

CUSTOMER SERVICE PERFORMANCE

MARCH 2024
WEST COAST EXPRESS

Report

2024-05-14

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Survey Background

The revised West Coast Express Customer Service Performance Survey was launched in March 2003. The survey was redesigned to focus solely on the aspects of service that are most positively correlated with system performance ratings from customers.

In addition, the redesigned survey implements the Transportation Research Board's Impact Score Method to identify and prioritize those service attributes that are most negatively impacting the largest number of customers. This will assist in the prioritization of service improvements.



Highlights (1/3)

SERVICE QUALITY



- **Top ratings for Overall Service (89%) are down significantly from last period (94%) but remain up from a year ago (84%),** while the average score of 8.8 out of 10 is also down from 9.0 last wave but higher than 8.7 a year ago.
- **A few WCE service attributes also saw significant downward shifts in March 2024** in comparison to last wave, including On-Time Reliable Service and Convenient Hours of Operation however both of these attributes remain fairly stable to last year.
- **Some WCE service attributes saw significant positive shifts in March 2024** in comparison to last wave, including Availability of Transit Information, Clean-Graffiti-Free Vehicles and Stations, and Feeling Safe from Crime in WCE Parking Lots.
- **Most WCE service attributes also saw significant positive shifts in comparison to last year** (12 out of 16 attributes increased). The only attributes that did not shift compared to last year are Value for Money, On-Time Reliable Service, and Convenient Hours of Operation.

