



We'll Get You There

RapidRide A Line Customer Satisfaction Survey Results One Year Post-Implementation

Prepared for:

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EXECUTIVE SUMMARY

Background and Objectives

King County Metro Transit (Metro) introduced its first RapidRide line, the A Line, in Fall 2010, offering Bus Rapid Transit (BRT) service between Tukwila International Boulevard Link Station and Federal Way Transit Center on Pacific Highway South/ International Boulevard. The RapidRide A Line replaced service formerly provided by Route 174.

The RapidRide A Line provides the best features Metro has to offer, including:

- Service every 10 minutes during the weekday peak periods, every 15 minutes during most other times of the day and week until 10 pm, and scheduled late night/early morning service.
- Distinctive new red buses with three doors for easy boarding, security cameras, stop announcements and passenger WiFi.
- Branded new passenger facilities that include redesigned shelters, enhanced lighting, electronic real time information signs, off-board ORCA card readers, and other convenient features.
- Use of HOV lanes and transit signal priority to improve reliability and speed up travel times.

Metro contracted with the Gilmore Research Group to conduct a one-year post implementation survey of RapidRide A Line riders to determine their satisfaction with RapidRide service. The post implementation survey follows a January 2011 survey of RapidRide riders that was conducted to determine their satisfaction with the new service, compared to Route 174 service which the RapidRide A Line replaced.¹

Specific areas of investigation were:

- *Trip time*
- *Personal safety*
- *Waiting areas*
- *Physical characteristics of the buses*
- *Transfers*
- *Frequency and reliability of the buses*
- *Rides taken during the past 30 days, usual reason for riding and length of time as a rider*

¹January 2011 survey findings comparing satisfaction of RapidRide A Line riders with satisfaction of Route 174 riders (surveyed in October 2010) are reproduced in the current report.

- *Payment of fares*
- *Overall satisfaction with each route*

Key findings from the October 2011 survey are provided in this Executive Summary. They are presented as a comparison with January survey results, and track rider satisfaction as compared to November 2010 survey results for Route 174.

Method

All riders onboard selected RapidRide A Line trips were invited to complete a questionnaire regarding their satisfaction with various service quality elements. To accommodate riders who do not speak English, the survey was also offered in Spanish, Korean and Vietnamese. A total of 17 surveys were obtained in these languages, including 12 in Spanish, 3 in Korean and 2 in Vietnamese.

Trips to be surveyed were selected to provide a variety of peak and non-peak riders. Table 1 summarizes response rates for all three surveys.

Refusal rates were much lower this period than in January (17% v. 50%) and for Route 174 in 2010 (36%).

Considering response rate as a proportion of all questionnaires given out, October A Line had an extremely high response rate of 86%, compared to 46% for January A Line and 69% for Route 174. Considering response rate as a proportion of all riders contacted, 24% of A Line riders completed surveys in October, about the same as in January (26%).

Table 1
Completed Questionnaires on RapidRide Line A and on Route 174, November 2010

	RapidRide Line A October 2011	RapidRide Line A January 2011	Route 174 November 2010
Completed Questionnaires	555	575	452
% of Questionnaires Handed Out	86%	46%	69%
% of All Riders on Sampled Trips*	24%	26%	31%
% Refused	17%	50%	36%

*All riders on sampled trips: this includes riders who declined to take a survey because they had already completed one.

Dates of Survey

Intercepts for the post-implementation survey occurred on two days: October 11, 2011 and October 17, 2011. (Appendix Table 1) A total of 555 complete surveys were collected, including 273 on the first day and 282 on the final day.

Intercepts for the initial RapidRide A Line survey were conducted on January 4, 2011 when 263 surveys were completed (46% of total) and January 5, 2011 when 312 surveys were

completed (54%). A total number of 575 surveys were completed by RapidRide A Line riders.

In 2010, 452 riders on Route 174 completed questionnaires during three days of fielding: October 22 (n=190 or 42% of total questionnaires), October 29 (n=194, 43%) and November 5 (n=72, 16%).

Reporting Conventions

This report presents response proportions in text, in graphs and in tables excluding the number of respondents who did not answer the questions and those who indicated *not applicable*. A complete set of data tables is available under separate cover.

Text summaries of respondent ratings are presented as the combined proportions of *satisfied/very satisfied* ratings and *dissatisfied/very dissatisfied* ratings. Rounding mechanisms inherent in the software could make response proportions shown in graphs and reported in text vary from crosstab results by up to 1 percentage point.

KEY FINDINGS

Results of the RapidRide A Line one year post-implementation survey found **all** satisfaction ratings, including the overall rating, significantly **higher** than ratings given for Route 174 one year earlier. Ratings ranged from a low of 47% *satisfied/very satisfied* for *protection from the weather*, to a high of 89% for *having 3 doors for loading and unloading*.

Although satisfaction ratings in October were significantly higher than for Route 174 one year earlier, there were significant changes in several areas of service compared to January. Satisfaction with just one item showed an increase and there were two significant increases in dissatisfaction in October compared to January. Elements of service that showed significant change include:

- **Personal safety while on the bus** – There was a significant decrease in the proportion of respondents who indicated *satisfied/very satisfied*, from 82% in January to 76% in October.
- **Cleanliness of the waiting areas** – In the October survey 60% indicated *satisfied/very satisfied* compared to January, when 66% gave similar ratings. The mean rating showed a significant decrease from 3.8 in January to 3.65 in October.
- **Electronic real time information sign** – There was an increase in October to 77% of riders *satisfied/very satisfied* compared to January (70%). However, this increase in satisfaction ratings and in the mean rating (4.11 v. 3.97) is most likely a result of having properly functioning real time information signs: these were not yet providing predictive arrival time information when the January intercepts occurred.
- **Physical characteristics of the buses** - October ratings of *satisfied/very satisfied* fell significantly below January ratings for six of the eight aspects of buses. These include:
 - *Having the bus free of graffiti* – October (82%) v. January (88%)
 - *Wide enough doors and aisles for loading and unloading* – October (84%) v. January (88%)
 - *Amount of lighting inside the bus* – October (81%) v. January (88%)
 - *Cleanliness of the bus interior* – October (79%) v. January (85%)
 - *Smoothness of the ride* – October (76%) v. January (82%); the mean showed a significant decrease in October to 4.09, from 4.22 in January
 - *Being able to get a seat* – October (70%) v. January (82%); the mean showed a significant decrease in October to 3.91, from 4.16 in January
- **The bus coming on time when transferring** – In January, 69% were *satisfied/very satisfied*, but in October the proportion of *satisfied/very satisfied* was 63%.

- **Satisfaction with frequency and reliability of buses** - October riders gave significantly fewer *satisfied/very satisfied* ratings than January riders for three out of six aspects of service. These include:
 - *The bus getting me where I'm going on time* – October (76% *satisfied/very satisfied*) v. January (81%)
 - *How often the bus runs on weekends* – October (63%) v. January (71%); the mean showed a significant decrease in October to 3.75, from 3.95 in January
 - *How often the bus runs during the evening/at night* – October (62%) v. January (70%)

Two items gathered significantly more *dissatisfied/very dissatisfied* ratings in October than in January. These were:

- *How often the bus runs on weekends* -15% *dissatisfied/very dissatisfied* in October v. 7% in January
- *The bus getting me where I'm going on time* – 8% *dissatisfied/very dissatisfied* in October v. 5% in January

Use of free Wi-Fi Service is fairly frequent, with more than one in five riders (22%) using it nearly every time they ride, and 19% using it at least once monthly.

Use of Soundscape - Although 16% said they have tried it, most answered that they had not heard it, being either unaware of Soundscape (46%), or not yet interested in trying it (38%). These results indicate a need to increase awareness of Soundscape to enhance the experience of riding the A Line.

Number of Rides Taken in Previous 30 Days - The average number of rides for October respondents was 31.3, a significantly greater mean number of rides on the A Line than in January (25.7).

Transfers – There were significantly more respondents who indicated they made transfers from A Line to other routes in October (57%) than in January (50%) or in November 2010 for Route 174 (46%).

Use of ORCA Cards for Payment – There was a boost in use of ORCA cards compared to January survey results (51% v. 45%). Though the increase is not statistically significant, it builds on the significant increase in ORCA payments noted in the January survey (45% v. 13%).

Use of the Off-Board ORCA Card Reader - October results found a significant increase over January in the number of A Line riders who said they use the ORCA card reader (78% v. 69%).

CONCLUSIONS

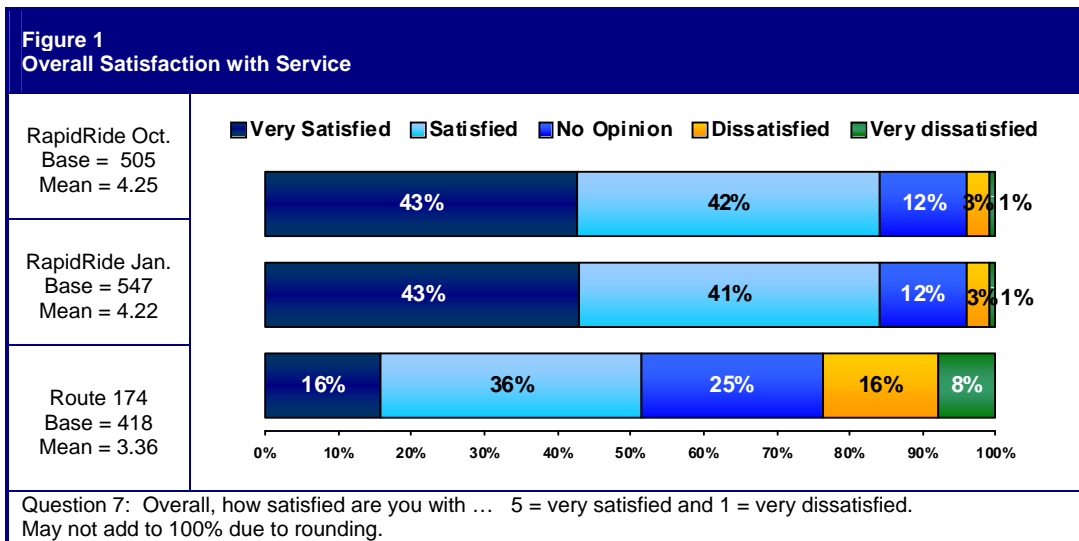
Riders continue to strongly prefer the bus service offered by RapidRide A Line over the service it replaced (Route 174). The preference is widespread across all elements of service and is measured by comparing satisfaction ratings given in the November 2010 survey of Route 174 riders to ratings given last month by A Line riders (Appendix Table 3). The best measure of preference is a comparison of the ratings for *overall service* provided by the A Line and Route 174. In the current survey 85% indicated they were *satisfied/very satisfied* with *overall service* provided by the A Line. Last November the proportion was just 51% *satisfied/very satisfied* with Route 174 service - a gap of 34 percentage points.

Enthusiasm is less robust now than it was in January when A Line service was introduced. In fact, decreases in satisfaction ratings occurred for nearly all aspects of service in October as compared to January. The largest decrease occurred for *being able to get a seat*, which fell to 69% *satisfied/very satisfied* in October from 82% *satisfied/very satisfied* in January. While the drop of 13 percentage points in satisfaction with ability to get a seat may be related to the growing ridership of the A Line, other decreases in satisfaction may be linked to the newness of A Line giving way to routine.

DETAILED FINDINGS

Overall Satisfaction with Service

Overall satisfaction with A Line service is nearly the same now as it was in January, and it remains significantly higher than it was in November 2010 for Route 174. This includes both the mean satisfaction (4.25) and the proportion of riders who gave a rating of *satisfied/very satisfied* (85%).



