



ORCA LIFT Customer Survey

Prepared by
Pacific Market Research, for

King County Metro
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Overview

- The purpose of the study is to measure customer satisfaction with the ORCA LIFT program, to explore how it is used, and to examine the program's impact on ridership.
- A survey was conducted among a random sample of King County Metro ORCA LIFT customers. A total of 435 surveys were completed.
- Further details on study methodology are available in the Appendix.

124 surveys (29%)
completed by mail

Mail surveys sent January
25 to February 15, 2016 in
three separate waves

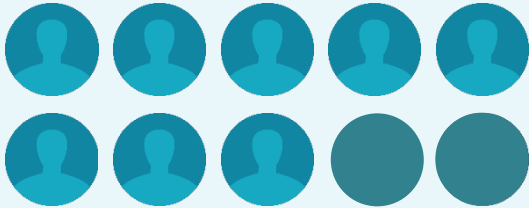
311 surveys (71%)
completed by phone

Phone surveys completed
January 20 to February 2,
2016; average length was
five minutes

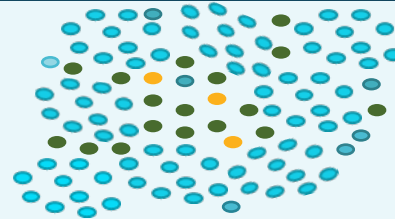
In appreciation for
completing the
survey, customers
were sent four free-
ride tickets

Key Takeaways

95% are satisfied with the program (combined very satisfied/somewhat satisfied)



8 in 10
are **VERY**
Satisfied



17 in 100 are somewhat
satisfied; **only 3 in 100**
are dissatisfied.



Ridership/Fare Payment



Average 8 one-way
rides per week using
the ORCA LIFT Card



Six in ten use the Card
to commute (to/from
work or school)



