide D Line



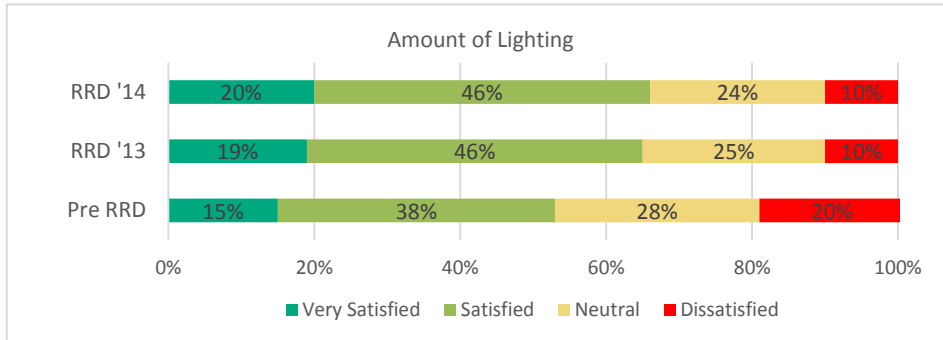
Overall mean is an average of those elements of service in this dimension that are included in both pre and post service change questionnaires. Mean is based on a scale from 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied." Dark green indicates significant (95%) increase in rating from previous year



Convenience of Stop to Home or Where Started Trip		
	% Satisfied	Mean

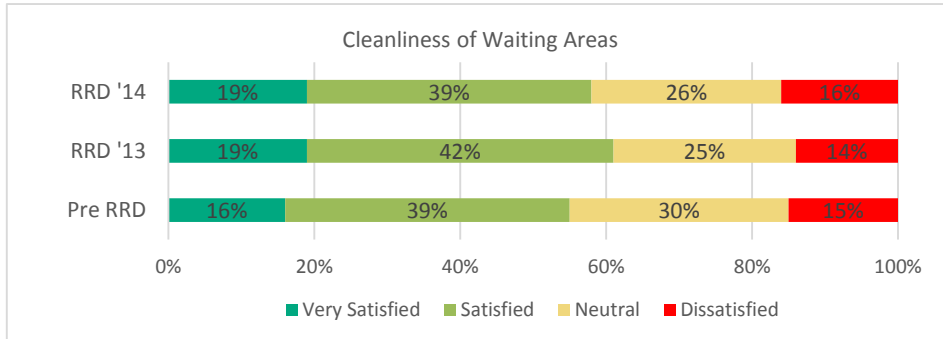
RRD '14	79%	4.13
RRD '13	76%	3.98
Pre RRD	85%	4.29

Dark green indicates significant (95%) increase in rating from previous year; red indicates significant (95%) decrease in rating from previous year



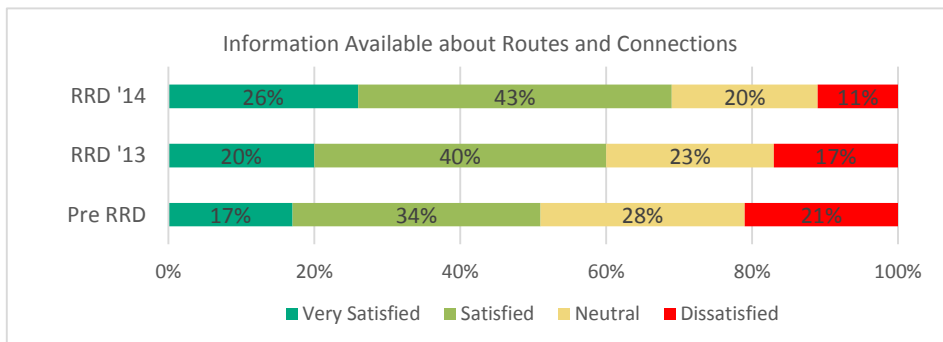
Amount of Lighting		
	% Satisfied	Mean
RRD '14	66%	3.75
RRD '13	65%	3.73
Pre RRD	53%	3.45

Dark green indicates significant (95%) increase in rating from previous year



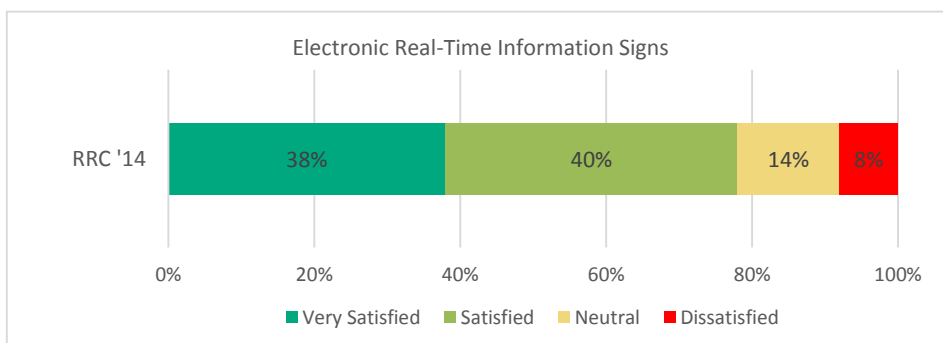
Cleanliness of Waiting Area		
	% Satisfied	Mean
RRD '14	58%	3.56
RRD '13	61%	3.64
Pre RRD	55%	3.53

Dark green indicates significant (95%) increase in rating from previous year



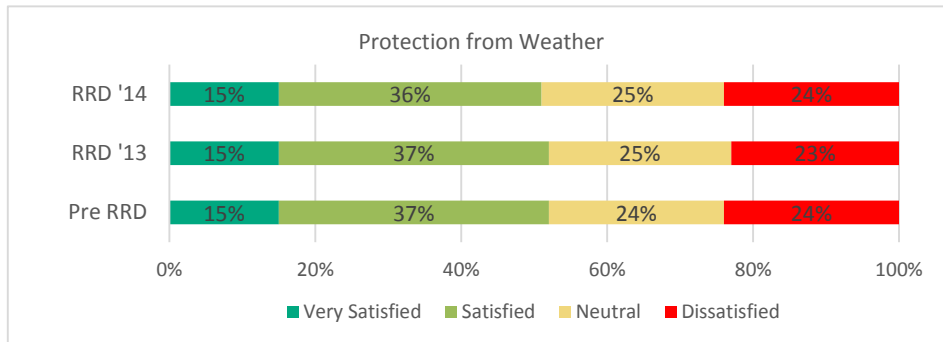
Information Available About Routes and Connections		
	% Satisfied	Mean
RRD '14	69%	3.81
RRD '13	60%	3.60
Pre RRD	51%	3.40

Dark green indicates significant (95%) increase in rating from previous year

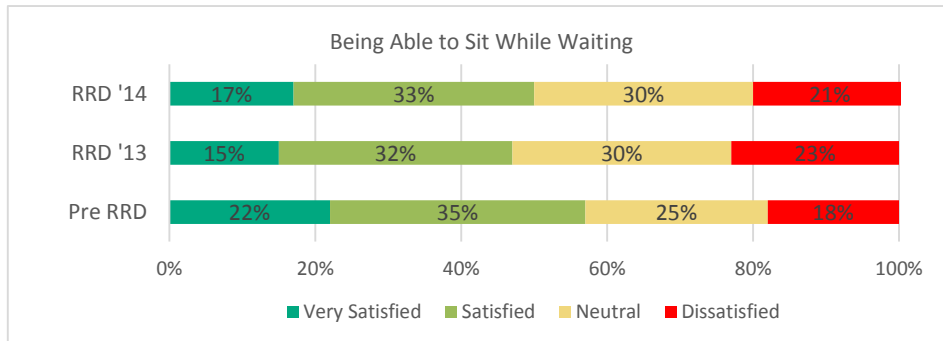


Electronic Real-Time Information Signs		
	% Satisfied	Mean
RRC '14	78%	4.04

Not asked in previous surveys



Protection from Weather		
	% Satisfied	Mean
RRD '14	51%	3.35
RRD '13	52%	3.38
Pre RRD	52%	3.35



Being Able to Sit While Waiting		
	% Satisfied	Mean
RRD '14	50%	3.40
RRD '13	47%	3.34
Pre RRD	57%	3.55

Red indicates significant (95%) decrease in rating from previous year

Q3 – How satisfied are you with . . .? 5 = very satisfied and 1 = very dissatisfied
 Rows may not sum to 100% due to rounding
 Base: RRD Pre n=1,050; RRD Post Wave 1 n=525; RRD Post Wave 2 n = 606

Satisfaction with Things about the Bus

While overall satisfaction regarding things about the bus has continued to decline since the introduction of the RapidRide D Line, riders give this attribute the second highest overall rating of the six areas measured.

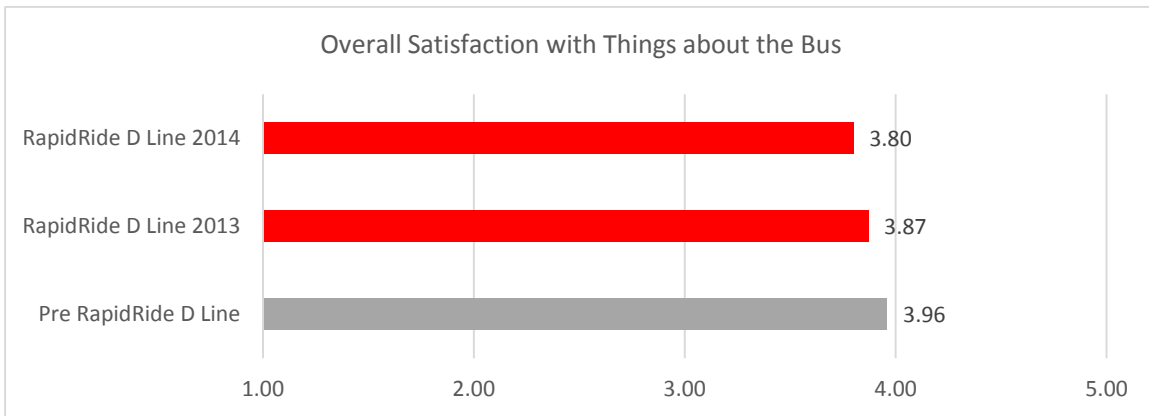
Riders continue to be least satisfied with the ability to get a seat on the bus and, to a lesser extent, room to stand if no seats are available. These ratings remain unchanged from 2013.