Satisfaction with Service Elements for A Line in October and January 2010 and Satisfaction with Route 174 in 2010

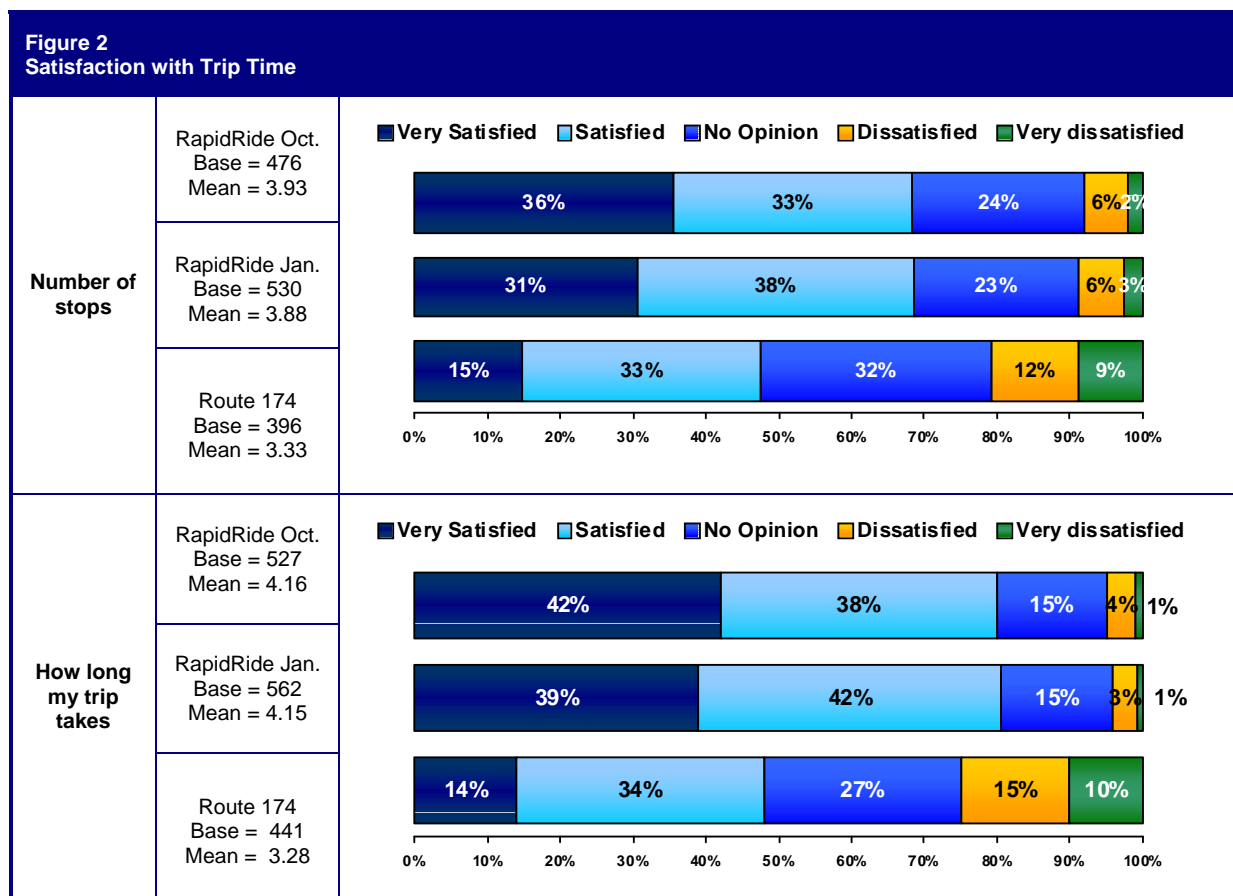
In addition to asking for a rating of satisfaction with overall service, all three surveys asked respondents to give satisfaction ratings for 35 similar service items. These ratings are presented in graphs, and mean ratings are summarized in tables. The following information summarizes the primary findings in top 2 ratings (*very satisfied/satisfied*), bottom 2 ratings (*dissatisfied/very dissatisfied*) and mean ratings by survey topic area.

Text summaries of top 2 and bottom 2 ratings reflect response proportions shown in graphs. Rounding mechanisms inherent in the software could make these response proportions vary from crosstab results by up to 1 percentage point

Satisfaction with Number of Stops and Trip Time

Satisfaction with *number of stops* was unchanged in October as compared to January: equal proportions of A Line respondents gave ratings of *satisfied/very satisfied* in both surveys (69%), significantly more than in November 2010 for Route 174 (48%).

Satisfaction with *length of trip* was also unchanged: nearly equal proportions gave ratings of *satisfied/very satisfied* in October (80%) and January (81%). These ratings remain significantly higher than the November satisfaction ratings for Route 174 (48%).



Mean satisfaction ratings for both trip time elements were significantly higher for RapidRide A Line respondents in both periods than for Route 174 respondents. Mean ratings obtained in the October survey showed no significant change from January results.

Table 2			
Mean Satisfaction Scores: Trip Time – RapidRide Oct. vs. RapidRide Jan. & Route 174			
	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
How long my trip takes	4.16	4.15	3.28
Number of stops	3.93	3.88	3.33
<p>Questions 1A-B: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.</p> <p>The boldface type for October and January columns indicate significant increases over Route 174 results.</p>			

Satisfaction with Personal Safety

Satisfaction with all five elements of personal safety in October remained significantly higher for A Line respondents than for Route 174 respondents. (Figure 3) A majority of October survey respondents indicated they were *satisfied/very satisfied* with each element of personal safety, including:

- *Personal safety while on the bus* – 76%
- *Personal safety while waiting for the bus during the day* – 75%
- *Behavior of other passengers on the bus* – 57%
- *Behavior of other people at the waiting area* – 55%
- *Personal safety while waiting for the bus at night* – 54%

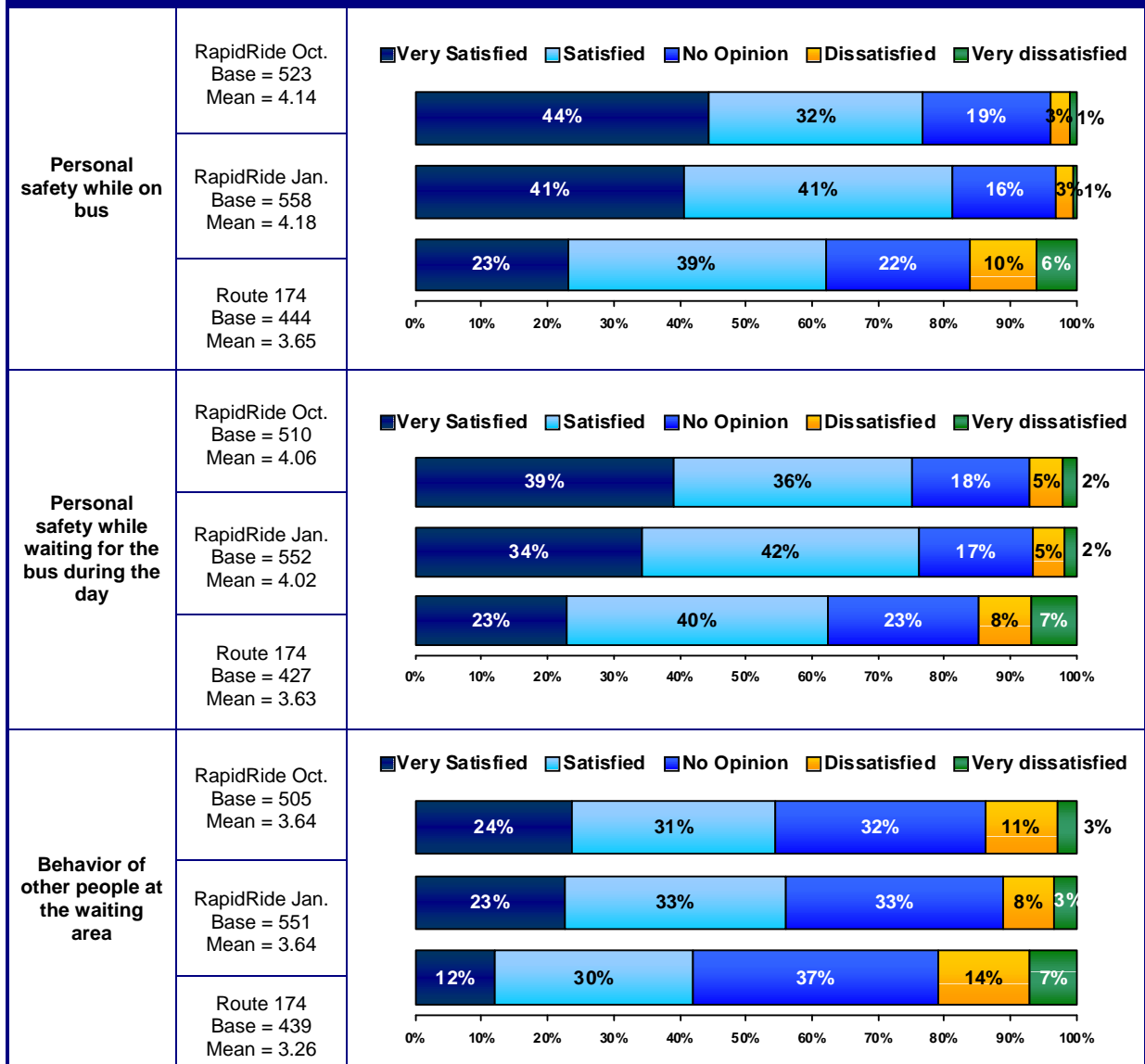
There was one significant decrease in satisfaction in October satisfaction as compared to January: *personal safety while on the bus* gathered a smaller share of top ratings (76% *satisfied/very satisfied* in October v. 82% in January).

Route 174 riders were significantly more likely than October and January RapidRide riders to be *dissatisfied/very dissatisfied* with all personal safety elements:

- *Personal safety while waiting for the bus at night* – Route 174 (35%) vs. A Line October (20%) and January (19%)
- *Behavior of other passengers on the bus* – Route 174 (30%) vs. A Line October (17%) and January (12%)
- *Behavior of other people at the waiting area* – Route 174 (21%) vs. A Line October (14%) and January (11%)
- *Personal safety while on the bus* – Route 174 (16%) vs. A Line October (4%) and January (4%)
- *Personal safety while waiting for the bus during the day* – Route 174 (15%) vs. A Line October (7%) and January (7%)

Between 1% and 10% of A Line October respondents chose not to answer questions about personal safety. In January the rates of non-response ranged from 3% to 15%, and for Route 174 they ranged from 2% to 11%.

Figure 3
Satisfaction with Personal Safety

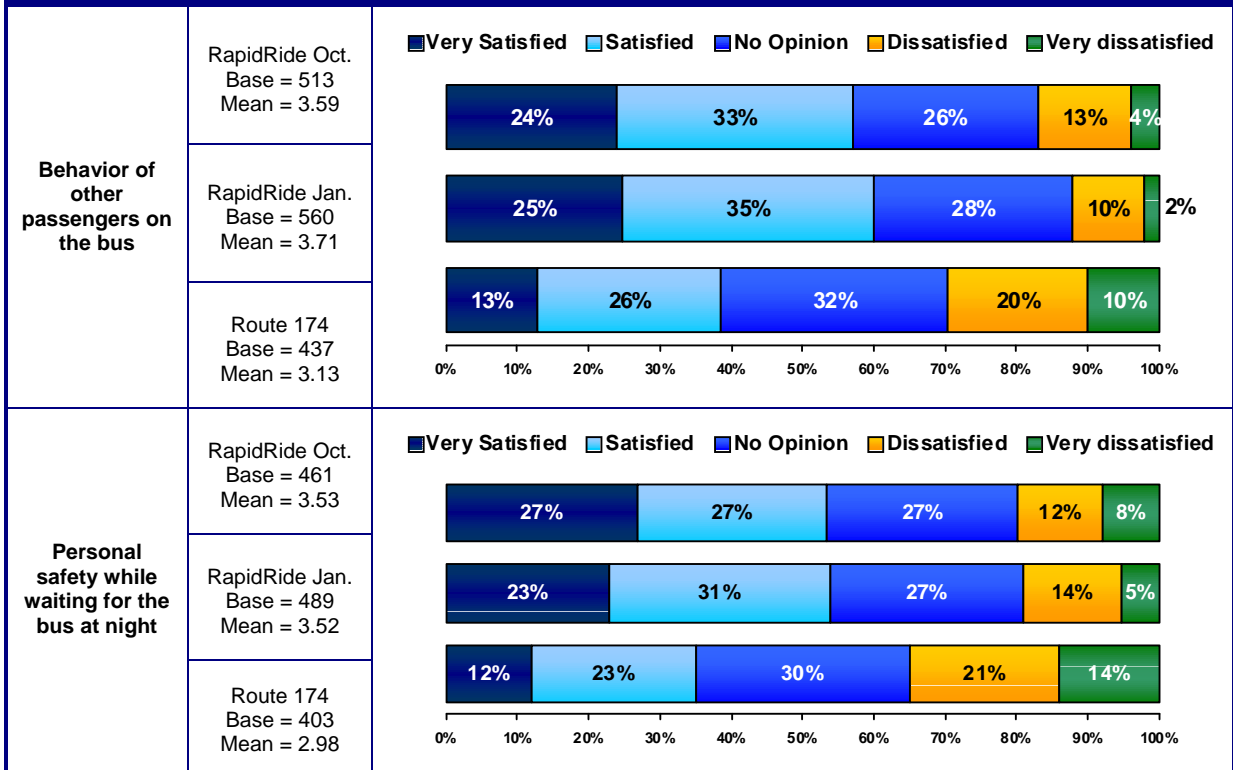


Questions 2A-E: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.

Figure continued on following page.

May not add to 100% due to rounding.

Figure 3 (Continued)
Satisfaction with Personal Safety



Questions 2A-E: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.

May not add to 100% due to rounding.

Mean ratings for all elements of personal safety remained significantly higher for RapidRide respondents than for Route 174 respondents. (Table 3)

Table 3 Mean Satisfaction Scores: Personal Safety – RapidRide Oct. vs. RapidRide Jan. & Route 174			
	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
Personal safety while on bus	4.14	4.18	3.65
Personal safety while waiting for the bus during the day	4.06	4.02	3.63
Behavior of other people at the waiting area	3.64	3.64	3.26
Behavior of other passengers	3.59	3.71	3.13
Personal safety while waiting for the bus at night	3.53	3.52	2.98
Questions 2A-E: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.			
The boldface type for October and January columns indicate significant increases over Route 174 results.			

There were no significant differences in mean ratings for October and January.

Satisfaction with the Waiting Area Where Boarded

In all three surveys riders gave satisfaction ratings for seven elements of bus waiting areas. In the January and October surveys, RapidRide respondents rated one additional element: *information provided on the electronic real time information sign*.

October satisfaction ratings for all seven aspects of waiting areas remained significantly higher than they were one year earlier for Route 174. There was one significant decrease in October satisfaction compared to January: the proportion of respondents *satisfied/very satisfied* with *cleanliness of waiting areas* fell to 60% from 66% in January.