Half are new ORCA
users

Impact



Over 4 in 10 (44%) are
riding **MORE** than
before



Of those riding more,
3 in 10 increased by 5
or more rides a week



The ORCA LIFT discount
is the **#1** reason for
riding more often

To make these customers satisfied



Provide ORCA LIFT
discount on **OTHER**
transit systems



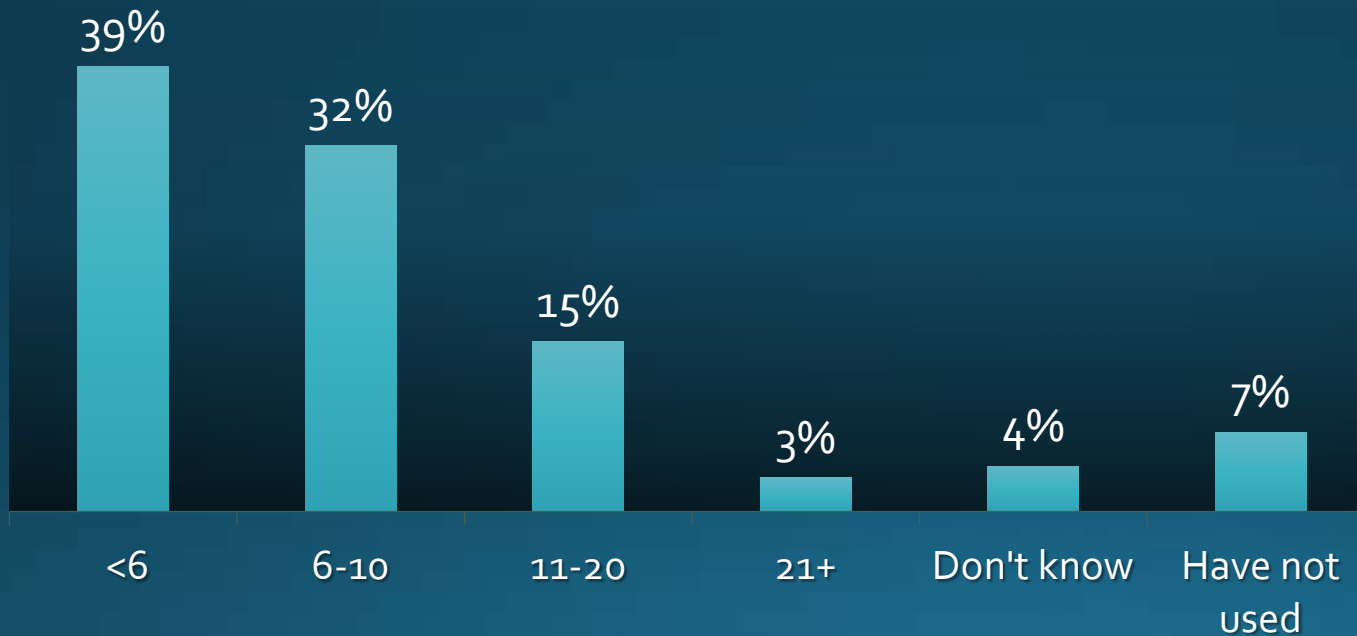
Lower fares/monthly
passes even further



Make it easier to use
(better information on how to
use card, where to re-load
card, and more locations)

On average, respondents said they take eight (8) one-way rides per week using their ORCA LIFT card for payment.

One Way Rides Taken Per Week, Using ORCA LIFT

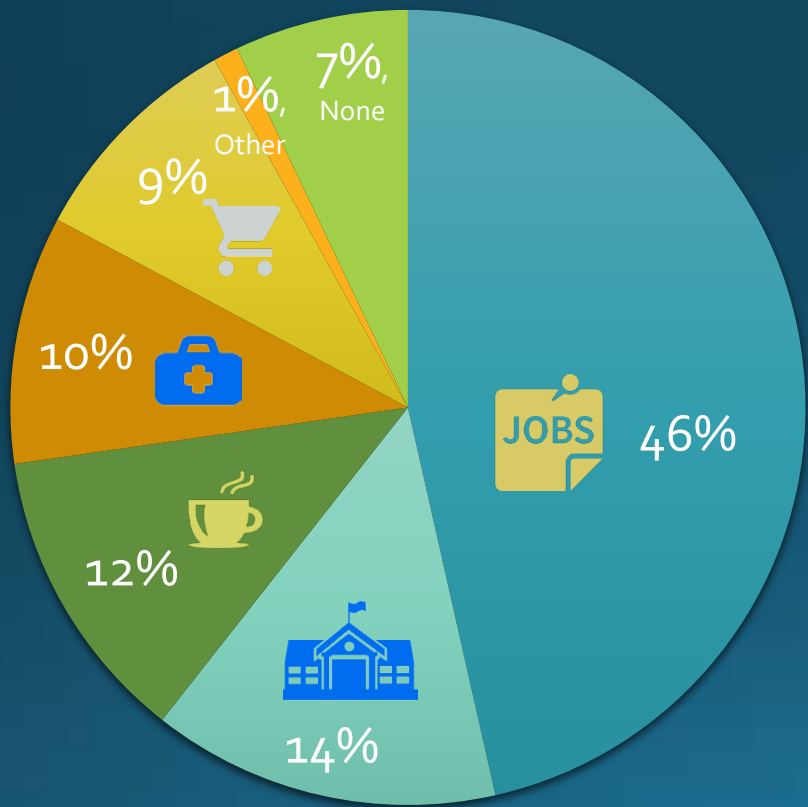


MEAN = 7.9

Q1. How many one-way rides do you usually take on Metro buses and Link Light Rail in a week, using your ORCA LIFT card for payment? (Base, all respondents, n=435)

Six in ten (60%) are using the ORCA LIFT card most often to commute – either to their job or to school.

The remaining customers use the card most often for a range of activities - recreational/social, shopping /errands, or to get to medical appointments.



Purpose of Trip Taken Most Often Using ORCA LIFT Card

- Commute to/from work
- Commute to/from school
- Recreation/social
- Medical appointments
- Shopping/errands

Q2. What is the purpose of the trip you take most often using your ORCA LIFT card? (Base, all respondents giving an answer, n=427)

Forty-four percent said they are riding Metro Buses and Link Light Rail MORE than before getting their ORCA LIFT card.