- Satisfaction with having enough bars or straps to hang onto decreased between 2013 and 2014 due to a decrease in the percentage “very satisfied.”

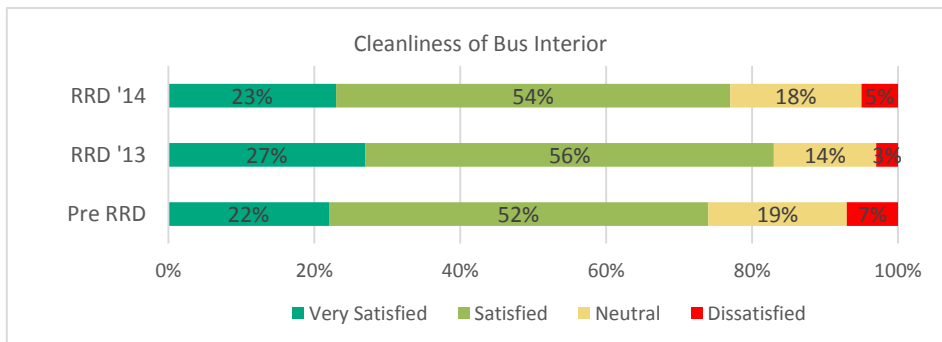
The primary factor contributing to the decrease in overall satisfaction is the decrease in ratings for cleanliness of the bus interior.

- The percentage “very satisfied” with the availability of free Wi-Fi also decreased significantly.

Figure 21: Satisfaction with Things about the Bus on RapidRide D Line

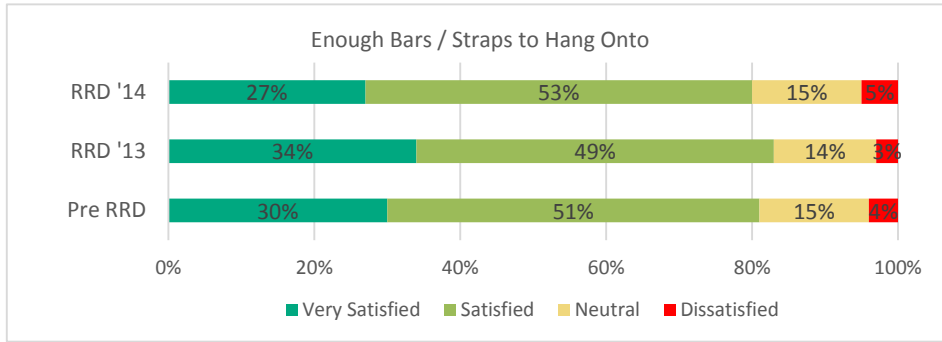


Overall mean is an average of those elements of service in this dimension that are included in both pre and post service change questionnaires. Mean is based on a scale from 1 to 5 where “1” means “very dissatisfied and “5” means “very satisfied.” Red indicates significant (95%) decrease in rating from previous year



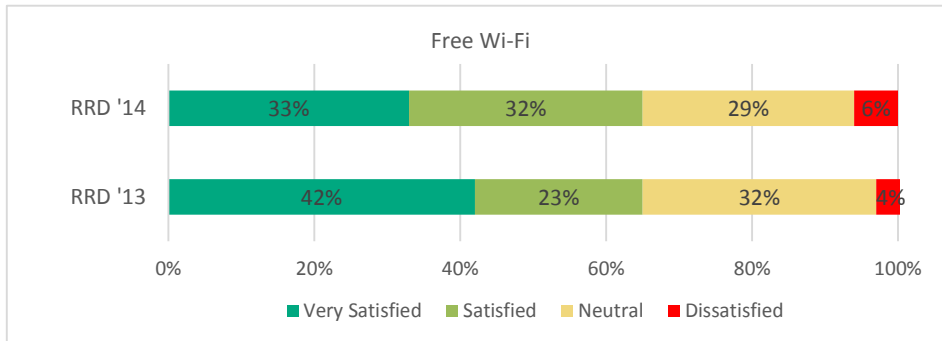
Cleanliness of Bus Interior		
	% Satisfied	Mean
RRD '14	77%	3.94
RRD '13	83%	4.06
Pre RRD	74%	3.88

Dark green indicates significant (95%) increase in rating from previous year; re indicates significant (95%) decrease in rating from previous year

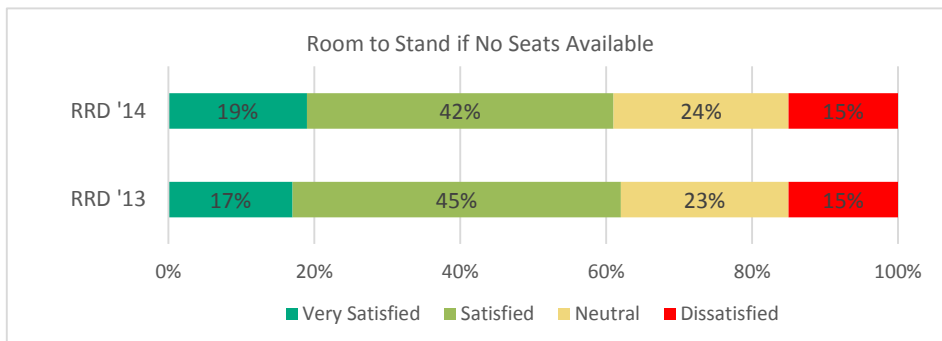


Enough Bars / Straps to Hang Onto		
	% Satisfied	Mean
RRD '14	80%	4.01
RRD '13	83%	4.13
Pre RRD	81%	4.05

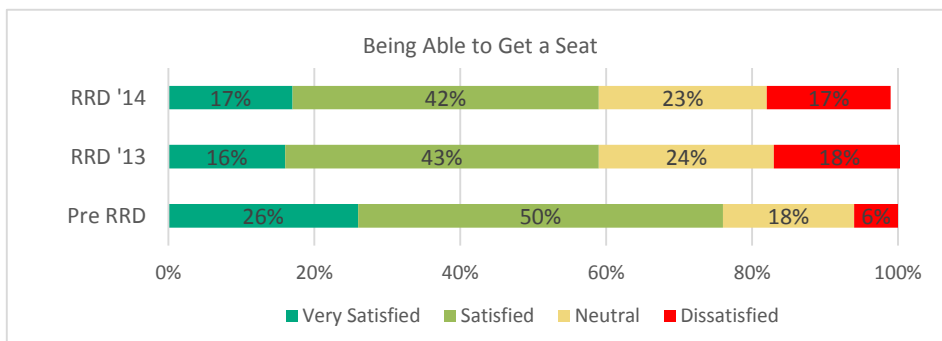
Light green indicates significant (90%) increase in rating from previous year; red indicates significant (95%) decrease in rating from previous year



Free Wi-Fi		
	% Satisfied	Mean
RRD '14	65%	3.91
RRD '13	65%	4.01



Room to Stand if No Seats Available		
	% Satisfied	Mean
RRD '14	61%	3.60
RRD '13	62%	3.60



Being Able to Get a Seat		
	% Satisfied	Mean
RRD '14	59%	3.53
RRD '13	59%	3.53
Pre RRD	76%	3.94

Red indicates significant (95%) decrease in rating from previous year

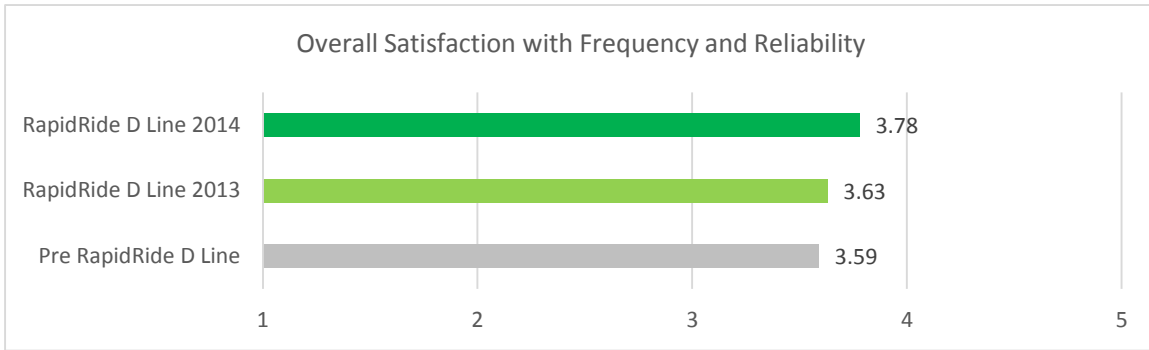
Q4 – How satisfied are you with . . . ? 5 = very satisfied and 1 = very dissatisfied
 Rows may not sum to 100% due to rounding
 Base: RRD Pre n=1,050; RRD Post Wave 1 n=525; RRD Post Wave 2 n = 606

Satisfaction with Frequency and Reliability

Overall satisfaction with frequency and reliability of service on RapidRide D Line was somewhat higher in 2013 than on the Pre RapidRide D routes and has increased significantly in 2014. Frequency and reliability is the third highest overall service dimension and is only slightly lower than satisfaction with travel time.