October satisfaction ratings ranged from 46% to 82%. This is shown below:

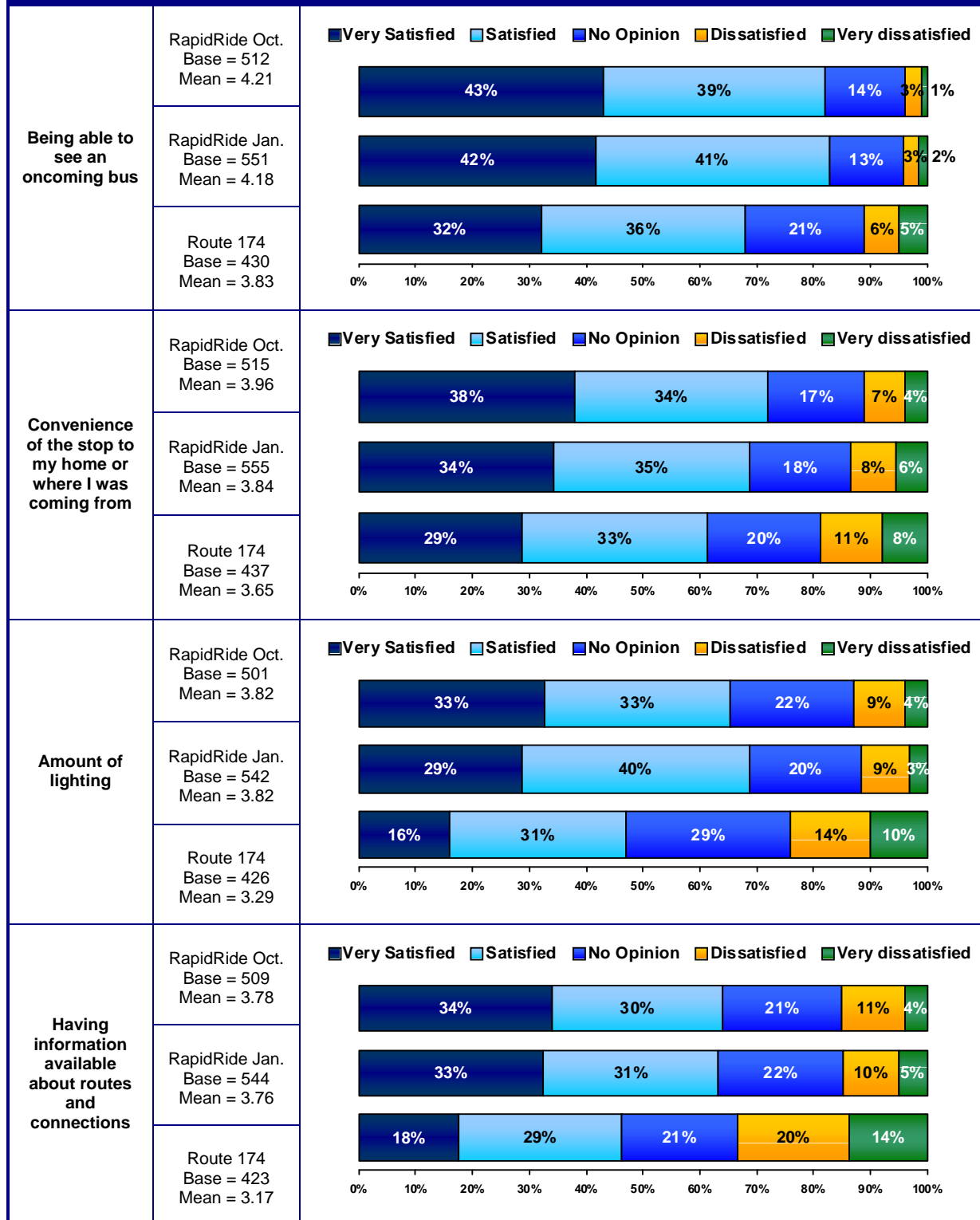
- *Being able to see an oncoming bus* – 82% *satisfied/very satisfied*
- *Convenience of the stop to my home or where I was coming from* – 72%
- *Amount of lighting* – 66%
- *Having information available about connections* – 64%
- *Cleanliness of the waiting area* – 60%
- *Being able to sit down while waiting* – 57%
- *Protection from the weather* – 46%

Overall dissatisfaction (ratings of *dissatisfied/very dissatisfied*) remained higher for Route 174 respondents than for RapidRide October and January respondents for all seven elements:

- *Protection from the weather* – Route 174 (45%) vs. A Line October (30%) and January (29%)
- *Being able to sit down while waiting* - Route 174 (38%) vs. A Line October (20%) and January (20%)
- *Having information available about connections* - Route 174 (34%) vs. A Line October (15%) and January (15%)
- *Cleanliness of the waiting area* - Route 174 (32%) vs. A Line October (15%) and January (12%)
- *Amount of lighting* - Route 174 (24%) vs. A Line October (13%) and January (12%)
- *Convenience of the stop to my home or where I was coming from* - Route 174 (19%) vs. A Line October (11%) and January (14%)
- *Being able to see an oncoming bus* - Route 174 (11%) vs. A Line October (4%) and January (5%)

Non-response for questions asked about waiting areas in the October survey ranged from 1% to 3%. Non-response in the January survey ranged from 3% to 12%. In the Route 174 survey it ranged from 3% to 7%.

Figure 4
Satisfaction with Waiting Area for Boarding This Trip

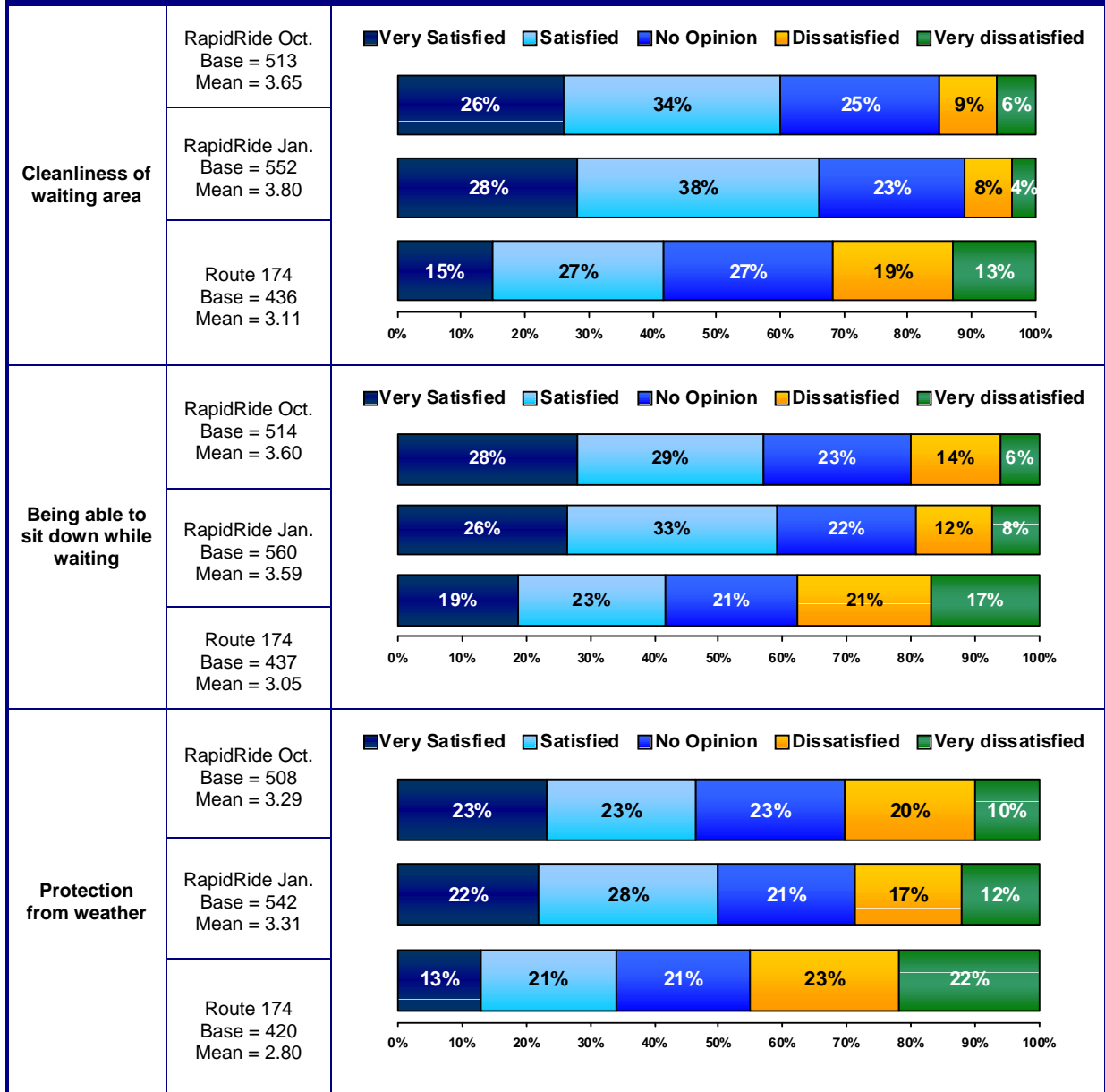


Questions 3A-G: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.

Figure continued on following page.

May not add to 100% due to rounding.

Figure 4 (Continued.)
Satisfaction with Waiting Area for Boarding This Trip



Questions 3A-G: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.

May not add to 100% due to rounding.

RapidRide A Line survey respondents were asked to rate an eighth item, *information provided on the electronic real time information sign*.

In October, results found 77% of riders *satisfied/very satisfied* with this element of service, a significant increase over January survey results (70%). The significant increase in satisfaction ratings and the increase in mean rating in October (4.11) is most likely a result of having properly functioning real time information signs; these were not yet providing predictive arrival time information when the January intercepts occurred.

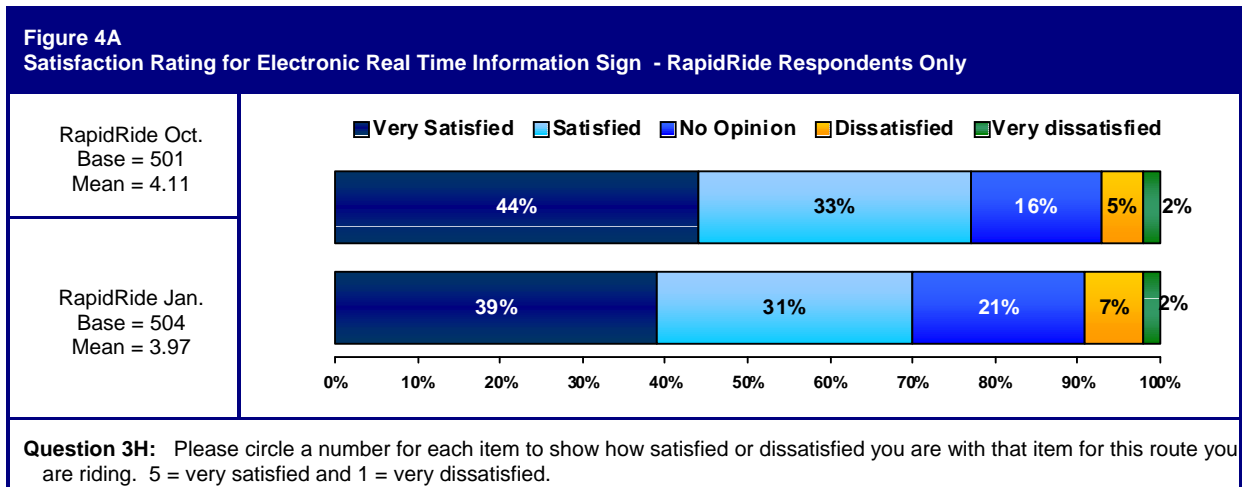


Table 4 displays the average satisfaction scores for all elements of waiting areas. Results found all ratings for RapidRide A Line significantly higher than Route 174 ratings. The October mean rating for *cleanliness of the waiting area* fell significantly below the January mean rating (3.65 v. 3.8).

Table 4
Mean Satisfaction Scores: Waiting Areas for Boarding this Trip – RapidRide Oct. vs. RapidRide Jan. & Route 174

	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
Being able to see an oncoming bus	4.21	4.18	3.83
Electronic real time information sign*	<u>4.11</u>	3.97	NA
Convenience of the stop to my home or where I was coming from	3.96	3.84	3.65
Amount of lighting	3.82	3.82	3.29
Having information available about routes and connections	3.78	3.76	3.17
Cleanliness of waiting area	3.65	<u>3.80</u>	3.11
Being able to sit down while waiting	3.60	3.59	3.05
Protection from weather	3.29	3.31	2.80

Questions 3A-G: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.

*This item was only rated by RapidRide respondents. All ratings for this item are shown in Figure 4A.

The boldface type for October and January columns indicate significant increases over Route 174 results. Underlining indicates a significant change between October and January results.

Physical Characteristics of the Buses

In all three surveys riders gave satisfaction ratings for eight physical characteristics of the buses. Besides these, the RapidRide A Line survey respondents rated one additional characteristic, *having three doors for loading and unloading*, and A Line October riders also rated *free Wi-Fi service*.

The ranges of non-response to these questions were 1% to 23% for the October survey, 1% to 24% for January and 2% to 27% for the Route 174 survey. Non-response in all three surveys was highest for *bike rack capacity*.