44% are riding more than before



8% are riding less than before

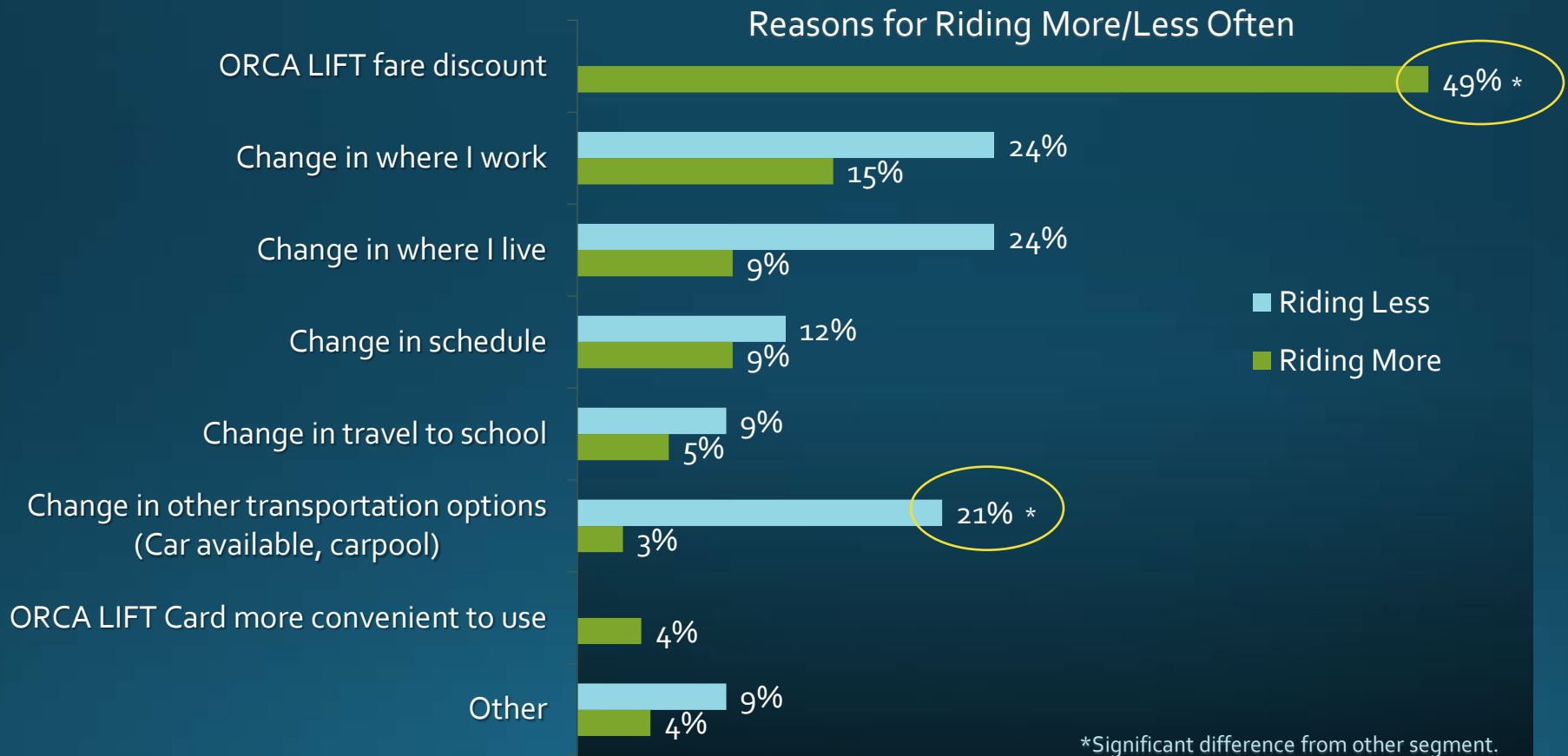
47% are riding about the same as before



Q3. Since you got your ORCA LIFT Card, do you ride Metro buses and Link Light Rail less than you did before, more than you did before, or about the same? (Base, all respondents giving an answer, n=427)

The ORCA LIFT discount is the primary reason for riding more often. A change in transportation options is the most distinct reason for riding less often (increased car availability, and carpooling).

Changes in residence or work location are also notable contributors to riding *less* often, however, some riding *more* often cite these reasons as well.