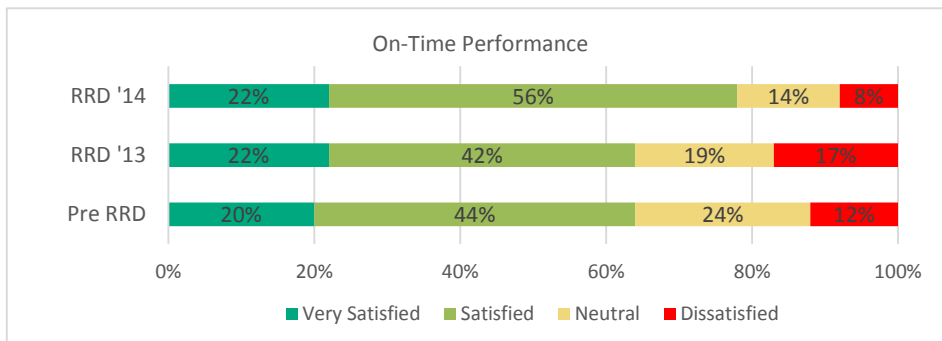
Satisfaction increased in all elements of service.

Figure 22: Satisfaction with Frequency and Reliability of RapidRide D Line Service



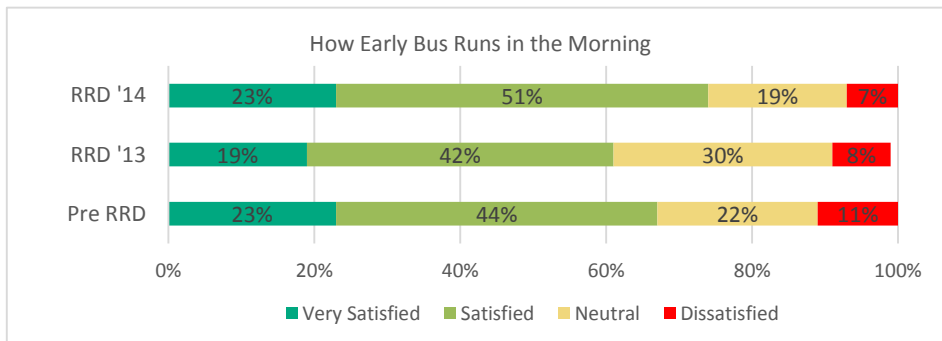
Overall mean is an average of those elements of service in this dimension that are included in both pre and post service change questionnaires. Mean is based on a scale from 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied."

Dark green indicates significant (95%) increase in rating from previous year; light green indicates significant (90%) increase in rating from previous year



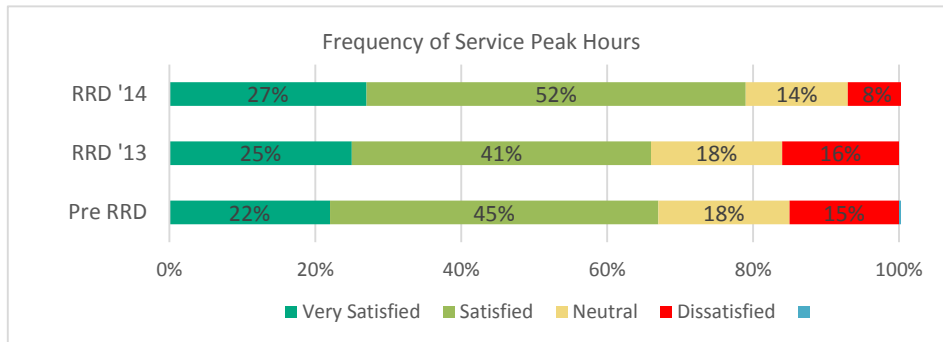
On-Time Performance		
	% Satisfied	Mean
RRD '14	78%	3.89
RRD '13	64%	3.68
Pre RRD	64%	3.68

Dark green indicates significant (95%) increase in rating from previous year



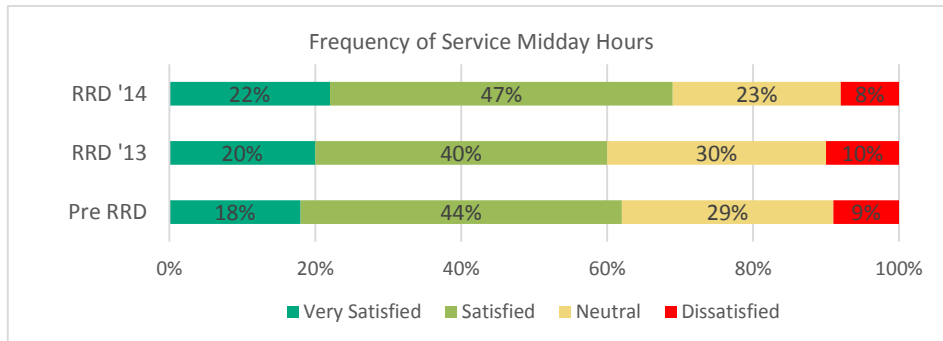
How Early Bus Runs in the Morning		
	% Satisfied	Mean
RRD '14	74%	3.89
RRD '13	61%	3.72
Pre RRD	67%	3.76

Dark green indicates significant (95%) increase in rating from previous year; orange indicates significant (90%) decrease from previous year



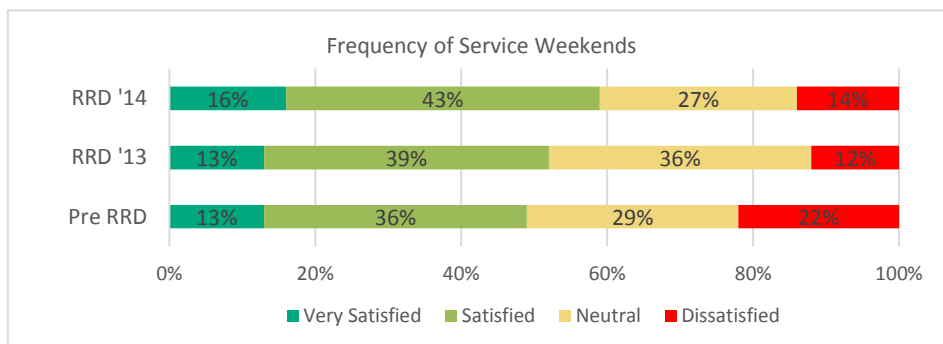
Frequency of Service Peak Hours		
	% Satisfied	Mean
RRD '14	79%	3.95
RRD '13	66%	3.73
Pre RRD	67%	3.71

Dark green indicates significant (95%) increase in rating from previous year



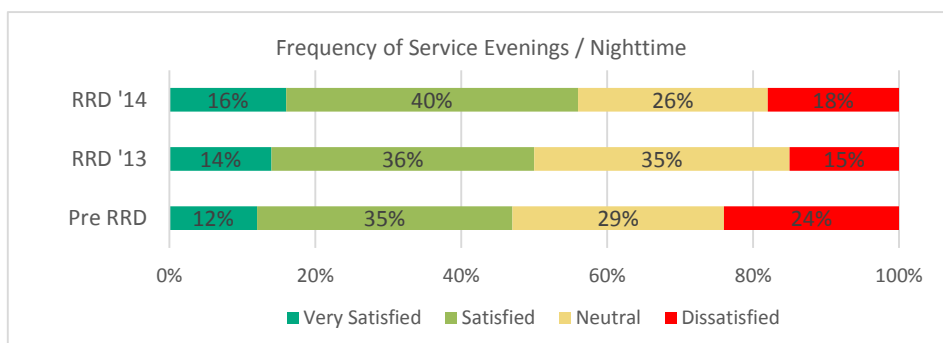
Frequency of Service Midday Hours		
	% Satisfied	Mean
RRD '14	69%	3.81
RRD '13	60%	3.66
Pre RRD	62%	3.68

Dark green indicates significant (95%) increase in rating from previous year



Frequency of Service Weekends		
	% Satisfied	Mean
RRD '14	59%	3.58
RRD '13	52%	3.52
Pre RRD	49%	3.37

Dark green indicates significant (95%) increase in rating from previous year



Frequency of Service Evenings / Nighttime		
	% Satisfied	Mean
RRD '14	56%	3.51
RRD '13	50%	3.47
Pre RRD	47%	3.30

Dark green indicates significant (95%) increase in rating from previous year; light green indicates significant (90%) increase in rating from previous year

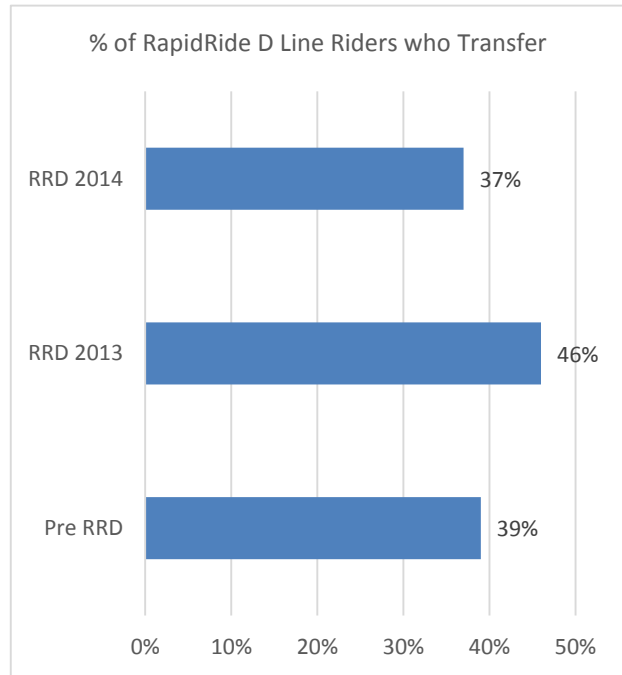
Q5 – How satisfied are you with . . . ? 5 = very satisfied and 1 = very dissatisfied
 Rows may not sum to 100% due to rounding
 Base: RRD Pre n=1,050; RRD Post Wave 1 n=525; RRD Post Wave 2 n = 606

Satisfaction with Ease of Transferring

Fewer than two out of five RapidRide D Line riders (37%) transfer either to the RapidRide or when they get off the RapidRide in order to reach their final destination.

- The extent to which RapidRide D Line riders transferred increased significantly when the line was first introduced but dropped in 2014.