A comparison of satisfaction ratings (Figure 5) found significantly more *satisfied/very satisfied* ratings given for October and January RapidRide A Line buses than for Route 174 buses. However, October ratings fell significantly below January ratings for six of the eight aspects of buses. These include:

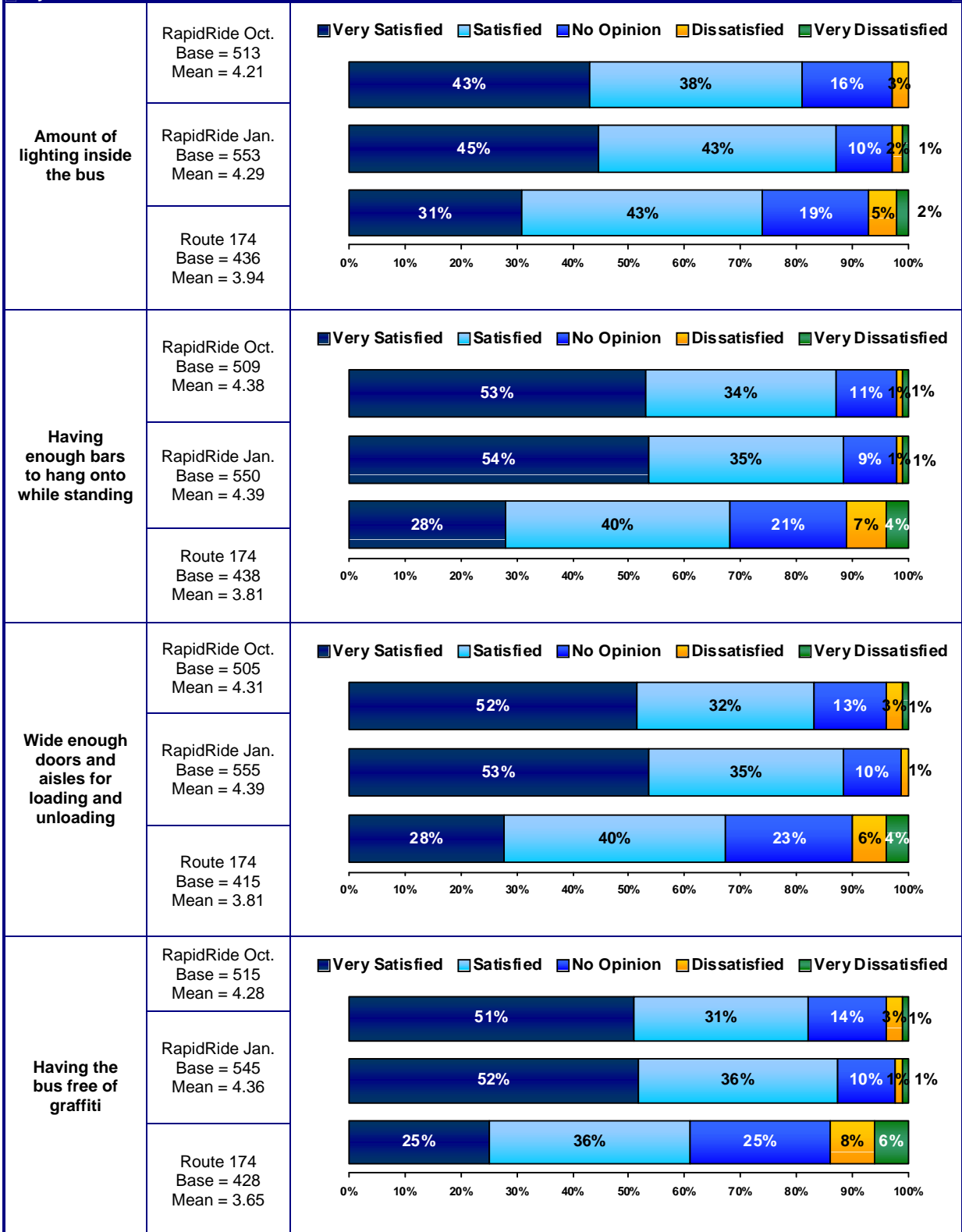
- *Having the bus free of graffiti* – October (82%) v. January (88%)
- *Wide enough doors and aisles for loading and unloading* – October (84%) v. January (88%)
- *Amount of lighting inside the bus* – October (81%) v. January (88%)
- *Cleanliness of the bus interior* – October (79%) v. January (85%)
- *Smoothness of the ride* – October (76%) v. January (82%)
- *Being able to get a seat* – October (70%) v. January (82%)

Dissatisfaction (the proportion *dissatisfied/very dissatisfied*) remained significantly higher for Route 174 respondents than for RapidRide respondents for all common aspects of buses that were surveyed. There were no significant changes in these dissatisfied ratings between January and October. This is shown below:

- *Being able to get a seat* – Route 174 (18%) vs. A Line October (8%) and January (5%)
- *Smoothness of the ride* – Route 174 (13%) vs. A Line October (5%) and January (2%)
- *Cleanliness of the bus interior* – Route 174 (18%) vs. A Line October (5%) and January (3%)
- *Having the bus free of graffiti* - Route 174 (14%) vs. A Line October (4%) and January (2%)
- *Enough bike rack capacity* – Route 174 (14%) vs. A Line October (5%) and January (2%)
- *Wide enough doors and aisles for loading and unloading* – Route 174 (10%) vs. A Line October (4%) and January (1%)
- *Amount of lighting inside the bus* – Route 174 (7%) vs. A Line October (3%) and January (3%)

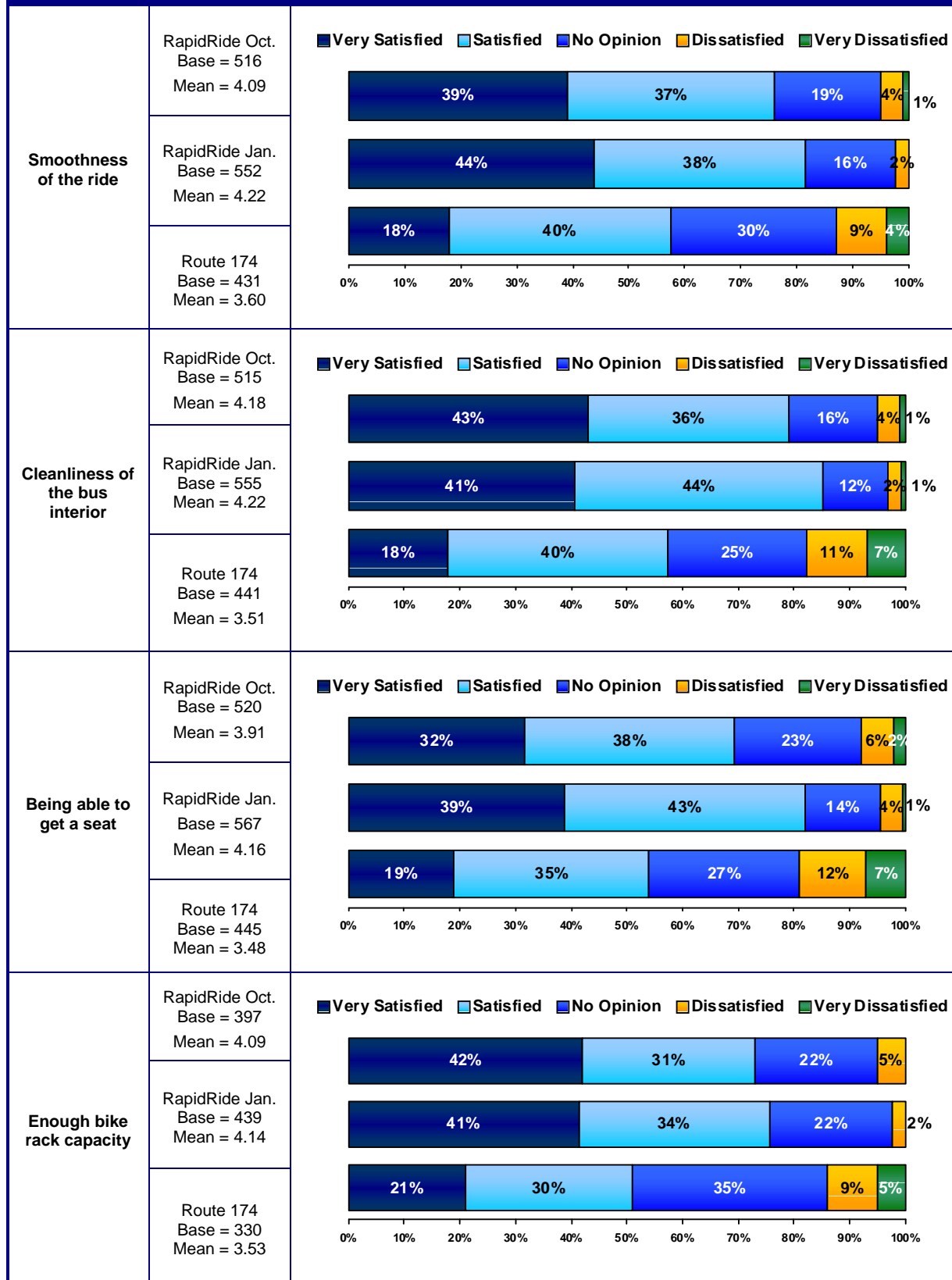
- *Enough bars to hang onto while standing* – Route 174 (11%) vs. A Line October (2%) and January (2%)

Figure 5
Physical Characteristics of the Buses



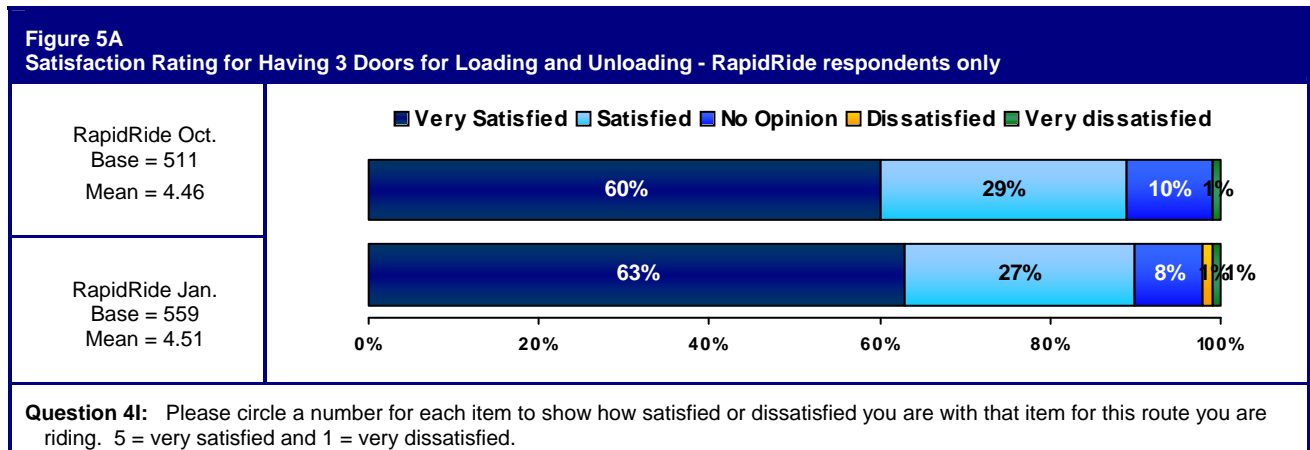
Questions 4A-H: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.
Figure continued on following page.

Figure 5 (Continued)
Physical Characteristics of the Buses

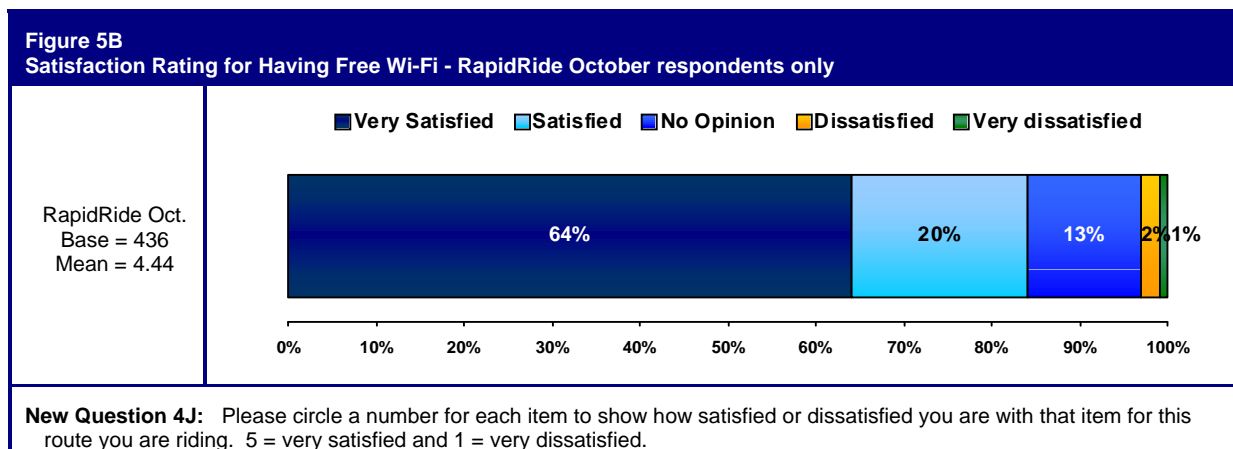


Questions 4A-H: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.
May not add to 100% due to rounding.

The RapidRide A Line survey respondents in January and October were asked to give an additional rating of the bus - *having three doors for loading and unloading*. (Figure 5A) In both surveys large majorities of respondents indicated they were satisfied with this aspect of the buses.



In October, A Line riders also rated their satisfaction with *having free Wi-Fi on board*. Results found more top 2 box ratings given for this aspect of buses (84%) than for six others. Bus characteristics that gathered more satisfaction ratings than *having free Wi-Fi on board* were *having three doors for loading and unloading* (89%) and *having enough bars to hang onto while standing* (87%).