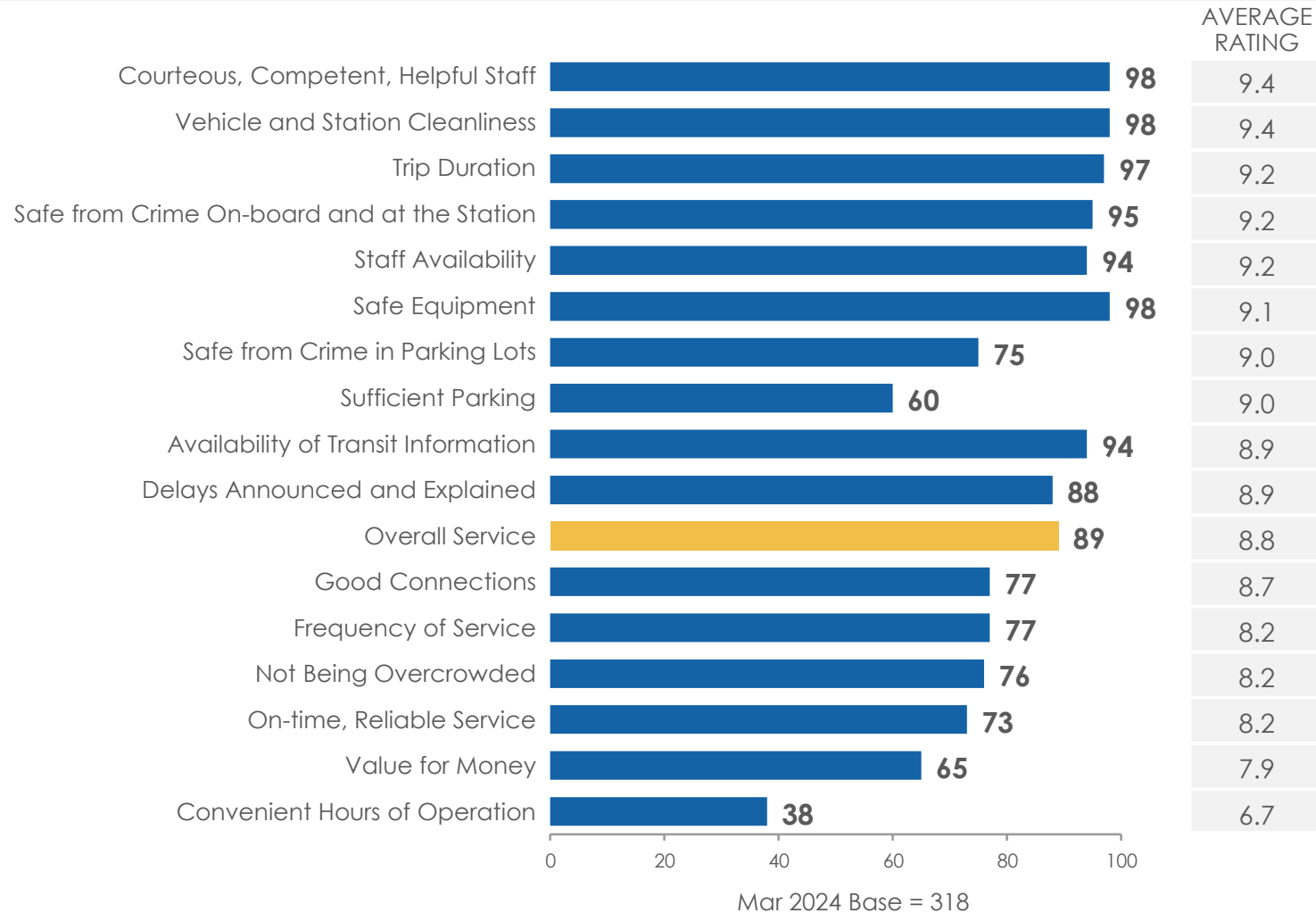
WCE USAGE



- **WCE riders indicate making an average of 6.4 transit trips in the past seven days (up from 6.3 last period and consistent with 6.4 a year ago) and an average of 6.3 WCE trips in an average week (up from 6.1 last wave and consistent with 6.3 a year ago).** More than one-third (36%) of trips are made solely on WCE, which is down from both last period (46%) and from a year ago (45%). The proportion of transit trips made using a combination of WCE and bus (25%) is up from last wave (20%) and from a year ago (17%), while the proportion of transit trips made using WCE and SkyTrain are fairly stable. Those using WCE with both bus and SkyTrain has increased this wave.
- **Few (5%) riders indicate their usage of WCE has increased compared to six months ago.** This is significantly lower than both last period (12%) and from a year ago (13%). More than nine-in-ten (95%) say their usage has stayed the same, which is significantly higher than both the previous period (86%) and a year ago (83%). The proportion indicating decreased usage (1%) is fairly consistent with last wave (2%) and similar to a year ago (3%).
- **Avoiding driving/traffic remains the main reason riders are choosing to take the WCE.** More than half (54%) of riders mention this as a main reason, fairly consistent with last wave (55%) and down slightly from a year ago (60%). Just above four-in-ten (41%) mention that it is faster than driving, which is down from last wave (48%) and from a year ago (44%). Mentions of being faster/more direct than other transit modes (14%) and environmental reasons (11%) saw large drops from last wave, while comfortable seats (29%), avoiding parking (27%) and stations close to home (16%) are down moderately from last wave. Saving money on gas (25%) is up slightly.

Highlights (2/3)

PERFORMANCE ON WEST COAST EXPRESS ATTRIBUTES – % GOOD TO EXCELLENT (8-10)



PERFORMANCE ON SPECIFIC ATTRIBUTES

- Almost nine-in-ten (89%) WCE riders award good-to-excellent ratings for Overall Service of WCE, down significantly from last period (94%) but up slightly from a year ago (84%). The average score of 8.8 is down from 9.0 last wave but up slightly from 8.7 last year.
- Most WCE service attributes have significantly increased in top ratings from the same period last year.
- Increases in good-to-excellent scores from last year (April 2023) include: Staff Availability (up 11 ppt), Courteous, Competent, Helpful Staff (up 7 ppt), Good Connections (up 13 ppt), Delays Announced and Explained (up 17 ppt), Frequency of Service (up 25 ppt), Trip Duration (up 10 ppt), Availability of Transit Information (up 19 ppt), Clean, Graffiti-Free Vehicles and Stations (up 7 ppt), Safe WCE Equipment Provides a Safe Ride (up 5 ppt), Feeling Safe from Crime On Board and at the Station (up 8 ppt), Feeling Safe from Crime in WCE Parking Lots (up 22 ppt), and Having Enough Parking at WCE Parking Lots (up 17 ppt).
- There have also been some significant shifts in good-to-excellent scores from last wave (September 2023). Aside from Overall Service, the following two attributes also experienced significant decreases: On-Time Reliable Service (down 12 ppt) and Convenient Hours of Operation (down 13 ppt). Conversely, three service attributes experienced significant increases from last wave. These include: Availability of Transit Information (up 8 ppt), Clean, Graffiti-Free Vehicles and Stations (up 3 ppt), and Feeling Safe from Crime in WCE Parking Lots (up 8 ppt).

Highlights (3/3)

AREAS TO BE ADDRESSED TO IMPROVE PERCEPTIONS OF WCE SERVICE

- Impact scores are calculated to identify the attributes that have the greatest negative impact on overall perceptions of service and the greatest number of customers experiencing problems with an attribute. The larger the impact score for an attribute, the more that attribute should be targeted for improvement.
- This wave, the attributes that have the most negative impact on Overall Service perceptions are On-Time, Reliable Service and Convenient Hours of Operation.
- For On-Time, Reliable Service the average score is 8.2 this wave, down from 8.6 last wave. For Convenient Hours of Operation, the average score is also down this wave at 6.7 out of 10 (from 7.1 last wave), and it is the lowest rated service attribute, with close to half (46%) of riders providing a low rating of 1 to 5.