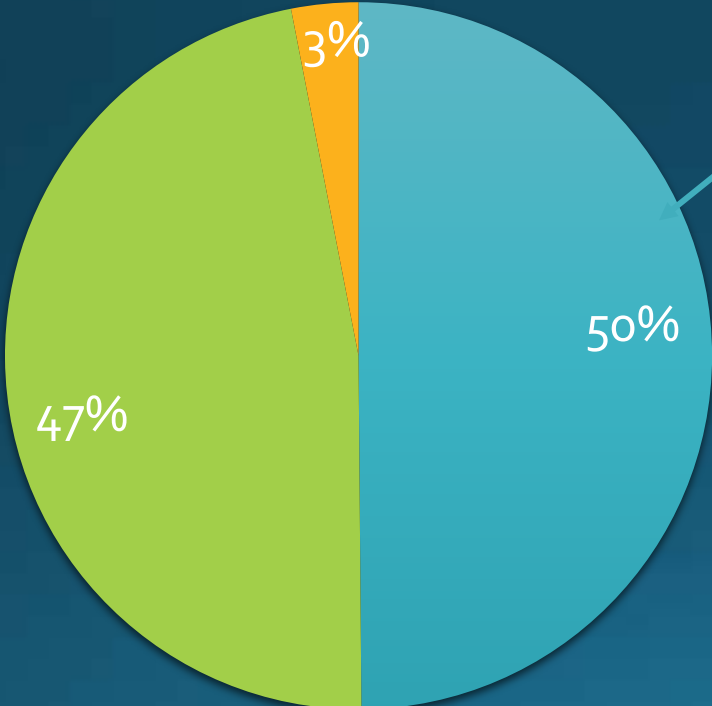


Q5. What is the main reason you are riding less / more? (Base, those riding more and giving an answer n=182; those riding less n=33)

The ORCA LIFT program is helping increase ORCA market share.

Half of respondents are new ORCA users.

Fair Payment Prior to ORCA LIFT Card



Those who usually paid with a regular ORCA card are more likely to be frequent riders (averaging more trips per week).

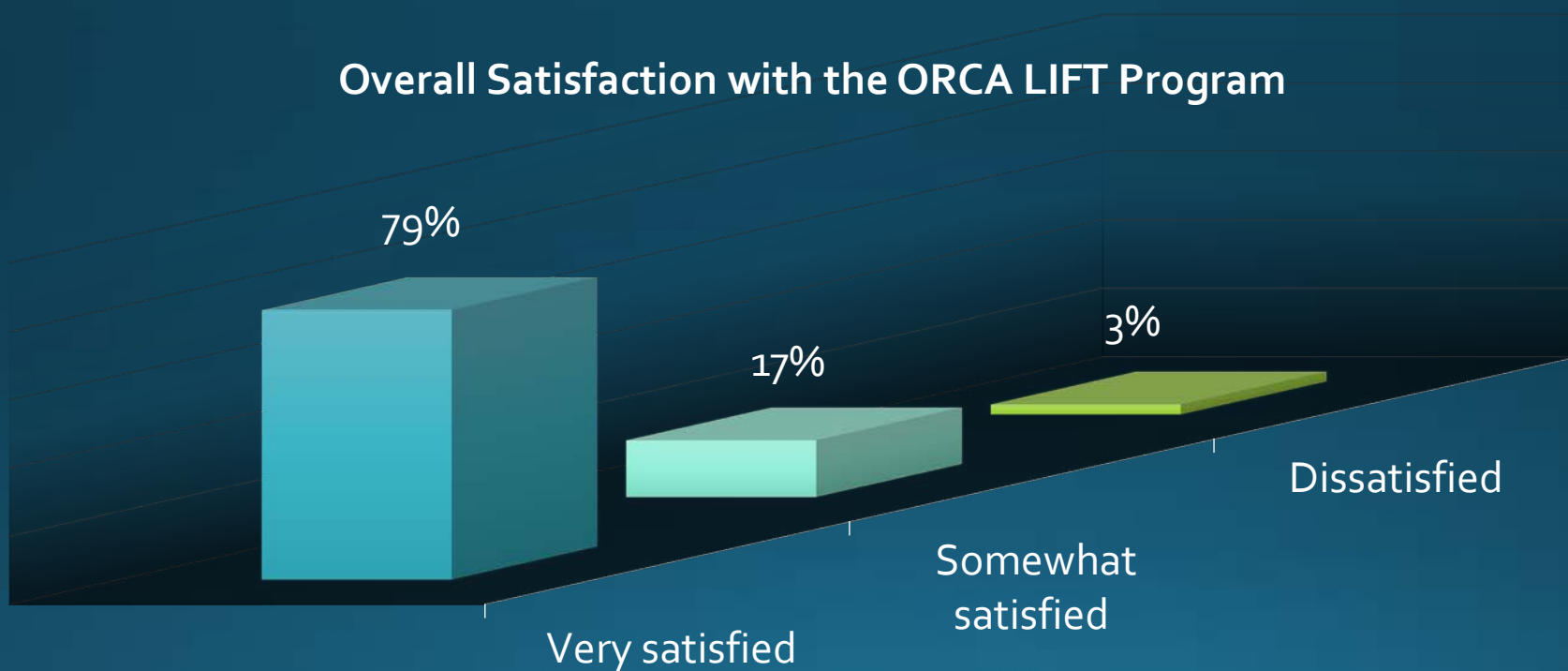
- Yes, usually paid with regular ORCA card
- No (paid with cash)
- Did not ride bus/light rail prior to ORCA LIFT Card