Figure 23: Percent of RapidRide D Line Riders who Transfer



Q13: Did you transfer to / from the RapidRide line from another bus on this trip today?

Base: Pre RRD (n = 1,106), RRD 2013 (n = 525), RRD 2014 (n = 606)

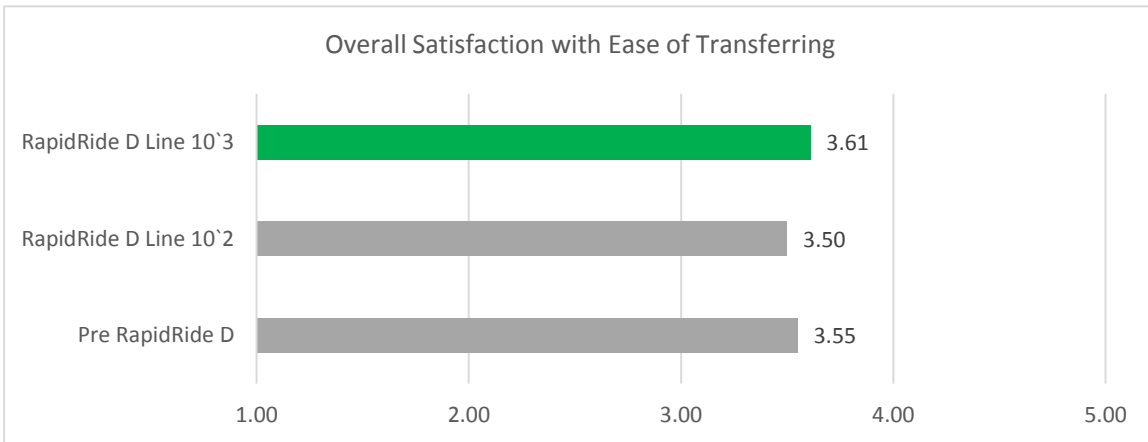
While overall satisfaction with transferring to or from RapidRide D Line increased significantly between 2013 and 2014, of the six primary service dimensions, RapidRide D Line riders are **least** satisfied with ease of making transfers.

- The increase is due primarily to an increase in satisfaction with information on transferring at waiting areas.

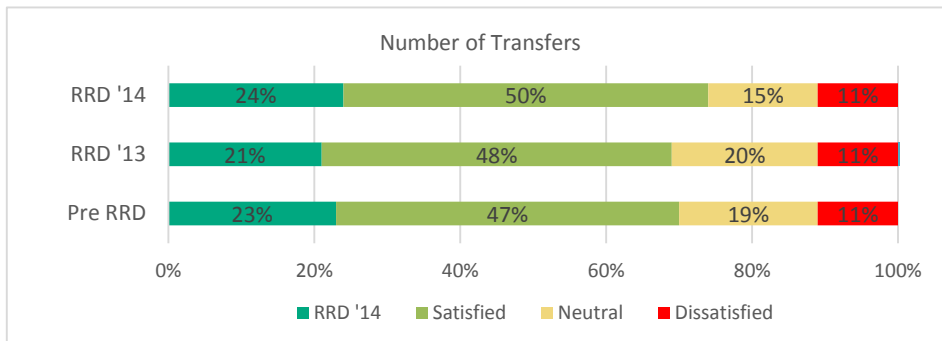
While not significant year over year, satisfaction with wait time when transferring and bus coming on time when transferring has increased each survey period and is significantly (at the 90% confidence level) higher than for the Pre RapidRide D routes.

Satisfaction with the helpfulness of drivers when transferring decreased significantly from Pre RapidRide D routes and remains at the same level in 2014.

Figure 24: Satisfaction with Ease of Transferring to or from RapidRide D Line

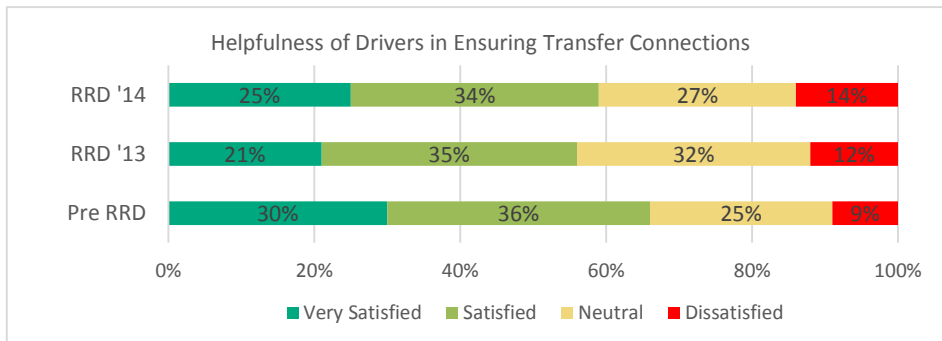


Overall mean is an average of those elements of service in this dimension that are included in both pre and post service change questionnaires. Mean is based on a scale from 1 to 5 where "1" means "very dissatisfied" and "5" means "very satisfied." Dark green indicates significant (95%) increase in rating from previous year



Number of Transfers		
	% Satisfied	Mean

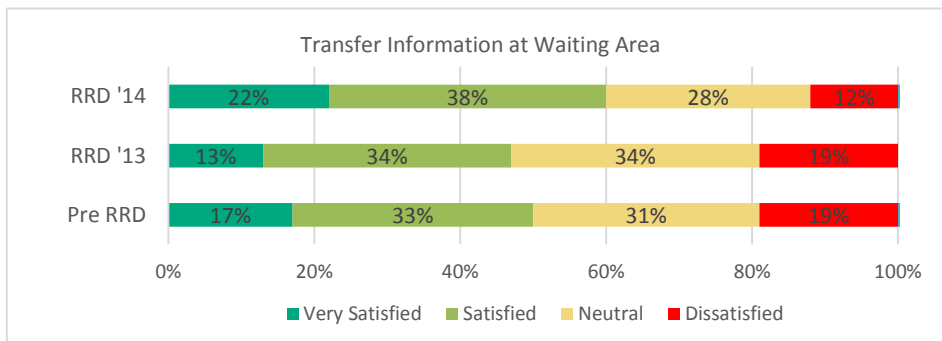
RRD '14	74%	3.84
RRD '13	69%	3.74
Pre RRD	70%	3.78



Helpfulness of Drivers in Ensuring Transfer Connections		
	% Satisfied	Mean

RRD '14	59%	3.66
RRD '13	56%	3.62
Pre RRD	66%	3.85

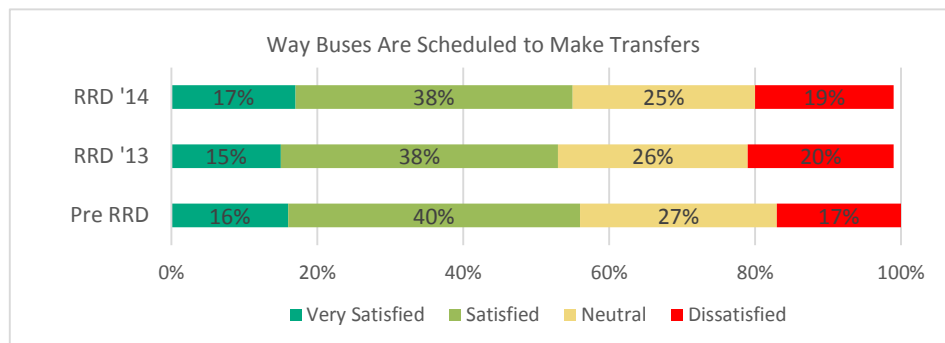
Red indicates significant (95%) decrease in rating from previous year



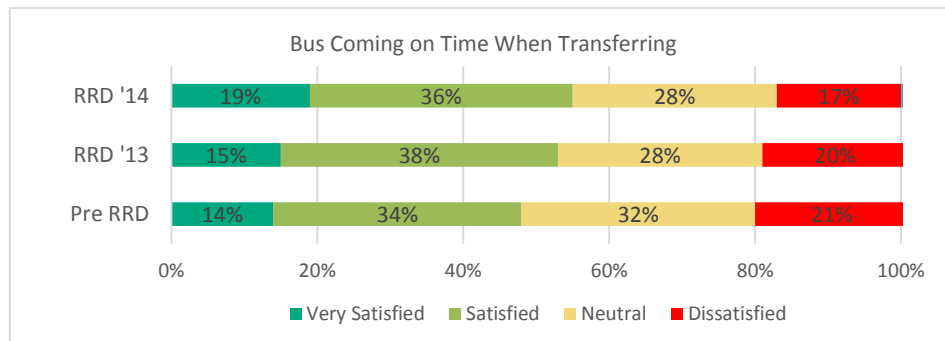
Transfer Information at Waiting Area		
	% Satisfied	Mean

RRD '14	60%	3.67
RRD '13	47%	3.38
Pre RRD	50%	3.44

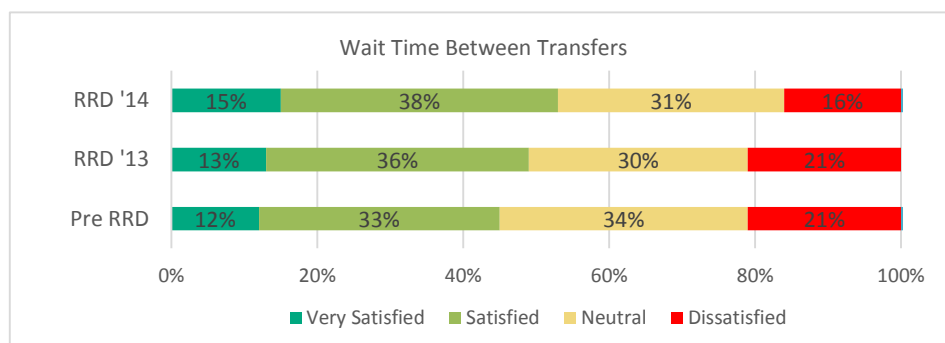
Dark green indicates significant (95%) increase in rating from previous year