Attribute	OVERALL SERVICE RATING		PROPORTION		
	From Those Rating 1-5 (A)	From Those Rating 6-10 (B)	GAP Score (B-A=C)	Rating 1-5 (D)	Impact Score (CxD)
On-Time, Reliable Service	7.2	8.9	1.7	0.07	0.12
Convenient Hours of Operation	8.7	8.9	0.2	0.46	0.09

West Coast Express Rider Profile

RIDER GROUPS



- Seven-in-ten (70%) WCE riders are aged 25 to 54, fairly consistent with last wave (69%) but a significant decrease from the unusual high seen in April 2023 (80%). The majority of WCE riders reside in Coquitlam East to Maple Ridge (77%).
- WCE riders are more likely to be Choice riders (76% have access to a vehicle, up from 70% in September). Conversely, the proportion of Captive riders (24%) has decreased slightly (from 30% last wave). The proportion of High Frequency Riders has decreased slightly (34% making 10 or more one-way transit trips in a week, down from 38% last wave), while the proportion of Medium Frequency Riders has increased significantly (47%, up from 36% last wave but similar to 46% last year) and the proportion of Low Frequency Riders is down significantly at 19% (vs. 26% last wave but similar to 20% last year).

WCE USAGE



- Almost four-in-ten (39%) riders started taking WCE within the past year, down sizeably from last wave (52%) and from a year ago (48%). The proportion of long-term riders who have taken WCE for 8+ years is stable to last wave at 23%, and is similar to 21% a year ago.
- Riders indicate making 6.4 one-way transit trips in the past seven days, compared to 6.3 last period and 6.4 a year ago.
- More than one-third (36%) of transit trips were made exclusively on WCE, down from both last wave (46%) and from a year ago (45%). The proportion of trips made using WCE in combination with Bus rose (25% vs. 20% last period and up from 17% last year), while trips in combination with SkyTrain are fairly consistent with last wave (28% vs. 27% last period). Trips made with Bus and SkyTrain have risen (8% vs. 4% last period) and are consistent with a year ago.
- Few riders (5%) indicate their usage of WCE has increased compared to six months ago. This is down significantly from 12% last period and 13% from a year ago. More than nine-in-ten (95%) indicate their WCE usage has stayed the same, which is a significant increase from the previous period (86%) and from a year ago (83%). The proportion indicating decreased usage of WCE (1%) is consistent with 2% last period and similar to April 2023 (3%).

PAYMENT METHOD



- The proportion of trips taken using a WCE Monthly pass increased slightly from last wave (45% currently, vs. 41% last period) and is similar to 46% a year ago.
- The proportion of trips paid for using Stored Value is down slightly at 41% (vs. 46% last period) and is also down slightly from last year (44%).
- The proportion of U-Pass Users (8%) is up from last period and from a year ago (both 5%).

Project Objectives

The primary objectives of this project are to:

- ▶ Evaluate the quality of service provided by the West Coast Express.
- ▶ Identify what aspects of service have the strongest impact on perceptions of service quality.
- ▶ Provide recommendations regarding what aspects of service need to be modified to improve and maintain high levels of service quality.
- ▶ To assess customer behaviour and motivation relating to the use of WCE.
- ▶ To track changes over time in any of the above-mentioned areas.



Methodology (1/3)

Ipsos began conducting the new West Coast Express Customer Service Performance Survey in March 2003. In this section, we present the methodology Ipsos uses to collect and weight the data, as well as the sampling errors associated with the survey results.



Methodology (2/3)

SAMPLE DESIGN

A total of 318 surveys were administered to a random sample of riders travelling onboard West Coast Express. To ensure representation across day of travel, interviews were conducted across all weekdays from March 4th to 15th, 2024.

Quotas were set to reflect the actual number of riders that travel on each of the four trains heading westbound in the morning and on each of the four trains heading eastbound in the afternoons/evenings:

<u>AM Westbound Train</u>	<u>Surveys Collected</u>	<u>PM Eastbound Train</u>	<u>Surveys Collected</u>
5:25AM	30	3:50PM	33
5:55AM	33	4:20PM	31
6:25AM	35	4:50PM	29
6:55AM	35	5:30PM	31
7:25AM	33	6:20PM	28
TOTAL	166	TOTAL	152

Quotas were also set to obtain about an equal number of surveys among passengers boarding (westbound) or arriving (eastbound) at each of the seven stations (excluding Waterfront); as well as to obtain about an equal proportion of each gender:

<u>Westbound Boarders</u>	<u>Surveys Collected</u>	<u>Eastbound Disembarkers</u>	<u>Surveys Collected</u>
Mission City	27	Mission City	24
Port Haney	26	Port Haney	22
Maple Meadows	22	Maple Meadows	24
Pitt Meadows	26	Pitt Meadows	20
Port Coquitlam	21	Port Coquitlam	21
Coquitlam	22	Coquitlam	19
Port Moody	22	Port Moody	22
TOTAL	166	TOTAL	152



Methodology (3/3)

DATA WEIGHTING

The stratified sampling plan necessitates the use of weights to bring the sample in line with the actual boardings and alightings at each station. For this wave, the weights were based on the average daily ridership collected from Compass Card taps between March 4th to 15th, 2024.