A comparison of mean satisfaction scores for the eight common items showed significantly higher ratings for RapidRide A Line than for Route 174. Mean ratings were significantly lower in October than in January for *smoothness of the ride* (4.09 v. 4.22) and *being able to get a seat* (3.91 v. 4.16).

Table 5			
Mean Satisfaction Scores: Physical Characteristics of the Buses – RapidRide Oct. vs. RapidRide Jan. & Route 174			
	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
Having 3 doors for loading and unloading*	4.46	4.51	NA
Free Wi-Fi**	4.44	NA	NA
Enough bars to hold onto while standing	4.38	4.39	3.81
Wide enough doors and aisles	4.31	4.39	3.81
Having the bus free of graffiti	4.28	4.36	3.65
Amount of lighting inside the bus	4.21	4.29	3.94
Cleanliness of the bus interior	4.18	4.22	3.51
Smoothness of the ride	4.09	<u>4.22</u>	3.60
Enough bike rack capacity	4.09	4.14	3.53
Being able to get a seat	3.91	<u>4.16</u>	3.48

Questions 4A-H: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.

*This item was only rated by RapidRide respondents. All ratings for this item are shown in Figure 5A.

**This item was only rated by RapidRide October respondents. All ratings for this item are shown in Figure 5B.

The boldface type for October and January columns indicate significant increases over Route 174 results. Underlining indicates a significant change between October and January results.

Satisfaction with Transfers

Riders rated their satisfaction with seven elements of transfers (Figure 6). October satisfaction ratings (*satisfied/very satisfied* ratings) remained significantly higher for RapidRide A Line than for Route 174 for all elements of transfers, and dissatisfaction ratings (*dissatisfied/very dissatisfied* ratings) remained significantly higher for Route 174 than for October and January RapidRide A Line. October satisfaction ratings showed a significant decrease from January for one aspect of transfers: *the bus coming on time when transferring* (63% *satisfied/very satisfied* in October v. 69% in January).

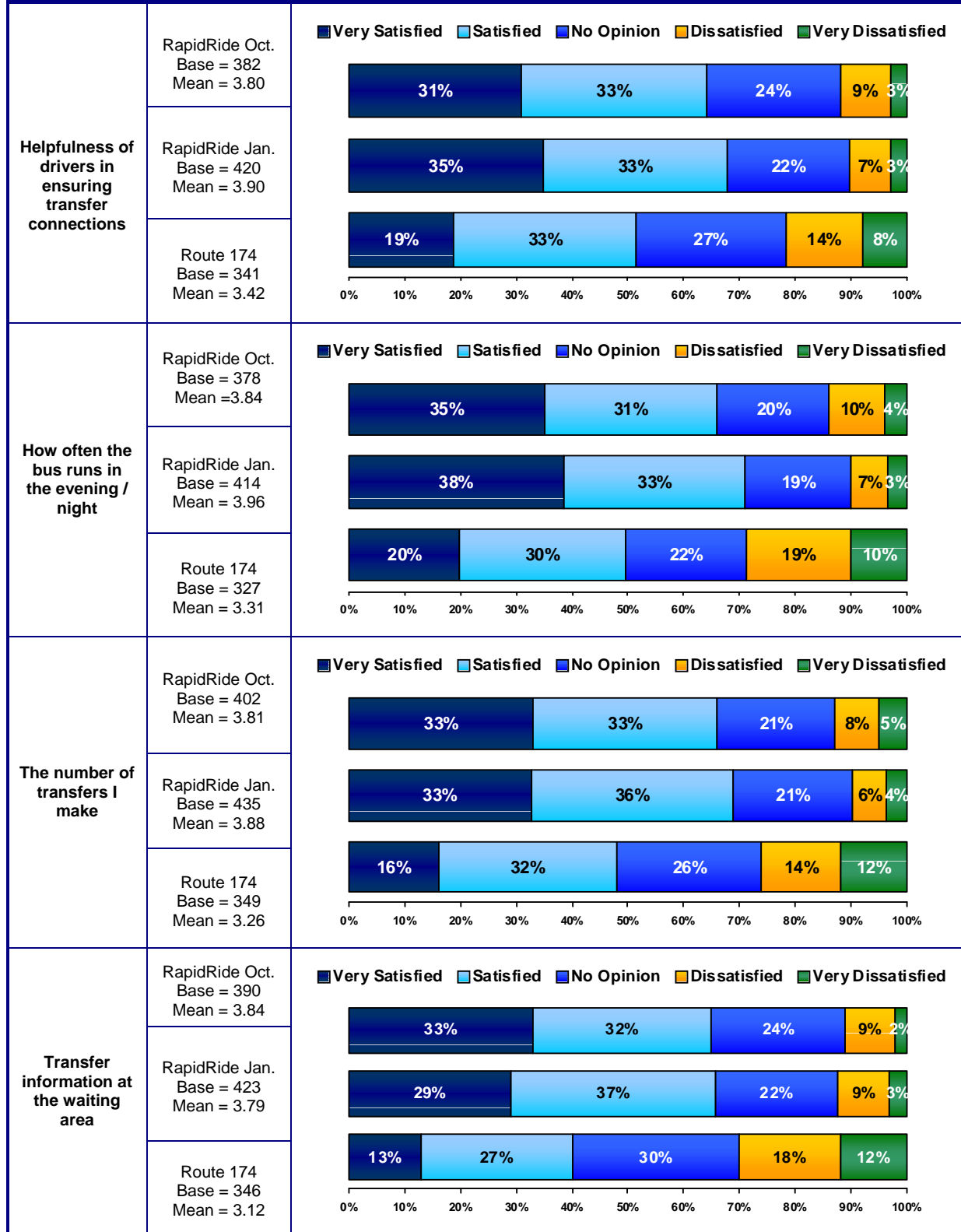
Approximately two-thirds of all transferring riders in October said they were satisfied with each aspect of transfers, including:

- *The number of transfers I make* – 66% *satisfied/very satisfied*
- *How often the bus runs in the evening/at night* – 66%
- *Transfer information at the waiting area* – 65%
- *Waiting time between transfers* – 63%
- *Helpfulness of drivers in ensuring transfer connections* – 64%
- *The way the buses are scheduled to make transfer connections* – 64%
- *The bus coming on time when transferring* – 63%

Dissatisfaction ratings are:

- *Waiting time between transfers* – Route 174 (43%) v. A Line October (16%) and January (14%)
- *The bus coming on time when transferring* – Route 174 (38%) v. A Line October (16%) and January (12%)
- *The number of transfers I make* – Route 174 (26%) v. A Line October (13%) and January (10%)
- *How often the bus runs in the evening at night* – Route 174 (29%) v. A Line October (14%) and January (10%)
- *Helpfulness of drivers in ensuring transfer connections* – Route 174 (22%) v. A Line October (12%) and January (10%)
- *Transfer information at the waiting area* – Route 174 (30%) v. A Line October (11%) and January (12%)
- *The way the buses are scheduled to make transfer connections* – Route 174 (35%) v. A Line October (11%) and January (11%)

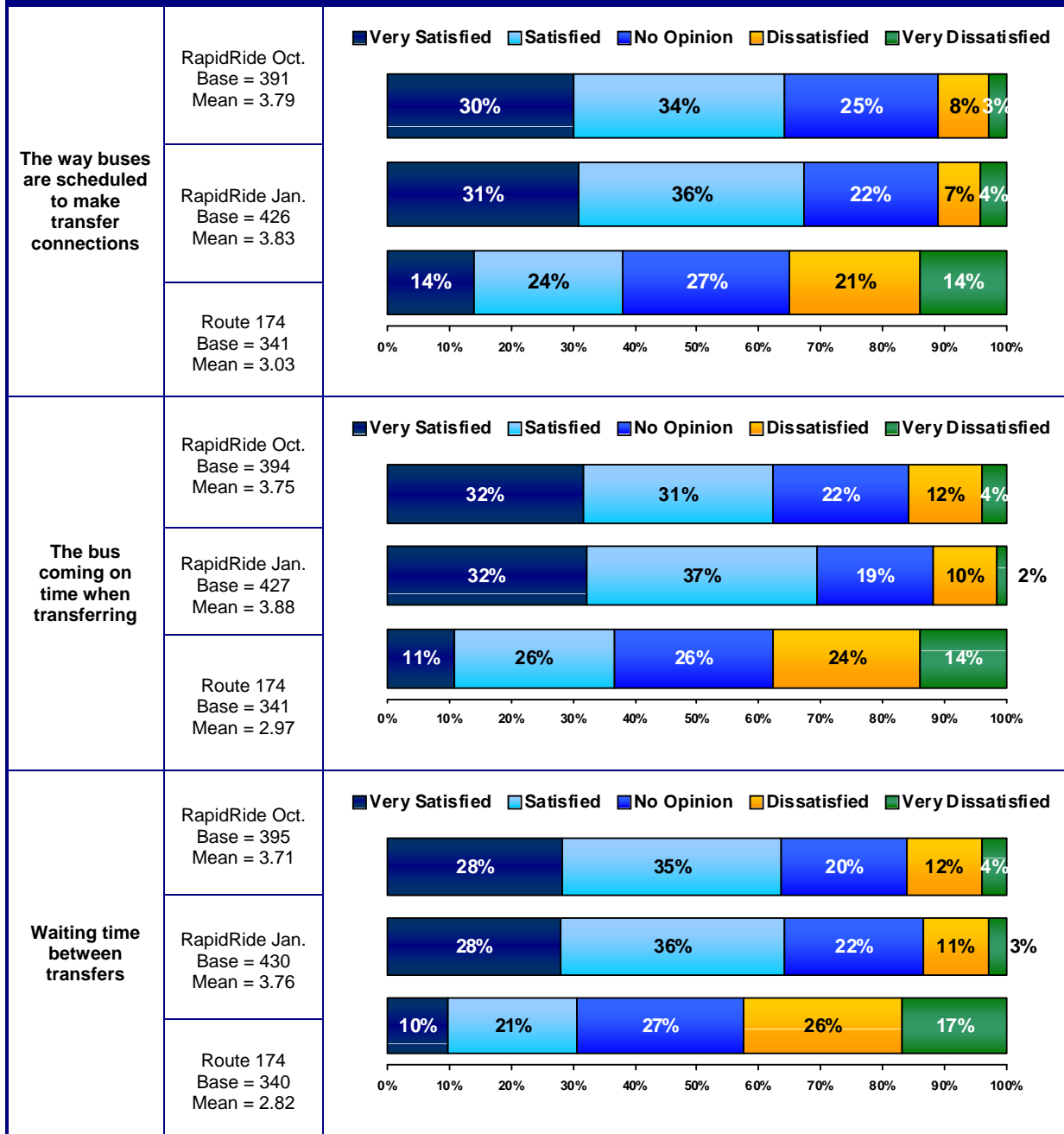
Figure 6
Satisfaction with Ease of Transfers



Questions 5A-G: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.

May not add to 100% due to rounding.

**Figure 6 (Cont'd.)
Satisfaction with Ease of Transfers**



Questions 5A-G: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.

May not add to 100% due to rounding.

Table 6 shows significantly higher mean satisfaction ratings for RapidRide Line A riders than for Route 174 riders for all seven elements of transfers.

Table 6			
Mean Satisfaction Scores: Ease of Transfers – RapidRide Oct. vs. RapidRide Jan. & Route 174			
	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
How often the bus runs in the evening / at night	3.84	3.96	3.31
Transfer information at the waiting area	3.84	3.79	3.12
The number of transfers I make	3.81	3.88	3.26
Helpfulness of drivers in ensuring transfer connections	3.80	3.90	3.42
The way buses are scheduled to make transfer connections	3.79	3.83	3.03
The bus coming on time when transferring	3.75	3.88	2.97
Waiting time between transfers	3.71	3.76	2.82

Questions 5A-G: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.

The boldface type for October and January columns indicate significant increases over Route 174 results.