Way Buses are Scheduled to Make Transfers		
	% Satisfied	Mean
RRD '14	55%	3.47
RRD '13	53%	3.45
Pre RRD	56%	3.52



Bus Coming on Time When Transferring		
	% Satisfied	Mean
RRD '14	55%	3.53
RRD '13	53%	3.41
Pre RRD	48%	3.36



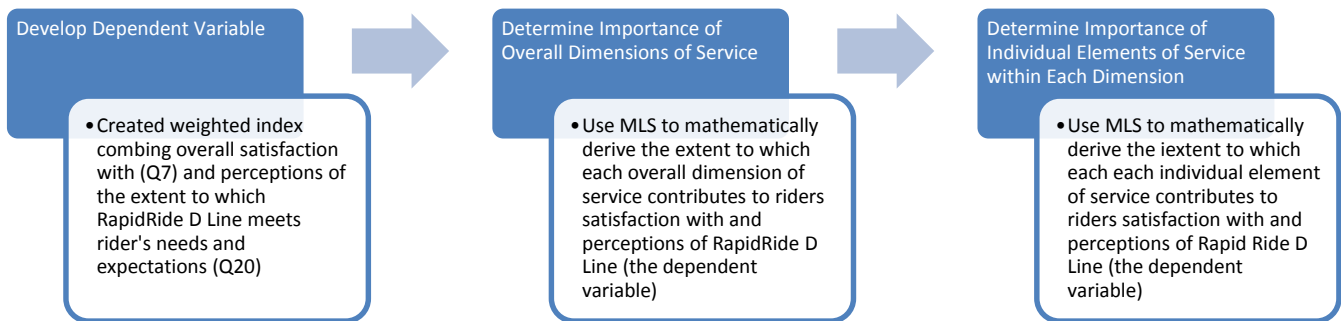
Wait Time Between Transfers		
	% Satisfied	Mean
RRD '14	53%	3.48
RRD '13	49%	3.38
Pre RRD	45%	3.33

Q6 – How satisfied are you with . . .? 5 = very satisfied and 1 = very dissatisfied
 Rows may not sum to 100% due to rounding
 Base: Riders Who Transfer 15L Pre n=240; 18L Pre n=206; RapidRide D Post n=259

Key Drivers Analysis

Overview

Key Drivers Analysis investigates the relationships between potential drivers and customer behavior such as the likelihood of a positive recommendation and overall satisfaction. This Key Drivers Analysis is performed using multiple linear regression (MLS) to identify the extent to which satisfaction with individual aspects of service is related to a more general measure of the extent to which riders are satisfied with RapidRide D Line service and the extent to which the service meets their needs and expectations for service. The following graphic illustrates the steps used to complete this first step in the Key Drivers Analysis.



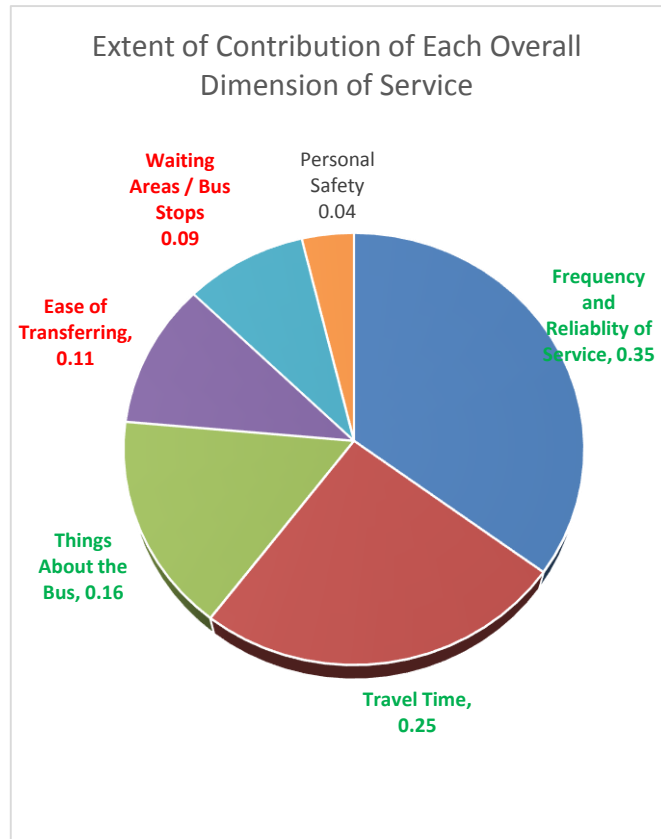
Using these derived importance measures and riders' reported satisfaction with each element of service it is possible to set priorities for resource allocations as illustrated in the diagram to the right.



Results—Overall Drivers

Five of the six overall dimensions of service have a significant impact on customers’ satisfaction with and perceptions of RapidRide D Line service.

- Frequency of service is by far the most important overall service dimension among RapidRide D Line riders.
 - Ratings for frequency and reliability of service are relatively high and are clear strengths of the RapidRide D Line service.
- Travel time is the second most important aspect of service and RapidRide D Line riders give the travel time dimension the highest overall rating.
- Things about the vehicle is the third most important service dimension and again receives a high rating.
- Ease of transferring and the waiting areas or bus stops are also important service dimensions.
 - Both of these dimensions have below-average ratings and should be target areas for improvement.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual dimension of service on overall perceptions of and satisfaction with RapidRide D Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide D Line service.

High Importance / Above-Average Satisfaction Maintain		High Importance / Below-Average Satisfaction Improve	
	Mean Rating		Mean Rating
Frequency and Reliability	3.79	Ease of Transferring	3.63
Travel Time	3.83	Waiting Areas / Bus Stops	3.71
Things About the Bus	3.79		
Low Importance / Above-Average Satisfaction Monitor		Low Importance / Below-Average Satisfaction Strategically Target	
	Mean Rating		Mean Rating
		Personal Safety	3.66

*Mean is based on five-point scale where "5" means "very satisfied" and "1" means "very dissatisfied."
Average mean across all service dimensions is 3.73 and is set as the cut-off for above and below-average satisfaction.*

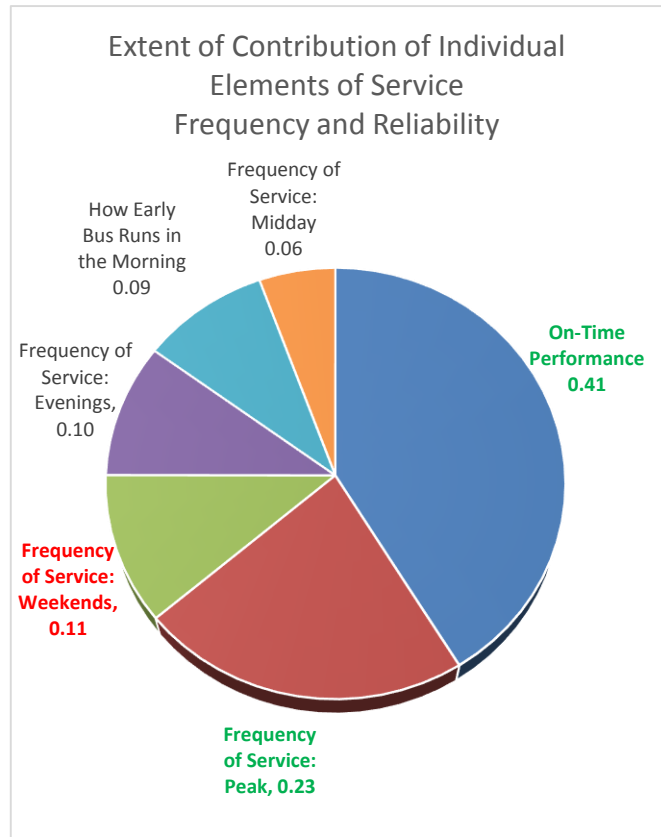
Results—Frequency and Reliability

Only two of the six individual elements of service related to frequency and reliability of service have a significant impact on customers’ satisfaction with and perceptions of RapidRide D Line service.

- On-time performance is by far the most important aspect of service and riders give RapidRide D Line service high ratings for this element of service.
- RapidRide D Line riders give the highest ratings for frequency of service during peak hours, the second most important element of service within this dimension.

Frequency of service on weekend is also a major driver (significant at the 90% level) of customers’ satisfaction with and perceptions of RapidRide D Line service.

- D Line riders give this element of service a below-average rating.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual element of service on overall perceptions of and satisfaction with RapidRide D Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide D Line service.

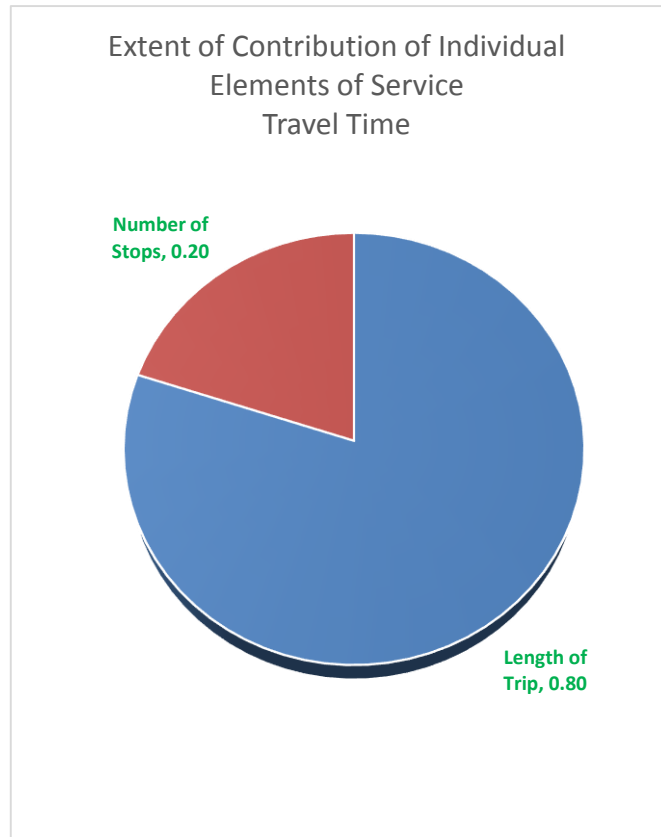
High Importance / Above-Average Satisfaction Maintain		High Importance / Below-Average Satisfaction Improve	
	Mean Rating		Mean Rating
On-time performance	3.89	Frequency of service: Weekends	3.58
Frequency of service: Peak	3.95		
Low Importance / Above-Average Satisfaction Monitor		Low Importance / Below-Average Satisfaction Strategically Target	
	Mean Rating		Mean Rating
How early bus starts in the morning	3.89	Frequency of service: Evenings	3.51
Frequency of service: MIDDAY	3.81		

Mean is based on five-point scale where “5” means “very satisfied” and “1” means “very dissatisfied.” Average mean across all elements is 3.70 and is set as the cut-off for above and below-average satisfaction.