MEANS (AVERAGE RATINGS)

The margins of error for means (or average ratings) will vary depending on the sample sizes and standard deviations for each attribute. When comparing total results for different waves, a difference of at least 0.16 to 0.37 in the average ratings is required to be statistically significant at the 95% level of confidence. When comparing smaller sample sub-groups, the differences between average ratings must be proportionately larger to be statistically significant (e.g., at least 0.23 to 0.46 when comparing two samples of 150 and at least 0.39 to 0.78 when comparing two samples of 50).

PERCENTAGES

The margins of error will depend on the sample sizes and level of consensus on a question. With this in mind, a shift of 8 percentage points is usually required between waves before that change can be considered statistically significant at the 95% level of confidence.

SURVEY INSTRUMENT

The questionnaire was designed by TransLink Marketing Research in consultation with WCE regarding survey content. The survey took approximately 15 minutes, with the first section being administered by the interviewer and the latter filled out by the respondent. The questionnaire can be found in Appendix A.

FIELDWORK

All surveys were conducted during weekdays from March 4th to 15th, 2024.

IMPLEMENTATION OF FTA IMPACT SCORE METHOD

The redesigned survey implements the Federal Transportation Authority's Transportation Research Board Impact Score Method to identify and prioritize the service attributes that most negatively impact the largest number of customers. This will guide service improvements.

Detailed Findings: WCE Performance

This section presents an evaluation of the overall performance of the West Coast Express and covers the following areas:

- Overall Service Performance
- Performance on Specific Attributes

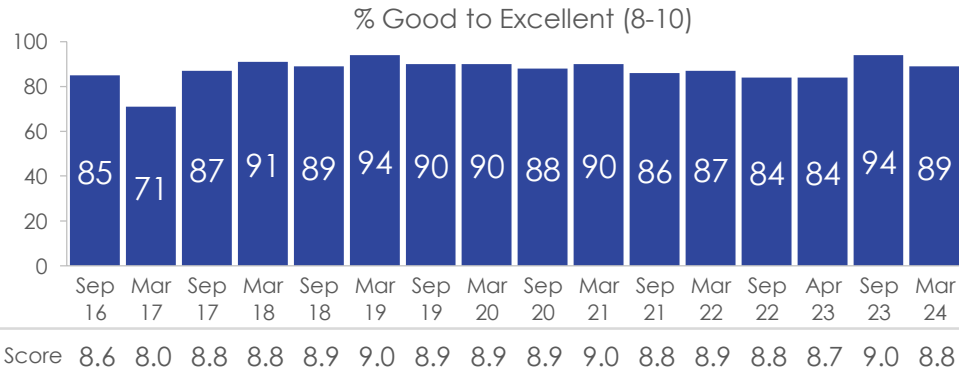


WCE Performance

OVERALL SERVICE VALUE FOR MONEY

OVERALL SERVICE

Q8. How would you rate the service of West Coast Express overall?



Good-to-Excellent ratings compared to:

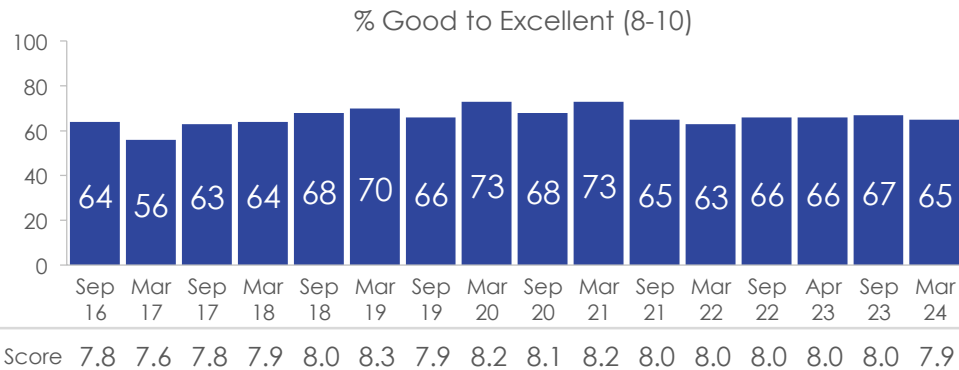
Sep 2023	Apr 2023
-5%↓	+5%

Mar 2024 Base = 318

- Almost nine-in-ten (89%) WCE riders award good-to-excellent scores for Overall Service, down significantly from 94% last period but up slightly from a year ago (84%). The average score of 8.8 out of 10 is down from 9.0 last period but up slightly from 8.7 a year ago.
- Riders from Port Coquitlam are significantly more likely than riders from Port Haney, Maple Meadows or Pitt Meadows to provide top scores for Overall Service.