Satisfaction with the Frequency and Reliability of Buses

Six elements of bus frequency and reliability were rated in each of the surveys. (Figure 7) For each item, RapidRide A Line riders gave significantly more *satisfied/very satisfied* ratings than Route 174 riders, but October riders gave significantly fewer *satisfied/very satisfied* ratings than January riders for three of the six. These include:

- *The bus getting me where I'm going on time* – October (76% *satisfied/very satisfied*) v. January (81%)
- *How often the bus runs on weekends* – October (63%) v. January (71%)
- *How often the bus runs during the evening/at night* – October (62%) v. January (70%)

Remaining satisfaction ratings obtained in October include:

- *How often the bus runs during peak hours* – 79% *satisfied/very satisfied*
- *How early the bus runs in the morning* – 76%
- *How often the bus runs during midday hours* – 73%

Two items gathered significantly more *dissatisfied/very dissatisfied* ratings in October than in January. These were:

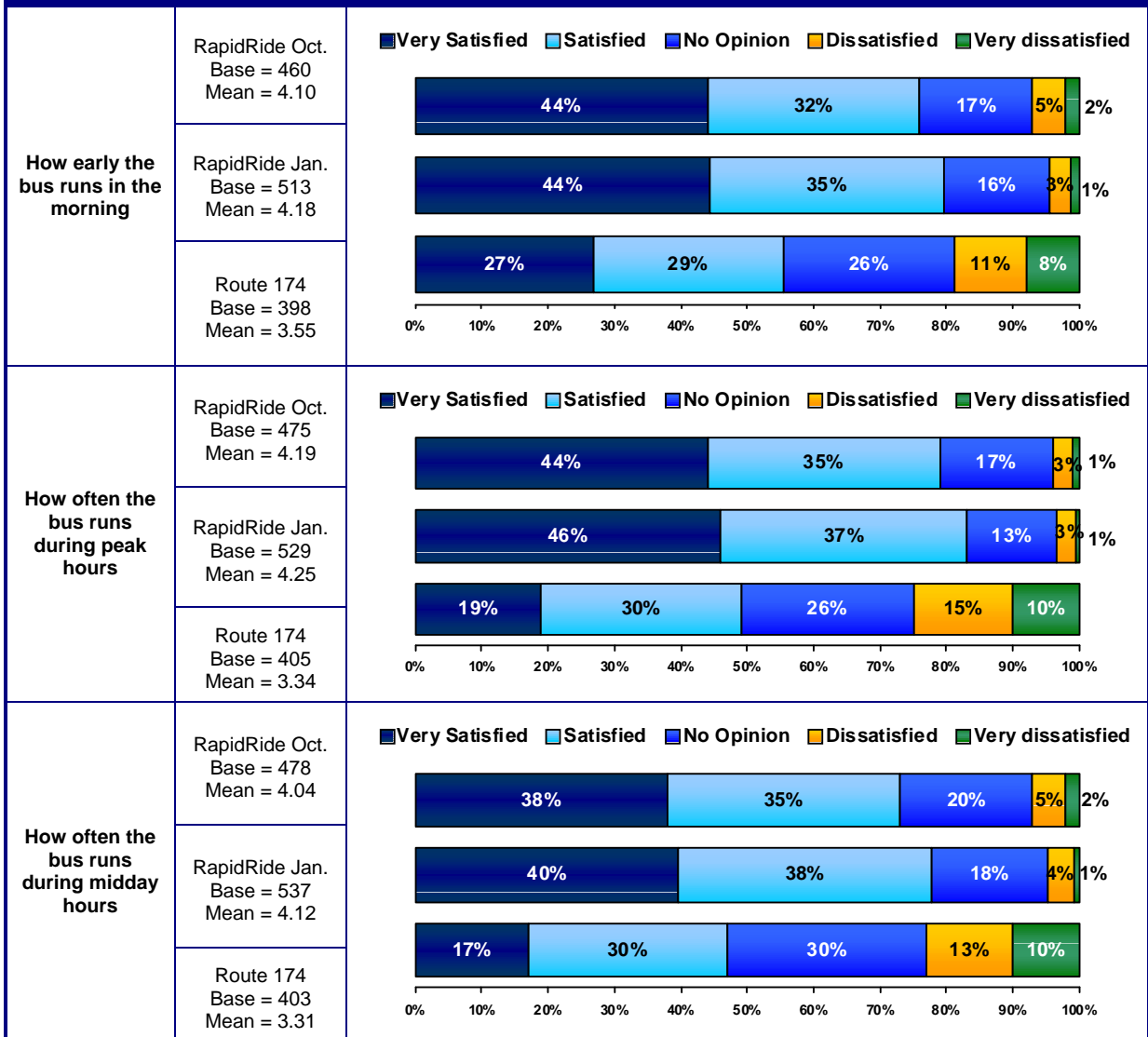
- *How often the bus runs on weekends* - 15% in October v. 7% in January
- *The bus getting me where I'm going on time* - October (8%) v. January (5%)

Despite these significant changes, dissatisfaction with all six aspects of bus frequency and reliability remained significantly lower for the A Line in both the October survey and the January survey, compared to Route 174. This is shown below:

- *How often the bus runs on weekends* - 15% for A Line October and 7% in January v. 32% for Route 174
- *How often the bus runs in the evening/night* – 13% for A Line October and 11% in January v. 27% for Route 174
- *The bus getting me where I'm going on time* – A Line October (8%) and January (5%), compared to Route 174 (31%)
- *How often the bus runs during midday hours* –A Line October (7%) and January (5%) v. Route 174 (23%)
- *How early the bus runs in the morning* – A Line October (7%) and January (4%) v. Route 174 (19%)
- *How often the bus runs during peak hours* – 4% for A Line in both October and January v. 25% for Route 174

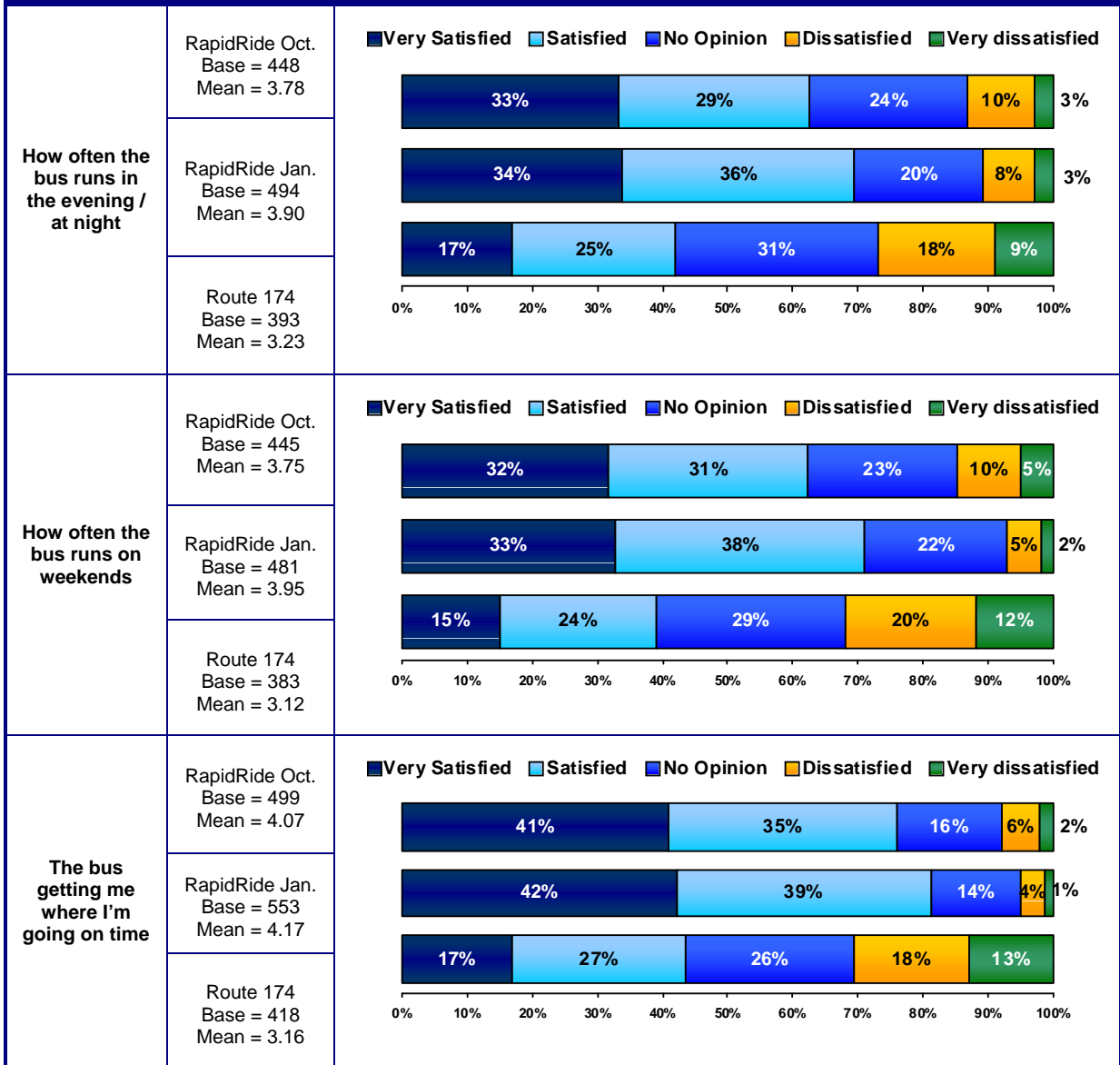
Non-response for questions asked about bus frequency and reliability in the October survey ranged from 1% to 10%. Non-response in the January survey ranged from 1% to 12%. In the Route 174 survey it ranged from 1% to 11%.

Figure 7
Satisfaction with Frequency and Reliability of Buses



Questions 6A - H: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.

Figure 7 (Cont'd.)
Satisfaction with Frequency and Reliability of Buses



Questions 6A - H: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.

May not add to 100% due to rounding.

Mean satisfaction scores for all elements of frequency and reliability of buses remained significantly higher for A Line October respondents than for Route 174. (Table 7) Although all mean ratings fell below mean ratings obtained for the A Line in January, only one was a statistically significant decrease – *how often the bus runs on weekends* (3.75 v. 3.95).

Table 7 Mean Satisfaction Scores: Frequency and Reliability of Buses – RapidRide Oct. vs. RapidRide Jan. & Route 174			
	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
How often the bus runs during peak hours	4.19	4.25	3.34
How early the bus runs in the morning	4.10	4.18	3.55
The bus getting me where I'm going on time	4.07	4.17	3.16
How often the bus runs during midday hours	4.04	4.12	3.31
How often the bus runs in the evening / at night	3.78	3.90	3.23
How often the bus runs on weekends	3.75	<u>3.95</u>	3.12

Questions 6A - I: Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. 5 = very satisfied and 1 = very dissatisfied.

The boldface type for October and January columns indicate significant increases over Route 174 results. Underlining indicates a significant change between October and January results.

Transit Trips Taken

Respondents to all three surveys were asked how many transit trips they took in the previous 30 days.

Table 8 shows that 33% of A Line October respondents took 15 rides or less in the 30 days preceding the survey, but 21% took more than 50 rides. The proportion of respondents who said they took more than 50 rides was significantly larger

Table 8 Rides Taken in the Previous 30 Days			
	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
(Base)	(456)	(498)	(387)
0 to 15 rides	33%	<u>44%</u>	26%
16 to 30 rides	29	27	29
31 to 50 rides	16	16	20
More than 50 rides	<u>21</u>	13	25
Mean	<u>31.3</u>	25.7	34.2

Question 8: How many rides have you taken on RapidRide A Line/this route in the last 30 days?

May not add to 100% due to rounding

Boldface type indicates a significant increase in October results over Route 174. Underlining indicates a significant change between October and January results.

than in January (21% v. 13%). The proportion that took 15 or fewer rides (33%) was significantly lower than in January (44%), but significantly higher than in November for Route 174. The average number of rides for October respondents was 31.3, a significantly greater mean number of rides on the A Line than in January (25.7).

Reason for Riding

Respondents were also asked to list the purpose of the trip that they take most often on this route. Table 9 shows riders are more likely to use the A Line to commute to work or to school (48% and 40%), than to use it for other purposes.

October results are not significantly different from results obtained in January.

Table 9 Reasons for Riding			
	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
(Base)	(514)	(558)	(438)
To / from work	48%	43%	52%
To / from school	40	44	44
Shopping / errands	28	27	35*
Fun / recreation / social	27	24	22
Appointments	27	24	27

Question 8A: What is the purpose of the trip you take most often on the RapidRide A Line/this route?
Multiple response question; proportions may add to more than 100%.
 *This proportion is significantly larger than January and October results.

Days and Times of Riding

Weekday AM peak hours remain the most common time to ride the A Line: 50% of October respondents said they usually ride the A Line between 6:00 and 9:00 AM.

Weekday PM peak hours and weekday midday hours were also very common times for using the RapidRide A Line (47%, each time period in the October survey).

Days and times of riding the A Line were consistent with results obtained in January. A Line ridership on weekdays before 6:00 AM remains significantly lower than it was for Route 174 (18% v. 23%).

Table 10 Times of the Day and Week Using the Bus			
	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
(Base)	(503)	(554)	(435)
Weekdays before 6 AM	18%	18%	23%*
Weekdays – AM peak (6-9 AM)	50	51	50
Weekdays – PM peak (3-6 PM)	47	46	53
Weekdays – 9 -3 PM	47	47	47
Weekdays – 6 -9 PM	34	31	34
Weekdays – later than 9 PM	22	19	24
Weekends	41	37	43

Question 9: When do you usually ride this route?
Multiple response question; proportions may add to more than 100%.
 *This proportion is significantly larger than January and October results.

Transfers

More than half of all respondents (54%) indicated that they transferred to the A Line from other routes, and nearly three out of five (57%) said they would be transferring from the A Line to other routes.

The proportion of October respondents with transfers from A Line to other routes is significantly larger than in January (50%), and in November 2010 for transfers from Route 174 (46%).

Table 11 Transfers – Percent Answering Yes			
	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
Transfer to this route from another	54%	50%	48%
Transfer from this route to another	57*	50	46
Questions 10 & 11: Did you transfer to ... will you transfer from ...?			
*This proportion is significantly larger than RapidRide January results and Route 174 results.			

Buses Taken Prior to and After Riding

Route transfer information for RapidRide A Line October and January respondents and for Route 174 respondents is summarized in Table 12.

Table 12A Buses Transferred From, for Access to RapidRide / Route 174			
	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
(Base)	(240)	(228)	(192)
Named a route	78%	81%	80%
Light rail/LINK/Train	18	18	17
Not a numeric bus number	4	1	3
Table 12B Buses Transferred To, After Riding RapidRide / Route 174			
	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
(Base)	(211)	(194)	(166)
Named a route	82%	75%	81%
Light rail/LINK/Train	15	19	17
Not a numeric bus number	3	6	2
Questions 10 & 11: Did you transfer to ... will you transfer from ...?			

Use of Free Wi-Fi

A new question asked RapidRide A Line respondents how often they use Wi-Fi service, which is provided at no charge on their buses.