Q6. Before you got your ORCA LIFT card, did you usually pay your Metro and Link Light Rail fare using a regular ORCA card? (Base, all respondents giving an answer, n=430)

The ORCA LIFT program yields satisfied customers.

Eight out of ten are *very satisfied* with the ORCA LIFT program, and very few are dissatisfied.

Overall Satisfaction with the ORCA LIFT Program

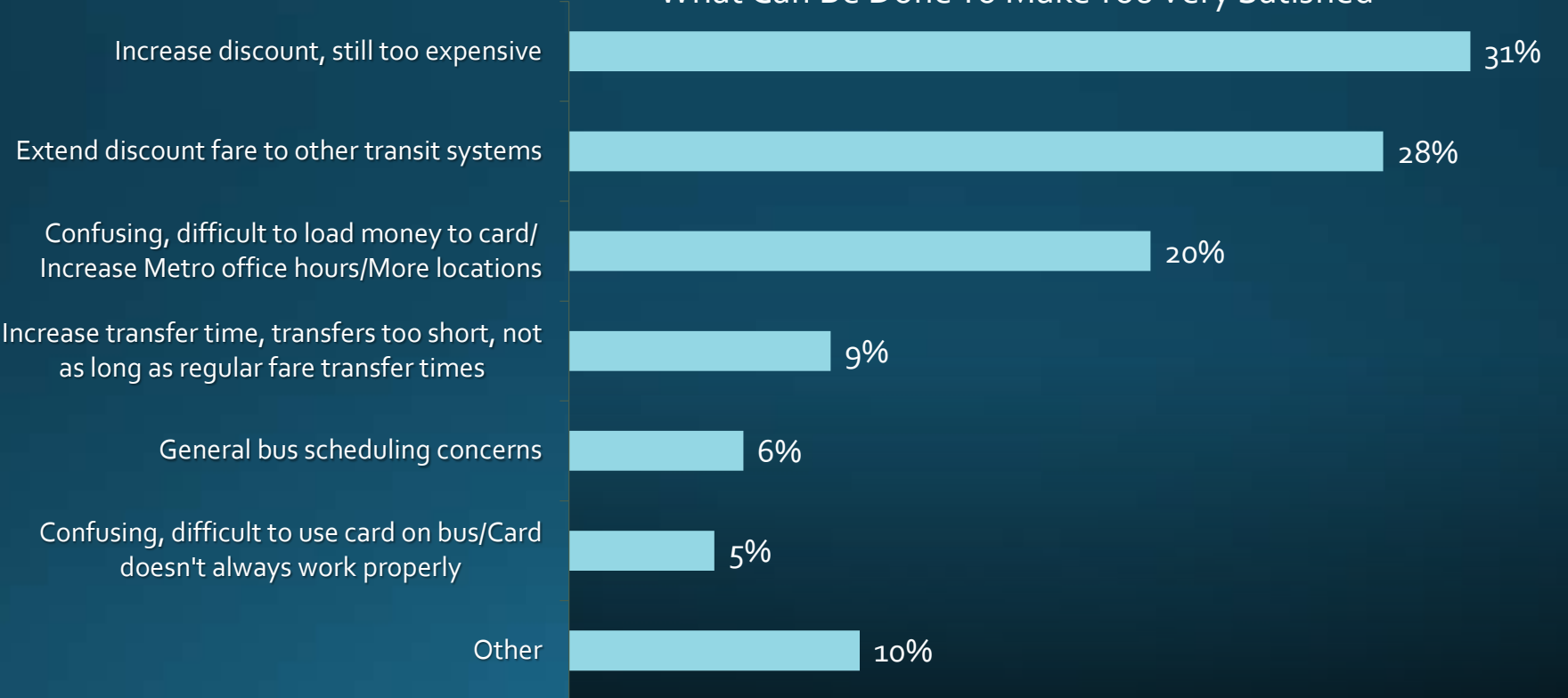


Q7. Overall, how satisfied are you with the ORCA LIFT program? (Base, all respondents, n=435)

The one in five who are less than *very satisfied* would like to see an increase in discounts available on ORCA LIFT (31%) and to provide the discount on other transit systems (28%).

Customers want more instruction on how and where to load money to the ORCA LIFT card (20%) and how it works on the bus (5%). Customers also mention that they need more time to transfer buses (9%) than currently provided with the ORCA LIFT card, and they note that there is less time than with a regular transfer.

What Can Be Done To Make You Very Satisfied



Q8. If you answered anything but "very satisfied", please tell us what can be done to make you very satisfied with the ORCA LIFT program. (Base, those rating less than "very satisfied" and giving an answer n=81)

At the close of the survey, those respondents who were less than very satisfied were asked what can be done to make them *very satisfied* with the ORCA LIFT program.

Sample comments from the dissatisfied show some confusion on how to use the program. Respondents also indicated that ORCA LIFT does not always help because they use multiple transit systems, e.g. Sound Transit (which now accepts LIFT).