VALUE FOR MONEY

Q9f. How would you rate West Coast Express in terms of: Value for the money?



Good-to-Excellent ratings compared to:

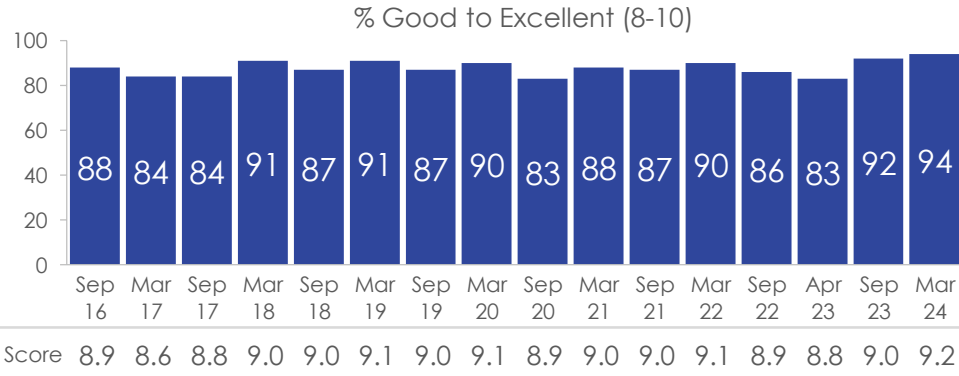
Sep 2023	Apr 2023
-2%	-1%

Mar 2024 Base = 318

- Value for Money scores are down by 2 ppt from last wave and only 1 ppt from a year ago, with almost two-thirds (65%) of riders providing top ratings for this metric. The average score of 7.9 out of 10 is down slightly from 8.0 both last wave and April last year.
- Riders from Port Coquitlam, Coquitlam, or Port Moody are significantly more likely than riders from Port Haney to provide top scores for Value for Money.
- Among the small proportion (6%) who provided a score of 1 to 5 for Value for Money, most indicate that WCE is too expensive, which is similar to previous waves.

STAFF AVAILABLE TO ASSIST WITH PROBLEMS

Q9a1. How would you rate West Coast Express in terms of: Staff available to assist with problems?



Good-to-Excellent ratings compared to:

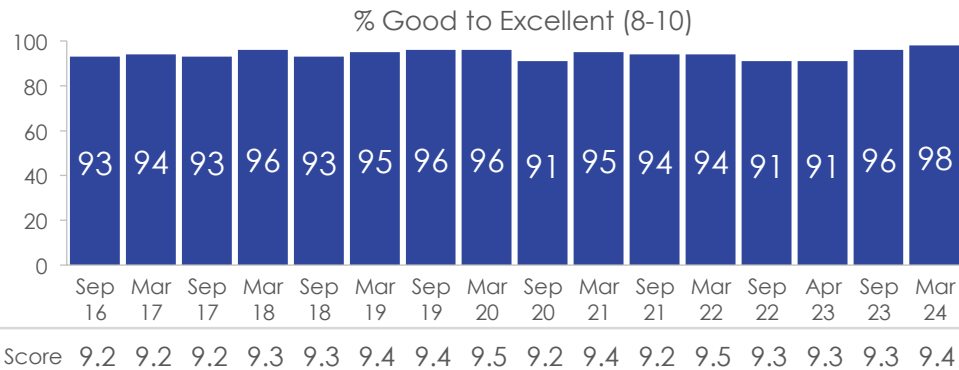
Sep 2023	Apr 2023
+2%	+11%↑

Mar 2024 Base = 317

- More than nine-in-ten (94%) riders continue to award good-to-excellent ratings for Staff Availability, up by 2 ppt from last wave (92%) and up significantly from the same period last year (83%). The average score of 9.2 out of 10 is also up from 9.0 last wave and 8.8 in April 2023.
- Top ratings do not differ significantly between the stations on this attribute.

COURTEOUS, COMPETENT AND HELPFUL STAFF

Q9m. How would you rate West Coast Express in terms of: Courteous, competent and helpful staff?