Results – Travel Time

While both elements of travel time are key drivers of customer satisfaction with and perceptions of RapidRide D Line service, travel time is three times more important than the number of stops.

- Ratings for both elements of service are well above average and are clear strengths of the RapidRide D Line service.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual element of service on overall perceptions of and satisfaction with RapidRide D Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide D Line service.

High Importance / Above-Average Satisfaction Maintain	
	Mean Rating
Travel Time	3.91
Number of Stops	3.74

*Mean is based on five-point scale where "5" means "very satisfied" and "1" means "very dissatisfied."
Average mean across all elements of service is 3.70 and is set as the cut-off for above and below-average satisfaction.*

Results—Things about the Bus

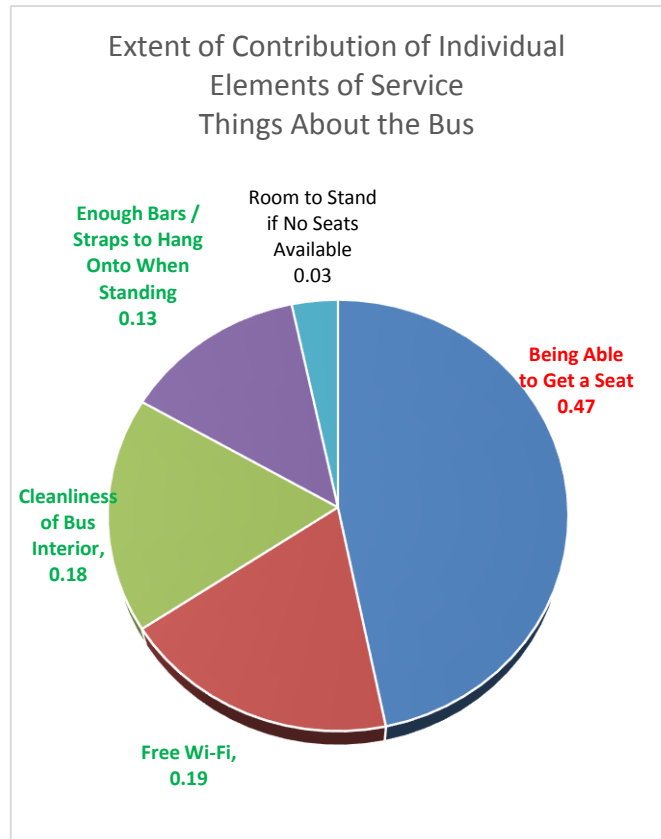
Being able to get a seat is by far the single most important element of service when RapidRide D Line riders evaluate specific aspects of the vehicle.

- Seating availability is rated the lowest of all elements of service within this dimension.
- Ratings are also low for room to stand if no seats are available. However, this is not a key driver.

Free Wi-Fi and interior cleanliness are the second most important drivers of RapidRide D Line riders' overall satisfaction with and perceptions of service.

- Ratings are very above average for these two elements of service.

Having enough bars and straps to hang onto when standing is third element of service that is important and RapidRide D Line riders are satisfied with this aspect of the vehicle.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual element of service on overall perceptions of and satisfaction with RapidRide D Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide D Line service.

High Importance / Above-Average Satisfaction Maintain	High Importance / Below-Average Satisfaction Improve
Mean Rating	Mean Rating
Cleanliness of the bus interior	Being able to get a seat
3.94	3.53
Free Wi-Fi	
3.91	
Enough bars and straps to hang onto while standing	
4.01	
Low Importance / Above-Average Satisfaction Monitor	Low Importance / Below-Average Satisfaction Strategically Target
Mean Rating	Mean Rating
	Room to stand if no seats available
	3.60

*Mean is based on five-point scale where "5" means "very satisfied" and "1" means "very dissatisfied."
Average mean across all elements of service is 3.70 and is set as the cut-off for above and below-average satisfaction.*

Results—Ease of Transferring

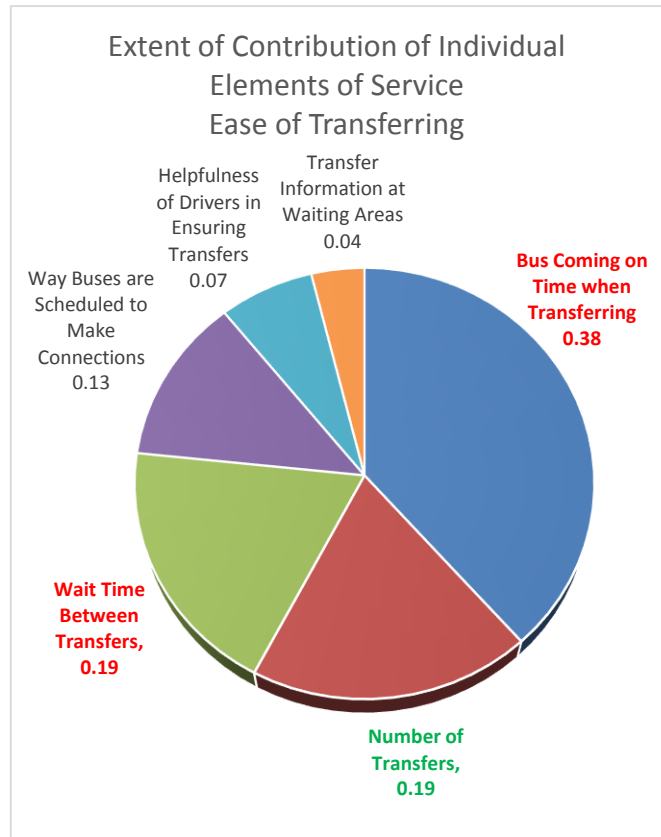
Two of the six individual elements of service related to ease of transferring have a significant impact on customers’ satisfaction with and perceptions of RapidRide D Line service. Note that the base for these questions are only those riders who transfer.

Buses coming on-time when transferring is by far the most important element of service within this dimension.

- Ratings for this most important element of service are below average.

The number of transfers and wait time when transferring are also important.

- Ratings for wait time when transferring are below average and are highly correlated with ratings for on-time performance.
- RapidRide D Line Riders are generally satisfied with the number of transfers they have to make.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual element of service on overall perceptions of and satisfaction with RapidRide D Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide D Line service.

High Importance / Above-Average Satisfaction Maintain		High Importance / Below-Average Satisfaction Improve	
	Mean Rating		Mean Rating
Number of transfers	3.84	Bus coming on time when transferring	3.53
		Wait time between transfers	3.48
Low Importance / Above-Average Satisfaction Monitor		Low Importance / Below-Average Satisfaction Strategically Target	
	Mean Rating		Mean Rating
Helpfulness of drivers to ensure transfer connections	3.66	Way buses are scheduled to make transfers	3.47
		Transfer information at waiting areas / stops	3.67

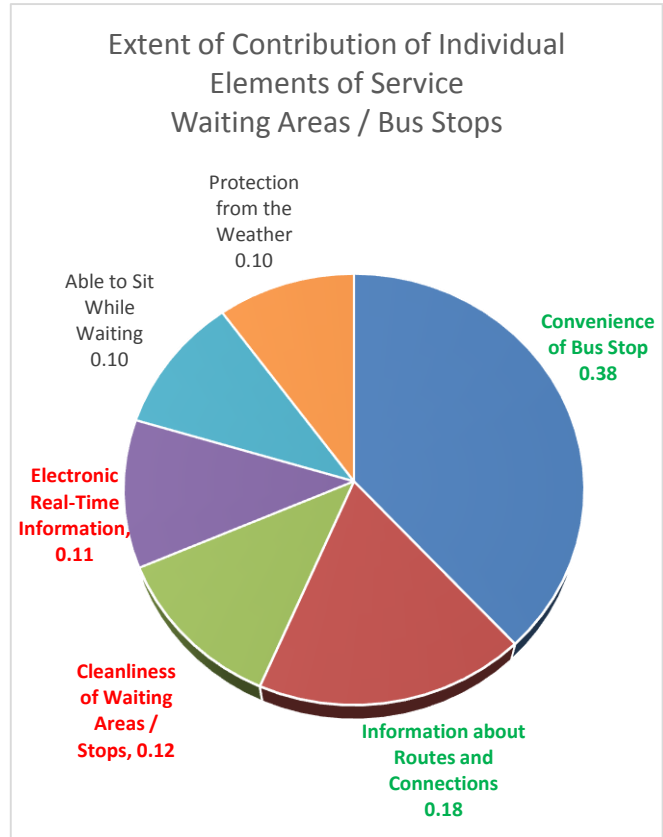
Mean is based on five-point scale where “5” means “very satisfied” and “1” means “very dissatisfied.” Average mean across all elements is 3.70 and is set as the cut-off for above and below-average satisfaction.

Results—Waiting Areas / Bus Stops

All individual aspects of waiting areas and stops are at least somewhat important drivers of RapidRide D Line riders overall satisfaction with and perceptions of D Line service.