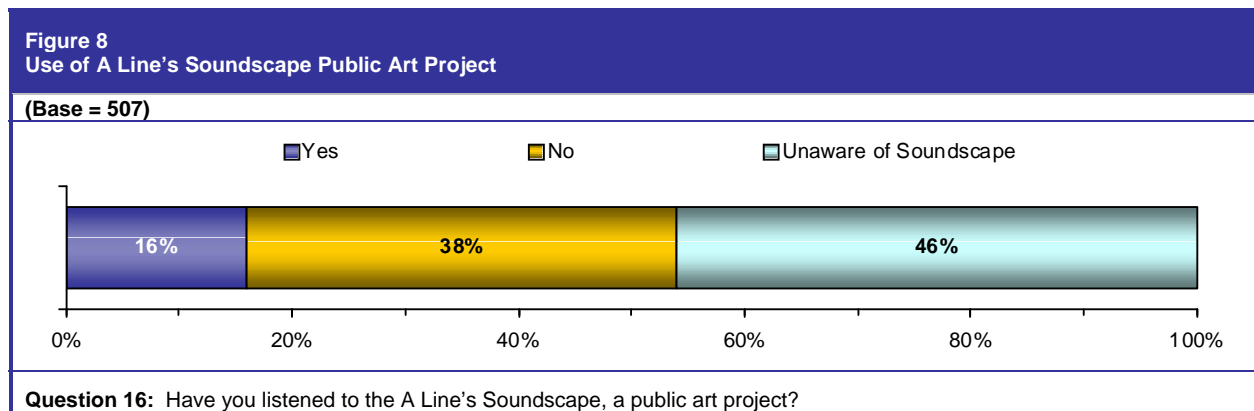
More than one in five riders (22%) indicated they use wireless internet service nearly every time they ride, and 19% indicated they use it at least once monthly.

Table 13 Use of Free Wi-Fi Service	
(Base)	Total (498)
Every time I ride	22%
About 1 to 2 times a week	11
About 1 to 2 times a month	8
Never	55
Other	5

Question 12: How often do you use the free Wi-Fi provided on this RapidRide bus?
May not add to 100% due to rounding.

Use of A Line’s Soundscape

October riders were also asked whether they had listened to the A Line’s public art project, Soundscape. Figure 8 shows that although about one in six answered *yes* (16%), most answered that they had not heard it, being either unaware of Soundscape (46%), or not yet interested in trying it (38%). These results indicate a need to increase awareness of Soundscape to enhance the experience of riding the A Line.



Fares

Each of the surveys asked respondents to indicate whether or not they pay their fares with ORCA cards.

Table 15 shows a boost in use of ORCA cards compared to January survey results (51% v. 45%).

Though the increase is not statistically significant, it builds on the significant increase in ORCA payments noted in the January survey (45% v. 13%).

Table 15 Use of ORCA Cards to Pay Fares			
	RapidRide Oct.	RapidRide Jan.	Route 174 Nov.
(Base)	(501)	(536)	(430)
Yes	51%	45%	13%
No	50	55	87
Question 13: Do you currently pay your fare with an ORCA card?			
May not add to 100% due to rounding.			
The boldface type for October and January columns indicate significant increases over Route 174 results.			

Reasons for Not Using ORCA Cards

Riders who do not use ORCA cards for paying fares were asked why not. (Table 16) In both the October and the January surveys, the main reasons for not paying with an ORCA card were *it is not convenient to obtain an ORCA card* and they *don't know where to obtain an ORCA card*.

Each of these reasons showed significant change between January and October. The proportion indicating that it is *not convenient to obtain an ORCA card* increased to 42% in October from 32% in January, while the proportion specifying they do not know where to obtain an ORCA card decreased, from 32% in January to 17% in October.

Table 16 Reasons for Not Using ORCA Cards to Pay Fares		
	RapidRide Oct.	RapidRide Jan.
(Base)	(170)	(230)
Not convenient to obtain an ORCA card	42%	32%
Don't know where to obtain an ORCA card	17	32
Don't know what an ORCA card is	12	14
Can't afford to buy one	8	7
Pay cash	7	4
Haven't gotten one yet /don't have one	6	3
Have senior card/reduced fare pass	3	1
Use tickets	2	2
Don't ride often enough	2	2
Question 13A: Why not?		
Multiple response question; responses gathering less than 2% of total response are not shown.		

Use of the Off-Board ORCA Card Reader

October results show a significant increase in the number of A Line riders who said they use the ORCA card reader (78% v. 69%). (Table 17)

Table 17 Use of the Off-Board ORCA Card Reader		
	RapidRide Oct.	RapidRide Jan.
(Base)	(228)	(218)
Yes	78%	69%
No	22	32
Question 17B: Have you used the ORCA reader that is located off the bus at the RapidRide bus stop?		
May not add to 100% due to rounding.		

Proof of Payment

Although most A Line riders continue to say they've been asked to provide proof of payment by a Fare Enforcement Officer (80%), fewer answered *yes* to this question in the current survey than in January (84%). (Table 18)

Of those asked for proof of payment, 54% said they thought the number of inspections was *appropriate*.

Table 18 Proof of Payment		
	RapidRide Oct.	RapidRide Jan.
Asked to provide proof of payment:	(476)	(494)
Yes	80%	84%
No	20	16
Perceptions of payment inspections:	(379)	(449)
Appropriate	54%	58%
Should be more frequent	24	22
Should be less frequent	22	21
Question 18 and 19: On the RapidRide A Line, have you ever been requested to show your proof of payment by a Fare Enforcement Officer? (IF YES) Is the number of inspections by the officers ...?		
May not add to 100% due to rounding.		

Recommendations for RapidRide A Line Improvements

In both the January and the October surveys A Line riders were asked to give one recommendation for improving the service. These are shown in Table 19.

A comparison of results shows mostly similar recommendations given in each survey. However, in the current survey there were significantly fewer suggestions for additional fare enforcement (2% v. 6%), and there were new recommendations for maintenance of both ORCA card readers and Wi-Fi (2%, each suggestion). Two percent (2%) also suggested that security and fare enforcement officers behave in a more friendly way to riders.

Table 19 Recommendations for Improving RapidRide A Line Service		
	RapidRide Oct.	RapidRide Jan.
(Base)	(319)	(329)
It's good / it's great	14%	11%
Decrease the fare	9	6
Run more often off peak / at night/ on weekends/ run later	6	5
Run faster/have less stops	5	5
Stay on time	5	4
Friendlier / more helpful drivers	5	3
Need more security on the bus / at stops / at transit centers	4	4
Have more seats / better seats	4	2
Add amenities like TV, food	3	-
Improve physical shelters/ stops / transit centers	3	5
Better connection to light rail / other buses	3	1
More frequent buses	3	4
Cleaner buses / cleaner bus stops	3	1
Add more bus stops	3	4
More service / more routes / go Downtown	3	4
Not enough RapidRide information posted at stops	2	3
Need more fare enforcement	2	6
Fix ORCA card readers / add more ORCA card readers	2	-
Fix Wi-Fi / add Wi-Fi	2	-
More friendly security / fare enforcement	2	-
Question 20: Finally, what one thing would you recommend to improve this route?		
Multiple response question; responses gathering 2% or less of total response for October results are not shown.		

Respondent Profiles

Table 20 Profile of Survey Respondents			
	RapidRide Oct.	RapidRide Jan.	Route 174 Total
Gender	(520)	(538)	(444)
Male	56%	55%	52%
Female	44	45	48
Age	(488)	(520)	(427)
Under 18	10%	11%	12%
18 to 24	35	34	33
25 to 34	22	22	18
35 to 44	13	15	13
45 to 54	13	9	15
55 to 64	6	7	7
65 and older	2	3	3
<i>Mean</i>	<i>31.10</i>	<i>31.14</i>	<i>31.92</i>
Length of time as a Metro rider	(507)	(536)	(440)
Less than 6 months	19%	19%	15%
6 to 12 months	14	12	13
More than 1 year, less than 5 years	24	28	31*
5 years or longer	44	42	42
May not add to 100% due to rounding.			
*A significantly larger proportion than in October 2011.			

Appendix

**Appendix Table 1
Survey Dates**

(Base)	RapidRide Oct. 2011		RapidRide Jan. 2011		Route 174 2010	
	# of Surveys	% of Total	# of Surveys	% of Total	# of Surveys	% of Total
October 11, 2011	273	49%				
October 17, 2011	282	51%				
January 4, 2011			263	46%		
January 5, 2011			312	54%		
October 22, 2010					188	42%
October 29, 2010					193	43%
November 5, 2010					71	16%
Total	555	100%	575	100%	452	100%

**Appendix Table 2
Top 2 Box Satisfaction Ratings**

	RapidRide Oct (555)
<i>Service Item Rated</i>	
Having 3 doors for loading and unloading	88.5%
Enough bars to hang onto while standing	87.2
Overall satisfaction with Route	85.3
Having free WI-FI	83.7
Wide enough doors and aisles for loading and unloading	83.6
Being able to see an oncoming bus	82.0
Having the bus free of graffiti	81.9
Amount of lighting on the bus	81.3
How long the bus trip takes	79.9
Cleanliness of the bus interior	79.4
How often the bus runs during peak hours	79.2
Information provided on the electronic real time sign	76.4
Smoothness of the ride	76.2
How early the bus runs in the morning	76.1
Personal safety on the bus	76.1
The bus getting me where I'm going on time	76.0
Personal safety waiting for the bus during daytime	75.3
How often the bus runs during midday hours	73.4
Enough bike rack capacity	72.5
Convenience of the stop	72.0
Being able to get a seat	69.2
The number of stops the bus makes	68.1
Transfers: How often the bus runs in the evening/night	66.1
Number of transfers I have to make	65.9
Amount of lighting in the waiting area	65.7
Transfer information at the waiting area	64.6
Helpfulness of drivers in making connections	63.9
Information available about connections	63.7
Waiting time between transfers	63.5
The way buses are scheduled to make transfer connections	63.4
How often the bus runs on weekends	62.9
Bus coming on time when transferring	62.7
How often the bus runs in the evening/night	62.1
Cleanliness of the waiting areas	60.2
Being able to sit down while waiting	57.0
Behavior of other passengers on the bus	56.9
Behavior of other people at the waiting area	55.2
Personal safety waiting for the bus at night	53.4
Protection from the weather while waiting	46.5

Appendix Table 3
Gap in Top 2 Box Satisfaction Ratings – Sorted by Largest to Smallest Size Gap, Oct v. Jan Results

	RapidRide Oct. (555)	RapidRide Jan. (575)	Route 174 Nov. (452)	% Gap RapidRide Oct. RapidRide Jan.	% Gap RapidRide Oct. Route 174 Nov.
Service Item Rated					
Having free WI-FI	83.7%	NA	NA	NA	NA
Information provided on the electronic real time sign	76.4	70%	NA	6.4%	NA
Convenience of the stop	72.0	68.8	62.2%	3.2	9.8%
Overall satisfaction with Route	85.3	83.9	51.4	1.4	33.9
Information available about connections	63.7	63.2	46.1	0.5	17.6
Personal safety waiting for the bus at night	53.4	53.8	35.2	-0.4	18.2
The number of stops the bus makes	68.1	68.5	47.7	-0.4	20.4
Being able to see an oncoming bus	82.0	82.6	68.1	-0.6	13.9
How long the bus trip takes	79.9	80.6	48.1	-0.7	31.8
Behavior of other people at the waiting area	55.2	55.9	41.7	-0.7	13.5
Waiting time between transfers	63.5	64.2	30.9	-0.7	32.6
Personal safety waiting for the bus during daytime	75.3	76.1	62.1	-0.8	13.2
Transfer information at the waiting area	64.6	65.7	40.5	-1.1	24.1
Enough bars to hang onto while standing	87.2	88.5	68	-1.3	19.2
Having 3 doors for loading and unloading	88.5	90.3	NA	-1.8	NA
Being able to sit down while waiting	57.0	59.1	41.4	-2.1	15.6
Amount of lighting in the waiting area	65.7	68.6	46.9	-2.9	18.8
Enough bike rack capacity	72.5	75.4	50.9	-2.9	21.6
Number of transfers I have to make	65.9	69	48.1	-3.1	17.8
Behavior of other passengers on the bus	56.9	60	38.9	-3.1	18.0
How early the bus runs in the morning	76.1	79.3	55.5	-3.2	20.6
Protection from the weather while waiting	46.5	49.8	34	-3.3	12.5
The way buses are scheduled to make transfer connections	63.4	67.1	38.1	-3.7	25.3
How often the bus runs during peak hours	79.2	83.2	49.1	-4.0	30.1
Helpfulness of drivers in making connections	63.9	67.9	51.9	-4.0	12.0
How often the bus runs during midday hours	73.4	77.7	46.9	-4.3	26.5
Wide enough doors and aisles for loading and unloading	83.6	88.1	67.5	-4.5	16.1
Transfers: How often the bus runs in the evening/night	66.1	71	49.5	-4.9	16.6
Smoothness of the ride	76.2	81.3	57.8	-5.1	18.4
Personal safety on the bus	76.1	81.2	62.6	-5.1	13.5
The bus getting me where I'm going on time	76.0	81.2	43.5	-5.2	32.5
Having the bus free of graffiti	81.9	87.3	60.5	-5.4	21.4
Cleanliness of the bus interior	79.4	85	57.6	-5.6	21.8
Cleanliness of the waiting areas	60.2	66.1	41.3	-5.9	18.9
Amount of lighting on the bus	81.3	87.5	73.6	-6.2	7.7
Bus coming on time when transferring	62.7	69.3	37	-6.6	25.7
How often the bus runs in the evening/night	62.1	69.4	41.7	-7.3	20.4
How often the bus runs on weekends	62.9	71.1	39.7	-8.2	23.2
Being able to get a seat	69.2	82	54.4	-12.8	14.8

A Line Report Card 1 Year Update

Instructions

Please circle a number for each item to show how satisfied or dissatisfied you are with the RapidRide A Line. A “5” means you are “very satisfied,” a “4” means you are “satisfied,” a “3” means you are “neutral,” you have no opinion one way or the other, a “2” means you are “dissatisfied” and a “1” means you are “very dissatisfied.” Circle “NA” if the item does not apply to you. Remember to rate the RapidRide A Line, not other routes or Metro Transit in general. THANK YOU!