Good-to-Excellent ratings compared to:

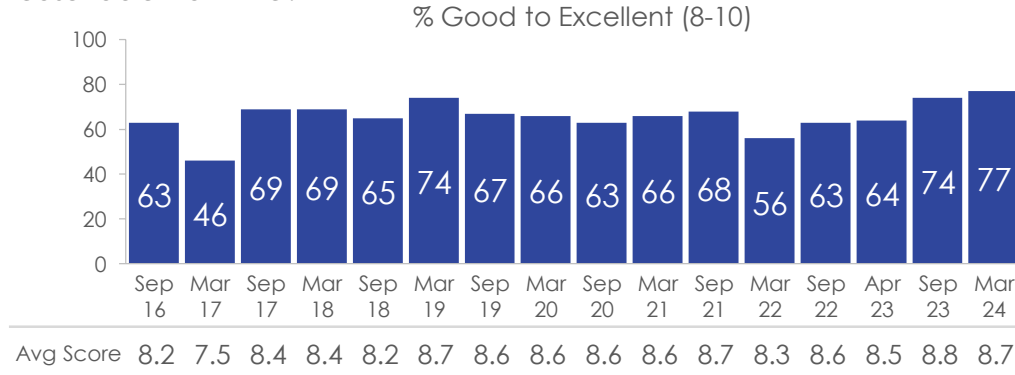
Sep 2023	Apr 2023
+2%	+7%↑

Mar 2024 Base = 317

- Nearly all (98%) WCE riders award top ratings for Courteous, Competent and Helpful Staff, up 2 ppt from last wave (96%) and up significantly from April 2023 (91%). The average score is 9.4 out of 10 which is up slightly from both last wave and the same time period last year (both 9.3).
- Top ratings do not differ significantly between the stations on this attribute.

GOOD CONNECTIONS

Q9c. How would you rate West Coast Express in terms of: Good connections with other transit modes with a reasonable wait time?



Good-to-Excellent ratings compared to:

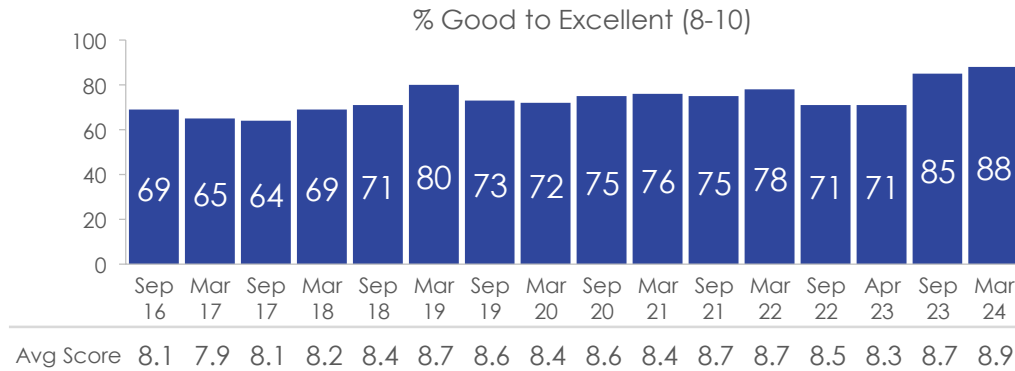
Sep 2023	Apr 2023
+3%	+13%↑

Mar 2024 Base = 318

- More than three-quarters (77%) of WCE riders provide good-to-excellent ratings for Good Connections, a slight 3 ppt increase from last wave (74%) and a 13 ppt significant increase from April 2023 (64%). The average score decreased slightly to 8.7 out of 10 compared to 8.8 last period but is up from 8.5 a year ago.
- Riders from Maple Meadows are significantly more likely than riders from Port Haney, Port Coquitlam, Coquitlam, or Port Moody to provide top scores for Good Connections. Riders from Pitt Meadows are also significantly more likely than riders from Port Haney, Coquitlam, or Port Moody to provide top scores.
- Among the small proportion of riders (1%) who gave a score of 1 to 5, top reasons are the shuttle didn't come or was late to the station. Those who provided a rating of 1 to 5 indicate that 9 minutes on average is a reasonable connection wait time.

DELAYS ARE ANNOUNCED AND EXPLAINED

Q9k. How would you rate West Coast Express in terms of: Delays are announced and explained?



Good-to-Excellent ratings compared to:

Sep 2023	Apr 2023
+3%	+17%↑

Mar 2024 Base = 318

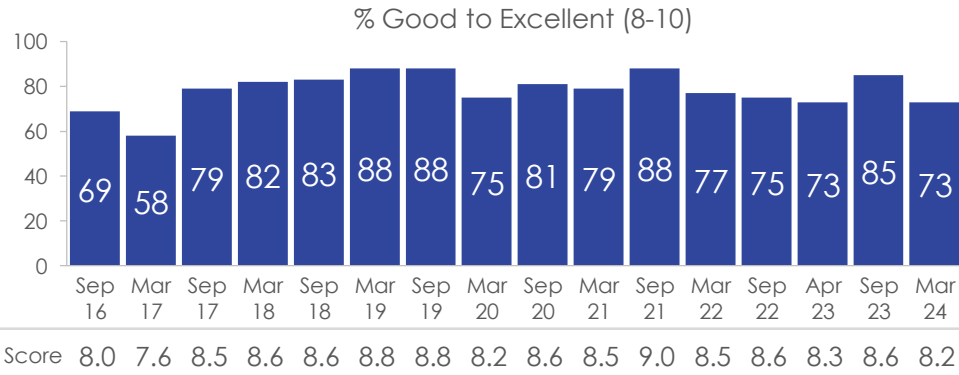
- Close to nine-in-ten (88%) riders provide top scores for Delays Announced and Explained, up by 3 ppt from last period (85%) and up a significant 17 ppt increase from April 2023 (71%). The average score is up to 8.9 out of 10 from 8.7 last period and up from 8.3 a year ago.
- Riders from Coquitlam are significantly more likely than riders from Pitt Meadows to provide top scores for Delays Are Announced and Explained.
- The 2% who rated this attribute between 1 to 5 indicate that delays are announced late, not explained, or not always announced.

WCE Performance

ON-TIME RELIABLE SERVICE FREQUENCY OF SERVICE

ON-TIME RELIABLE SERVICE

Q9b. How would you rate West Coast Express in terms of: Providing on-time, reliable service?



Good-to-Excellent ratings compared to:

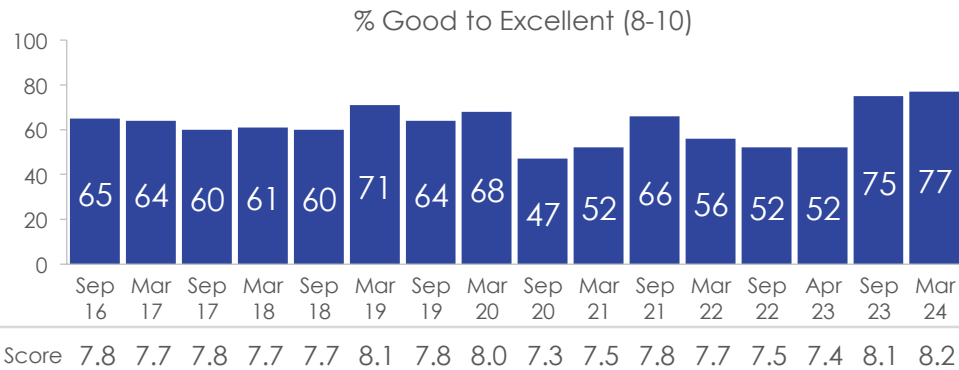
Sep 2023	Apr 2023
-12%↓	0%

Mar 2024 Base = 318

- Close to three-quarters (73%) of riders provide top scores for On-Time Reliable Service, down significantly from last wave (85%) but unchanged from a year ago (73%). The average score has decreased to 8.2 out of 10, from 8.6 last wave and is down slightly from 8.3 a year ago.
- Riders from Mission, Port Coquitlam, Coquitlam, or Port Moody are significantly more likely than riders from Maple Meadows to provide top scores for On-Time Reliable Service. Riders from Mission or Port Coquitlam are also significantly more likely than riders from Port Haney to provide top scores.
- The 7% who rated this attribute between 1 to 5 indicate that the trains break down and run late, there are more frequent breakdowns, or that delays are caused by CP rail freight traffic or signal problems.

FREQUENCY OF SERVICE

Q9h. How would you rate West Coast Express in terms of: Frequency of service (how often the trains run during hours of operation)?



Good-to-Excellent ratings compared to:

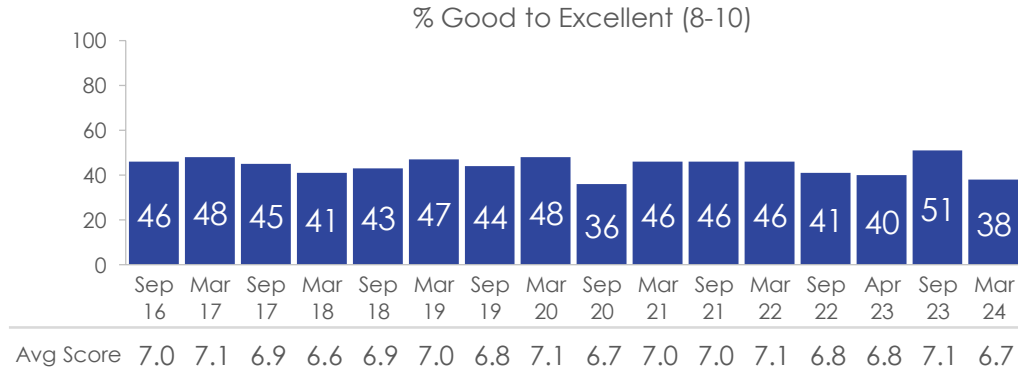
Sep 2023	Apr 2023
+2%	+25%↑

Mar 2024 Base = 318

- More than three-quarters (77%) of riders provide top scores for Frequency of Service, up only 2 ppt from last wave but up significantly by 25 ppt from a year ago (52%). The average score of 8.2 out of 10 is also up slightly from last wave (8.1) and up from 7.4 last year. This is likely related to the lasting effect of the return to a 5-train schedule.
- Top ratings do not differ significantly between the stations on this attribute.
- Those who provided a rating of 1 to 5 (3%) indicate that every 24 minutes on average is a reasonable frequency to run the WCE.