- RapidRide D Line riders give the service high ratings for the two most important aspects of service at waiting areas and stops.
- They are least satisfied with being to sit down while waiting. Ratings are also below average for the cleanliness of waiting areas and stops.

Amount of lighting is not include in the Key Drivers Analysis because it had almost no impact on customer satisfaction with and perceptions of RapidRide D Line Service.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual element of service on overall perceptions of and satisfaction with RapidRide D Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide D Line service.

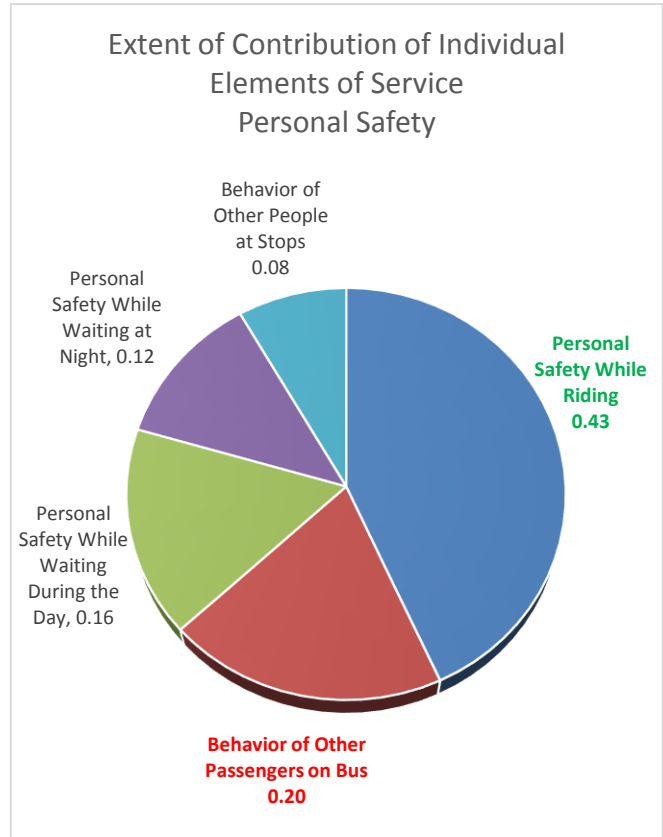
High Importance / Above-Average Satisfaction Maintain		High Importance / Below-Average Satisfaction Improve	
	Mean Rating		Mean Rating
Convenience of stop to where rider lives or started their trip	4.13	Having information available about routes and connections	3.81
Electronic real-time information provided on information signs	4.04	Cleanliness of waiting areas	3.56
		Being able to sit down while waiting	3.40
Low Importance / Above-Average Satisfaction Monitor		Low Importance / Below-Average Satisfaction Strategically Target	
	Mean Rating		Mean Rating
Protection from the weather	3.35		

Mean is based on five-point scale where "5" means "very satisfied" and "1" means "very dissatisfied."
Average mean across all elements is 3.70 and is set as the cut-off for above and below-average satisfaction.

Results—Personal Safety

While the overall personal safety dimension is not a key driver, two individual aspects of service—personal safety while riding and the behavior of other passengers on the vehicle—are significant contributors to RapidRide D Line riders overall satisfaction with and perceptions of D Line service..

- While RapidRide D Line riders are generally satisfied with their personal safety while riding, the most important aspect of personal safety, they are significantly less satisfied with the behavior of other passengers on the bus, the other important element of service.



Numbers represent standardized beta coefficients indexed to 100 and represent the influence of each individual element of service on overall perceptions of and satisfaction with RapidRide D Line service. Those in bold type are significant contributors to overall perceptions of and satisfaction with RapidRide D Line service.

High Importance / Above-Average Satisfaction Maintain		High Importance / Below-Average Satisfaction Improve	
	Mean Rating		Mean Rating
Personal safety while riding	3.98	Behavior of other passengers on the bus	3.56
Personal safety while waiting during the day	3.97		
Low Importance / Above-Average Satisfaction Monitor		Low Importance / Below-Average Satisfaction Strategically Target	
	Mean Rating		Mean Rating
		Personal safety while waiting at night	3.37
		Behavior of other people while waiting	3.39

Mean is based on five-point scale where “5” means “very satisfied” and “1” means “very dissatisfied.” Average mean across all elements is 3.70 and is set as the cut-off for above and below-average satisfaction.

Other Topics

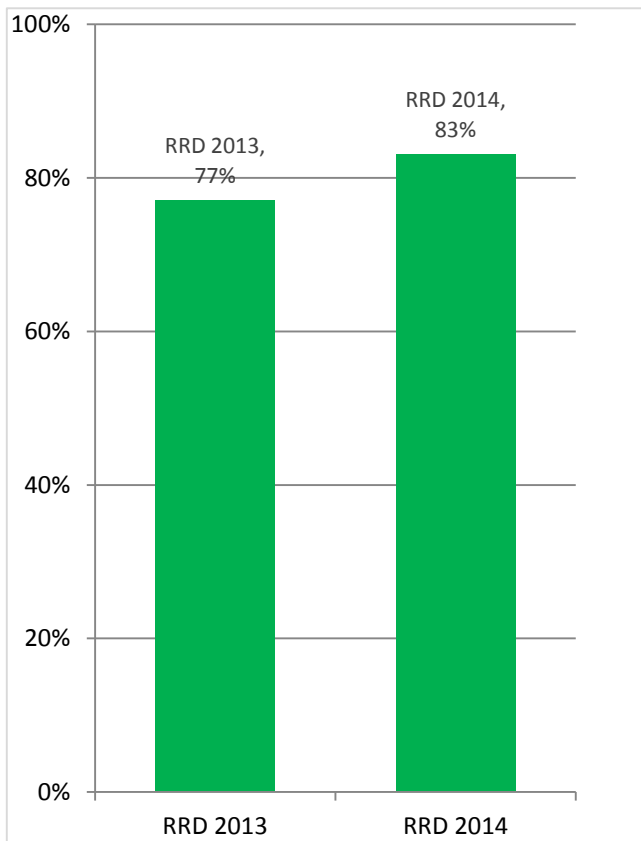
Fare Enforcement

More than four out of five (83%) RapidRide D Line riders have been requested to show proof of payment by a fare enforcement officer while riding.

- This is significantly higher than in 2013.

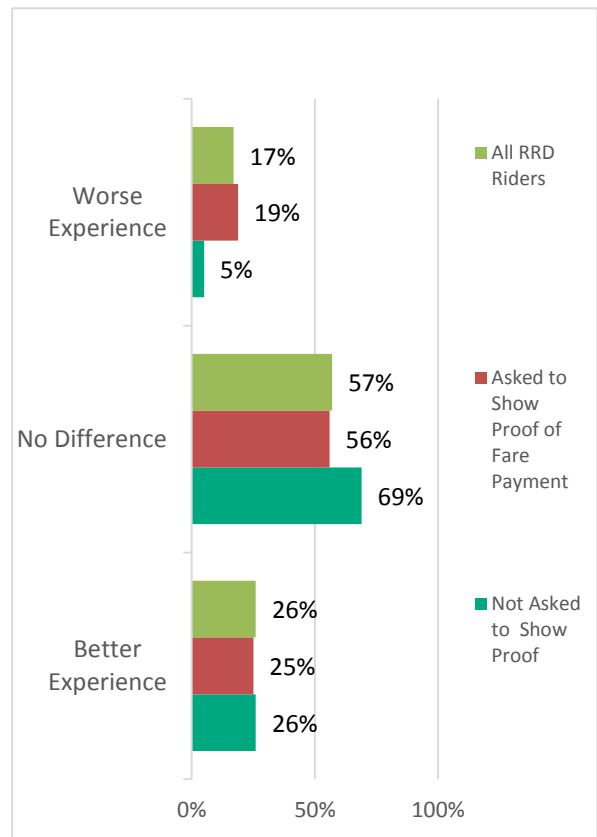
The majority of RapidRide D Line riders say that being asked to show proof of fare payment had no impact on their transit experience.

Figure 25: Requests to Show Proof of Fare Payment



Q16: Have you ever been requested to show your proof of payment by a fare enforcement officer on the RapidRide?
Base: All Respondents 2013 (n = 500); 2014 (n=560)

Figure 26: Impact of Requests for Proof of Fare Payment on Customer Experience



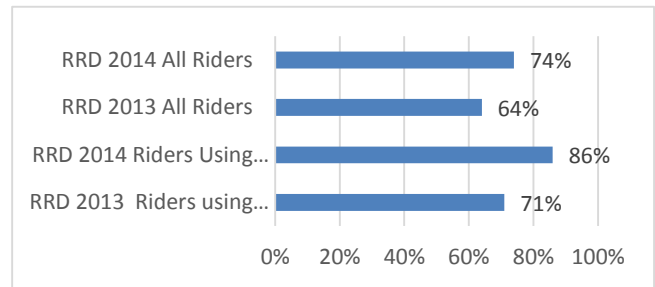
Q17: How is your transit experience impacted by on-board fare inspection?
Base: All RRC Riders (n=560); RRC Riders Asked to Show Proof of Fare Payment (n=446); RRC Riders Not Asked to Show Proof of Fare Payment (n=89)
May sum to more +/- 1 percent of 100% due to rounding

Use of ORCA Card Readers

Three out of four RapidRide D Line riders (74%) have used an ORCA Card reader before boarding; among ORCA Card users this figure is 86%.

- Use of ORCA Card readers has increased significantly.

Figure 27: % of RapidRide D Riders Using ORCA Card Reader



Q17 (RapidRide) - Have you used the ORCA reader that is located off the bus at some RapidRide stations?

Base: All Respondents (n=525); ORCA Card Users (n=404)

Rider Options if RapidRide D Line Not Available

Two out of three RapidRide D Line riders (67%) suggest that they would take another bus if the D line is not available.

- This is significantly lower than in 2013.