1. Trip Time on the RapidRide A Line

	very satisfied	satisfied	neutral	dissatisfied	very dissatisfied	not applicable
▼ How long my bus trip takes	5	4	3	2	1	NA
▼ The number of stops my bus makes	5	4	3	2	1	NA

2. Personal Safety on the RapidRide A Line

▼ Personal safety while on the bus	5	4	3	2	1	NA
▼ Behavior of other passengers on the bus	5	4	3	2	1	NA
▼ Personal safety while waiting for the bus during the day	5	4	3	2	1	NA
▼ Personal safety while waiting for the bus at night	5	4	3	2	1	NA
▼ Behavior of other people at the waiting area	5	4	3	2	1	NA

3. Waiting Area/Bus Stop Where You Boarded the RapidRide A Line for This Trip

▼ Being able to sit down while waiting	5	4	3	2	1	NA
▼ Cleanliness of waiting area	5	4	3	2	1	NA
▼ Amount of lighting	5	4	3	2	1	NA
▼ Protection from the weather	5	4	3	2	1	NA
▼ Having information available about routes and connections	5	4	3	2	1	NA
▼ Convenience of the bus stop to my home or where I was coming from	5	4	3	2	1	NA
▼ Being able to see an oncoming bus	5	4	3	2	1	NA
▼ Information provided on the electronic real time information sign (at some locations)	5	4	3	2	1	NA

4. Things About Buses on the RapidRide A Line

▼ Being able to get a seat	5	4	3	2	1	NA
▼ Amount of lighting inside the bus	5	4	3	2	1	NA
▼ Cleanliness of the bus interior	5	4	3	2	1	NA
▼ Having the bus free of graffiti	5	4	3	2	1	NA
▼ Smoothness of the ride	5	4	3	2	1	NA
▼ Bike rack capacity	5	4	3	2	1	NA
▼ Wide enough doors and aisles for loading and unloading	5	4	3	2	1	NA
▼ Enough bars/straps to hang onto while standing	5	4	3	2	1	NA
▼ Having three doors for loading and unloading	5	4	3	2	1	NA
▼ Having free Wi-Fi	5	4	3	2	1	NA

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 the RapidRide A Line						
▼ The number of transfers I make	5	4	3	2	1	NA
▼ How often the bus runs in the evening/night	5	4	3	2	1	NA
▼ The way buses are scheduled to make transfer connections	5	4	3	2	1	NA
▼ Waiting time between transfers	5	4	3	2	1	NA
▼ Helpfulness of drivers in ensuring transfer connections	5	4	3	2	1	NA
▼ The bus coming on time when transferring	5	4	3	2	1	NA
▼ Transfer information at the waiting area	5	4	3	2	1	NA

Now go on to Question 6 below.

Please rate the items below when using the RapidRide A Line.

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

▼ The bus getting me where I’m going on time	5	4	3	2	1	NA
▼ How often the bus runs during peak hours (7-9 a.m. and 3-6 p.m.)	5	4	3	2	1	NA
▼ How often the bus runs during midday hours (9 a.m. to 3 p.m.)	5	4	3	2	1	NA
▼ How often the bus runs in the evening/night	5	4	3	2	1	NA
▼ How often the bus runs on weekends	5	4	3	2	1	NA
▼ How early the bus runs in the morning	5	4	3	2	1	NA

7. Overall Satisfaction with the RapidRide A Line

▼ Overall how satisfied are you with the RapidRide A Line?	5	4	3	2	1	NA
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8. How many rides have you taken on the RapidRide A Line in the last 30 days? *(Count a roundtrip as 2 rides)*
 _____ rides

8a. What is the purpose of the trip you take most often on the RapidRide A Line?

<input type="checkbox"/> ₁ To/from work	<input type="checkbox"/> ₄ Fun/recreation/social
<input type="checkbox"/> ₂ To/from school	<input type="checkbox"/> ₅ Appointments
<input type="checkbox"/> ₃ Shopping/errands	<input type="checkbox"/> ₆ Other

9. When do you usually ride the RapidRide A Line? Please check all that apply.

<input type="checkbox"/> ₁ Weekdays—before 6 a.m.	<input type="checkbox"/> ₅ Weekdays 6-9 p.m.
<input type="checkbox"/> ₂ Weekdays—AM peak (6-9 a.m.)	<input type="checkbox"/> ₆ Weekdays later than 9 p.m.
<input type="checkbox"/> ₃ Weekdays—PM peak (3-6 p.m.)	<input type="checkbox"/> ₇ Weekends
<input type="checkbox"/> ₄ Weekdays 9 a.m. to 3 p.m.	

10. Did you transfer **TO** the RapidRide A Line from another bus/train on this trip today?
₁ Yes — Which route? _____ ₂ No
11. Will you transfer **FROM** the RapidRide A Line to another bus/train to reach your destination on this trip today?
₁ Yes — Which route? _____ ₂ No ₃ Not sure
12. How often do you use the free Wi-Fi provided on this RapidRide bus?
₁ Every time I ride this bus ₄ Never
₂ About 1-2 times a week ₅ Other _____
₃ About 1-2 times a month
13. Do you currently pay your fare with an ORCA card? ₁ Yes ₂ No
 If no, why not?
₁ Don't know what an ORCA card is
₂ Don't know where to obtain an ORCA card
₃ Not convenient to obtain an ORCA card
₄ Other _____
- If yes, have you used the ORCA reader that is located **off the bus** at the RapidRide **bus stop**? (at some locations) ₁ Yes ₂ No
14. On the RapidRide A Line, have you ever been requested to show your proof of payment by a fare enforcement officer?
₁ Yes ₂ No ₃ Don't know ₄ Not applicable
15. If yes, are the number of inspections by the fare enforcement officers...
₁ Appropriate
₂ Should be more frequent
₃ Should be less frequent
16. Have you listened to the A Line's Soundscape, a public art project?
₁ Yes ₂ No ₃ I didn't know there was a public art project
17. Are you? ₁ Male ₂ Female
18. How old are you? _____ years
19. How long have you been a Metro rider?
₁ Less than 6 months
₂ 6-12 months
₃ More than a year but less than 5 years
₄ 5 years or more
20. Finally, what ONE THING would you recommend to improve **this route**?

THANK YOU VERY MUCH FOR YOUR HELP.

RapidRide A 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.

IF YOU HAVE ALREADY COMPLETED A QUESTIONNAIRE, PLEASE RETURN THIS TO THE SURVEY WORKER.

Thank you very much for your help.



Route 174 Survey

Instructions

Please circle a number for each item to show how satisfied or dissatisfied you are with that item for this route you are riding. A “5” means you are “very satisfied,” a “4” means you are “satisfied,” a “3” means you have no opinion one way or the other, a “2” means you are “dissatisfied” and a “1” means you are “very dissatisfied.” Circle “NA” if the item does not apply to you. Remember to rate this route you are riding, not other routes or Metro Transit in general. THANK YOU!

	very satisfie d	satisfie d	neutral	dissatisfi ed	very dissatisfi ed	not applicabl e
1. Trip Time on Route 174						
▼ How long my bus trip takes	5	4	3	2	1	NA
▼ The number of stops my bus makes	5	4	3	2	1	NA
2. Personal Safety on Route 174						
▼ Personal safety while on the bus	5	4	3	2	1	NA
▼ Behavior of other passengers on the bus	5	4	3	2	1	NA
▼ Personal safety while waiting for the bus during the day	5	4	3	2	1	NA
▼ Personal safety while waiting for the bus at night	5	4	3	2	1	NA
▼ Behavior of other people at the waiting area	5	4	3	2	1	NA
3. Waiting Area/Bus Stop Where You Boarded Route 174 for This Trip						
▼ Being able to sit down while waiting	5	4	3	2	1	NA
▼ Cleanliness of waiting area	5	4	3	2	1	NA
▼ Amount of lighting	5	4	3	2	1	NA
▼ Protection from the weather	5	4	3	2	1	NA
▼ Having information available about routes and connections	5	4	3	2	1	NA
▼ Convenience of the bus stop to my home or where I was coming from	5	4	3	2	1	NA
▼ Be able to see an oncoming bus	5	4	3	2	1	NA
4. Things About Buses on Route 174						
▼ Being able to get a seat	5	4	3	2	1	NA
▼ Amount of lighting inside the bus	5	4	3	2	1	NA
▼ Cleanliness of the bus interior	5	4	3	2	1	NA
▼ Having the bus free of graffiti	5	4	3	2	1	NA
▼ Smoothness of the ride	5	4	3	2	1	NA
▼ Enough bike rack capacity	5	4	3	2	1	NA
▼ Wide enough doors and aisles for loading and unloading	5	4	3	2	1	NA
▼ Enough bars/straps to hang onto while standing	5	4	3	2	1	NA

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 satisfie d	satisfie d	neutral	dissatisfi ed	very dissatisfi ed	not applicab le
5. Ease of Transferring to or from the 174						
▼ The number of transfers I make	5	4	3	2	1	NA
▼ How often the bus runs in the evening/night	5	4	3	2	1	NA
▼ The way buses are scheduled to make transfer connections	5	4	3	2	1	NA
▼ Waiting time between transfers	5	4	3	2	1	NA
▼ Helpfulness of drivers in ensuring transfer connections	5	4	3	2	1	NA
▼ The bus coming on time when transferring	5	4	3	2	1	NA
▼ Transfer information at the waiting area	5	4	3	2	1	NA

Now go on to Question 6 below.

Please rate the items below when using the 174.

	5	4	3	2	1	NA
6. Frequency and Reliability of Buses on Route 174						
▼ The bus not leaving the stop early	5	4	3	2	1	NA
▼ The bus not leaving the stop late	5	4	3	2	1	NA
▼ The bus getting me where I’m going on time	5	4	3	2	1	NA
▼ How often the bus runs during peak hours (6-9 a.m. and 3-6 p.m.)	5	4	3	2	1	NA
▼ How often the bus runs during midday hours (9 a.m. to 3 p.m.)	5	4	3	2	1	NA
▼ How often the bus runs in the evening/night	5	4	3	2	1	NA
▼ How often the bus runs on weekends	5	4	3	2	1	NA
▼ How early the bus runs in the morning	5	4	3	2	1	NA

- 7. Overall Satisfaction with Route 174**
- ▼ Overall how satisfied are you with Route 174? 5 4 3 2 1 NA
8. How many rides have you taken on Route 174 in the last 30 days? (Count a roundtrip as 2 rides)
_____ rides
- 8a. What is the purpose of the trip you take most often on Route 174?
- | | |
|--|---|
| <input type="checkbox"/> ₁ To/from work | <input type="checkbox"/> ₄ Fun/recreation/social |
| <input type="checkbox"/> ₂ To/from school | <input type="checkbox"/> ₅ Appointments |
| <input type="checkbox"/> ₃ Shopping/errands | <input type="checkbox"/> ₆ Other |
9. When do you usually ride Route 174? Please check all that apply.
- | | |
|---|--|
| <input type="checkbox"/> ₁ Weekdays—before 6 a.m. | <input type="checkbox"/> ₅ Weekdays 6-9 p.m. |
| <input type="checkbox"/> ₂ Weekdays—AM peak (6-9 a.m.) | <input type="checkbox"/> ₆ Weekdays later than 9 p.m. |
| <input type="checkbox"/> ₃ Weekdays—PM peak (3-6 p.m.) | <input type="checkbox"/> ₇ Weekends |
| <input type="checkbox"/> ₄ Weekdays 9 a.m. to 3 p.m. | |

10. Did you transfer **TO** Route 174 from another bus on this trip today?
₁ Yes — Which route? _____
₂ No
11. Will you transfer **FROM** Route 174 to another bus to reach your destination on this trip today?
₁ Yes — Which route? _____
₂ No ₃ Not sure
12. Prior to this service change, what bus did you take?
₁ Didn't take bus before
₂ Route _____
13. Are you? ₁ Male ₂ Female
14. How old are you? _____ years
15. How long have you been a Metro rider?
₁ Less than 6 months
₂ 6-12 months
₃ More than a year but less than 5 years
₄ 5 years or more
16. Have you heard of the new ORCA card? ₁ Yes ₂ No
17. Do you currently pay your fare with an ORCA card? ₁ Yes ₂ No
18. How do you currently pay your fare?
₁ Cash
₂ Tickets
₃ Pass
₄ Reduced Fare Permit with sticker
₅ Reduced Fare Permit with cash
₆ Other _____

19. Finally, what ONE THING would you recommend to improve **this route**?

THANK YOU VERY MUCH FOR YOUR HELP.

Route 174

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 drop it in any mailbox postage free.

IF YOU HAVE ALREADY COMPLETED A QUESTIONNAIRE, PLEASE RETURN THIS TO THE SURVEY WORKER.

Thank you very much for your help.