I have no details about the ORCA program. I don't (know) enough about that. If I can read about that on a website, it would be better for me.

If you were able to work something out with other transits. Because I go through two transits, it doesn't help.

I can't load online, it doesn't always read my card.

When I first got the ORCA LIFT Card, I wasn't putting money on the card, until the bus driver told me I had to put money on the card. This went on for three weeks, until I found out.

Sample comments from the somewhat satisfied indicate the desire to use the card on expanded modes of transportation (e.g. on Sound Transit, which now accepts LIFT) and for expanded hours (e.g. lengthen the expiration time for transfers). Some would also like fares or monthly passes to be discounted even further, as they still consider it cost-prohibitive. They would also like greater ease of use (conveniently get a card for a minor, quicker processing of re-load, more places to re-load card, etc.).

(More places) to add money on the card. It would be more efficient. I work at Fred Meyer, I am not going to go to Safeway to put money on the card.

If they could expand to Pierce and Sound Transit. I do a lot of travel and it would be helpful.

...even though it's 54 dollars, if you are low income, that's still too high. There should be a lower rate for people who are working part time or unemployed.

I have a child who travels with me and I think there's a LIFT Card for minors. I've been told that I need to go to downtown to get it... it frustrates me how it's so challenging to get it.

...if we can use the ORCA LIFT Card the same... (as) the U-pass. That means we can transfer from or to bus, and light rail, without any more charges... If we can, ORCA LIFT Card would be perfect.