Figure 28: Rider Options if RapidRide D Line Not Available

	RRD 2013 (N = 525)	RRD 2014 (N = 606)
TAKE ANOTHER BUS	73%	67%
DRIVE ALONE	8%	16%
CARPPOOL / VANPOOL / GET DROPPED OFF	3%	11%
WALK / BICYCLE	9%	22%
NO OTHER OPTION IS AVAILABLE	9%	10%

Q12- If the RapidRide C/D line was not available, how would you make this trip?

Sums to more than 100%; multiple responses allowed; more respondents selected multiple responses in 2014 than in 2013

Appendix: RapidRide Questionnaire

Questionnaires for RapidRide C and D lines were the same except for being customized to show specific route name. Surveys were formatted to print double-sided on legal size (8.5" X 14") paper and were printed in English and Spanish. The English version of the RapidRide D Line questionnaire is included for reference.

RapidRide C Line

Rider Report Card

Please complete the questionnaire to let 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 with the questionnaire.

IF YOU HAVE ALREADY COMPLETED A 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 that item for this route you are riding. Check "NA" if the item does not apply to you. Remember to rate the RapidRide C Line, not other routes or Metro Transit in general. THANK YOU!

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Not Applicable
1. Trip Time on the RapidRide C Line						
▼ 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 number of stops my bus makes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Personal Safety on the RapidRide C Line						
▼ Personal safety while on the bus	<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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ 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"/>
▼ Personal safety while waiting for the bus 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 waiting area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Waiting Area/Bus Stop Where You Boarded the RapidRide C Line for This Trip						
▼ Being able to sit down while waiting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Cleanliness of waiting area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Amount of lighting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Protection from the weather	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Having information available about routes and connections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Convenience of the bus stop to my home or where I was coming from	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Information provided on the electronic real time information signs (at some locations)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Things About Buses on the RapidRide C Line						
▼ Being able to get a seat	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Room to stand if no seats are available	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Cleanliness of the bus interior	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Enough bars/straps to hang onto while standing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Having free Wi-Fi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you make a transfer on this route, please rate the items in the box below. If you do NOT make a transfer, go on to Question 6 below the box.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Not Applicable
5. Ease of Transferring to or from RapidRide C Line						
▼ The number of transfers I make	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ The way buses are scheduled to make transfer connections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Waiting time between transfers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Helpfulness of drivers in ensuring transfer connections	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ The bus coming on time when transferring	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ Transfer information at the waiting area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Now go on to Question 6.

6. Frequency and Reliability of Buses on the RapidRide C Line

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Not Applicable
▼ The bus getting me where I'm going on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ How often the bus runs during peak hours (6-9 a.m. and 3-6 p.m.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ How often the bus runs during midday hours (9 a.m. to 3 p.m.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ How often the bus runs in the evening/night	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ How often the bus runs on weekends	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ How early the bus runs in the morning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

7. Overall Satisfaction with the RapidRide C Line

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Not Applicable
▼ Overall how satisfied are you with the RapidRide C Line?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. How do you feel RapidRide compares to other Metro bus service for the following items? (Please check only one answer.)

	RapidRide is Better	Other Metro Service is Better	There is no difference
▼ 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"/>
▼ How often the bus comes to your stop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
▼ The time the bus spends at each bus stop	<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"/>
▼ The ability to get you where you are going on time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

9. How many rides have you taken on the RapidRide C Line in the last 30 days? (Count a roundtrip as 2 rides) _____ rides

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

- Work
- School
- Shopping/errands
- Fun/recreation/social
- Appointments
- Other

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

- Weekdays—before 6 a.m.
- Weekdays—AM peak (6-9 a.m.)
- Weekdays—PM peak (3-6 p.m.)
- Weekdays 9 a.m. to 3 p.m.
- Weekdays 6-9 p.m.
- Weekdays later than 9 p.m.
- Weekends

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

- Another bus route
- Drive alone
- Carpool/vanpool
- Walk
- Bike
- Get dropped off
- No other option is available to me

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

- Yes — Which route? _____
- No

14. How do you pay your fare?
- Cash ORCA Card —What product(s) do you have on your ORCA card?
- Tickets Pass Both a pass and an e-purse
- E-purse/money on the card Not sure
- Other _____
15. Have you used the ORCA reader that is located **off the bus** at the RapidRide **station**? (at some locations)
- Yes No
16. On the RapidRide C Line, have you ever been requested to show your proof of payment by a fare enforcement officer?
- Yes No Don't know
17. If yes, how is your transit experience impacted by on-board fare inspection?
- Significantly better Somewhat worse
- Somewhat better No difference Significantly worse
18. How long have you been a Metro rider?
- Less than 6 months More than a year but less than 5 years
- 6-12 months More than a year but less than 5 years
19. What trip information sources do you use for traveling on RapidRide C Line?
- Real time information sign at stop Metro Transit web page
- The OneBusAway Smartphone application Other (specify) _____
- Metro's printed timetables _____
20. Based on anything you have seen, heard, or directly experienced, which of the following statements best describes how you feel about RapidRide C Line?
- I have high expectations of RapidRide C Line and I am very confident that they provide the quality of service expect
- I generally expect high quality service from RapidRide C Line and I am generally confident that they will provide the quality of service that I expect
- I generally expect both good and bad service from RapidRide C Line and am not fully confident that they will provide the quality of service I would like
- I have low expectations of RapidRide C Line and would expect to encounter problems when riding
- I have very low expectations of RapidRide C Line and would not ride unless I absolutely had to

Please answer the following questions about yourself to help us with our evaluation.

21. Are you? Male Female
22. How old are you? _____ years
23. Do you consider yourself Hispanic? Yes No
24. Do you consider yourself White? Yes No
25. What is your total household income?
- Under \$20,000 per year \$20,000 up to \$35,000 \$35,000 and up
26. What is the primary language spoken at home?
- English Other, please specify _____
27. What is your home zip code? _____ 28. What is your work zip code? _____
- Or what is the nearest intersection to your work? _____ and _____
29. Finally, what ONE THING would you recommend to improve **this route**?
- _____

Q7. Overall how satisfied are you with the RapidRide D Line?

Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q8. How many one-way rides have you taken on the RapidRide D Line in the last 30 days? (Count a round trip as 2 rides) Write Number in Box →

Q9. What is the purpose of the trip you take **most often** on the RapidRide D Line?

<input type="checkbox"/> To/from work	<input type="checkbox"/> Shopping/errands	<input type="checkbox"/> Appointments
<input type="checkbox"/> To/from school	<input type="checkbox"/> Fun/recreation/social	<input type="checkbox"/> Something else

Q10. When do you usually ride the RapidRide D Line? Please check all that apply.

<input type="checkbox"/> Weekdays before 6 a.m.	<input type="checkbox"/> Weekdays 9 a.m. to 3 p.m.	<input type="checkbox"/> Weekends
<input type="checkbox"/> Weekdays—AM peak (6-9 a.m.)	<input type="checkbox"/> Weekdays 6-9 p.m.	
<input type="checkbox"/> Weekdays—PM peak (3-6 p.m.)	<input type="checkbox"/> Weekdays later than 9 p.m.	

Q11. If the RapidRide D Line was not available, how would you make this trip?

<input type="checkbox"/> Drive Alone	<input type="checkbox"/> Take another bus	<input type="checkbox"/> Bike
<input type="checkbox"/> Carpool / Vanpool	Which bus? ↓ <input type="text"/>	<input type="checkbox"/> Walk
<input type="checkbox"/> Get Dropped Off		<input type="checkbox"/> I have no other option

Q12a. Did you transfer **TO** the RapidRide D Line from another bus on this trip today?

No Yes → Which route?

Q12b. Will you transfer **FROM** the RapidRide D Line to another bus to reach your destination on this trip today?

No Yes → Which route?

Q13. Prior to the start of the D Line, which route did you take:

<input type="checkbox"/> 15 Local	<input type="checkbox"/> Didn't ride the bus
<input type="checkbox"/> 15 Express	<input type="checkbox"/> Something else
<input type="checkbox"/> 18 Local	
<input type="checkbox"/> 18 Express	

Q14. How does the RapidRide D Line compare overall to the route you took before?

<input type="checkbox"/> Better	<input type="checkbox"/> Not as Good ↓
<input type="checkbox"/> About the Same	Why? <input type="text"/>

Q15. How often do you use the free Wi-Fi provided on this RapidRide bus.

<input type="checkbox"/> Every time I ride this bus	<input type="checkbox"/> About 1-2 times a month	<input type="checkbox"/> Something else
<input type="checkbox"/> About 1-2 times a week	<input type="checkbox"/> Never	

Q16. How do you pay your fare? If you use an ORCA Card what product(s) do you have on your ORCA Card?

<input type="checkbox"/> Cash	<input type="checkbox"/> Pass
<input type="checkbox"/> Tickets	<input type="checkbox"/> ORCA Card → <input type="checkbox"/> E-purse / money on card
<input type="checkbox"/> Something else <input type="text"/>	<input type="checkbox"/> Both pass and an e-purse

Q17. Have you used the ORCA reader that is located off the bus at some RapidRide stations? Yes No

Q18a. Have you ever been requested to show your proof of payment by a fare enforcement officer on the RapidRide D Line?

No Yes

Q18b. Is the number of inspections by the fare enforcement officers...

Appropriate Too Many Not Enough

Q19. What ONE THING would you recommend to improve this route?

Please answer the following demographic questions to help us with our evaluation.

Q20. Are you Male Female

Q21. How old are you?

Q22. Do you consider yourself to be Hispanic? Yes No

Q23. Do you consider yourself to be White? Yes No

Q24. What is the primary language spoken in your home? English Other

Q25. How well do you speak English? Very well Not well Well Not at all

Q26. What is your total household income? Under \$20,000 per year \$20,000 up to \$35,000 \$35,000 or more per year

Q27. What is your home zip code?

Q28. What is your work zip code? Or the nearest intersections to your work location. _____ and _____

Thank you very much for your help!!!