Appendix

Details on methodology

Questionnaire



Further Details on Methodology

- This survey was conducted among a random sample of King County Metro ORCA LIFT customers.
 - Selected customers with no contact phone number available were mailed a survey to complete and return via postage paid envelope. The survey was provided in English, Spanish, Vietnamese, Mandarin, Somali and Amharic.
 - Selected customers with a contact phone number were called and the survey was conducted by phone with Pacific Market research interviewers. If the respondent was a non-English speaker, the interviewer attempted to identify the language. All Spanish language respondents were called by a Pacific Market Research Spanish language interviewer. All other languages were called using a language translation line to attempt to conduct the interview in the language spoken by the respondent.
- The margin of error for this study is +/- 4.7% at a 95% confidence level. Response rate: Phone: 37%; Mail: 15%.
- Mail surveys were sent January 25 to February 15, 2016 in three separate waves. Phone surveys were completed January 20 to February 2, 2016; average survey length was five minutes.
- Percentages may not total to 100% due to rounding or in the case where multiple responses are allowed.

Language survey conducted in:

Total Answering	435
	100%
English	398
	91%
Spanish	24
	6%
Chinese	7
	2%
Vietnamese	5
	1%
Amharic	1
	<1%

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Photos/logos were taken from the King County Metro website*

Questionnaire - page 1.

Offered in English, Spanish, Vietnamese, Mandarin, Somali and Amharic.

Dear ORCA LIFT Customer,

King County Metro introduced the ORCA LIFT card in 2015. This card allows you to pay a discounted fare on Metro buses and Link Light Rail. Please help us evaluate this program by completing the questionnaire below - we want to understand your opinion and experience with the ORCA LIFT program.

You have been randomly selected to participate in this survey. Participation is completely voluntary and results will be summarized so no individual's answers can be identified. There are no right or wrong answers, and even if you rarely or never use ORCA LIFT, it is important that we hear your opinions.

Thank you in advance for answering the survey questions. When you have completed the survey, please enclose the one survey you filled out in the postage paid return envelope.

As a thank you for completing the survey, we will send you four free-ride tickets.

If you have any questions you may contact the toll free Pacific Market Research support line at 1-877-271-2300.

1. First, how many one-way rides do you usually take on Metro buses and Link Light Rail in a week, using your ORCA LIFT card for payment?

(Please count a round trip as 2 rides. Transfers between buses during your one-way trip count as one ride. If you need to take two or more buses, or buses and Link, to get to your destination, please count that as one, one-way trip.)

_____ # One-way trips per week

Less than one per week

Have not used the ORCA LIFT card → **Q1a.** Why not? _____

2. What is the purpose of the trip you take most often using your ORCA LIFT card?

(Please check one.)

Commute to/from work

Commute to/from school

Shopping/errands

Medical appointments

Recreation/social

Other: _____

Have not used the ORCA LIFT card

3. Since you got your ORCA LIFT Card, do you ride Metro buses and Link Light Rail...

(Please check one.)

Less than you did before? – Answer Question 4/5

More than you did before? – Answer Question 4/5

About the same as you did before? – Go to Question 6

Questionnaire - page 2.

Offered in English, Spanish, Vietnamese, Mandarin, Somali and Amharic.

4. *If you answered less or more* – did the number of rides you take on Metro and Link Light Rail change by... **(Please check one.)**
- 1-2 (*fewer/more*) one-way rides per week?
 - 3-4 (*fewer/more*) one-way rides per week?
 - 5 or more (*fewer/more*) one-way rides per week?
5. *If you are riding less or more* -- what is the main reason you are riding less or more? **(Please check one.)**
- Change in where I live
 - Change in where I work
 - Change in travel to school
 - Change in schedule
 - ORCA LIFT fare discount
 - Other – please specify: _____
6. Before you got your ORCA LIFT card, did you usually pay your fare using a regular ORCA card? **(Please check one.)**
- Yes
 - No
 - Did not ride the bus or light rail before I got my ORCA LIFT Card
7. Overall, how satisfied are you with the ORCA LIFT program? **(Please check one.)**
- Very satisfied
 - Somewhat satisfied
 - Somewhat dissatisfied
 - Very dissatisfied
8. If you answered anything but “very satisfied”, please tell us what can be done to make you very satisfied with the ORCA LIFT program. **OPEN-END VERBATIM**
9. Is the address we sent this survey to the best one to send you the four free ride tickets?
- Yes
 - Do not want four free ride tickets. → Zip Code _____
 - No → Please write your preferred address to send the free tickets below.
(The address you provide will only be used for sending you the tickets.)

Name: _____

Address: _____

City, State, Zip Code: _____

Thank you very much for your responses!