CONVENIENT HOURS OF OPERATION

Q9g. How would you rate West Coast Express in terms of: Convenient hours of operation?



Good-to-Excellent ratings compared to:

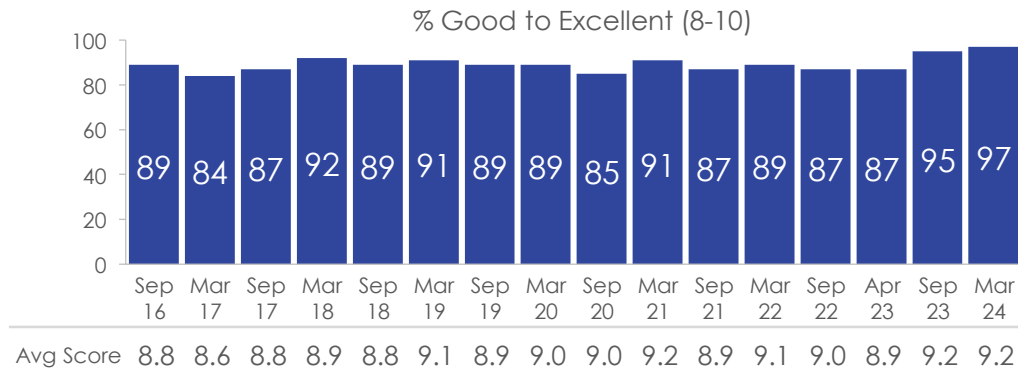
Sep 2023	Apr 2023
-13%↓	-2%

Mar 2024 Base = 310

- Top scores for Convenient Hours of Operation are down significantly by 13 ppt from last wave but down by only 2 ppt from last year, with close to four-in-ten (38%) WCE riders providing top ratings for this metric. The average score of 6.7 out of 10 is also down from 7.1 last wave and down slightly from a year ago (6.8).
- Riders from Mission, Pitt Meadows, Port Coquitlam, or Port Moody are significantly more likely than riders from Port Haney to assign top scores for this attribute.
- Close to half (46%) of riders provided a low rating of 1 to 5 for this attribute. Among them, most would like more service to be available weekends, midday, or later eastbound.

TRIP DURATION

Q9j. How would you rate West Coast Express in terms of: Trip duration from the time you board to when you get off?



Good-to-Excellent ratings compared to:

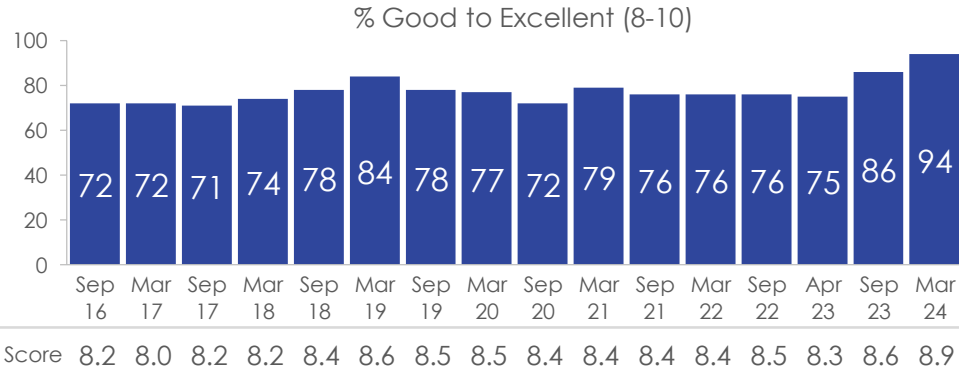
Sep 2023	Apr 2023
+2%	+10%↑

Mar 2024 Base = 318

- Trip Duration earns good-to-excellent ratings from over nine-in-ten (97%) WCE riders, up by 2 ppt from last wave and up significantly by 10 ppt from last year (87%). The average score of 9.2 out of 10 is consistent with last wave and up from 8.9 a year ago.
- Riders from Port Coquitlam or Coquitlam are significantly more likely than riders from Mission or Port Haney to provide top scores for this attribute.

AVAILABILITY OF TRANSIT INFORMATION

Q9i. How would you rate West Coast Express in terms of: Availability of transit information at the stations?



Good-to-Excellent ratings compared to:

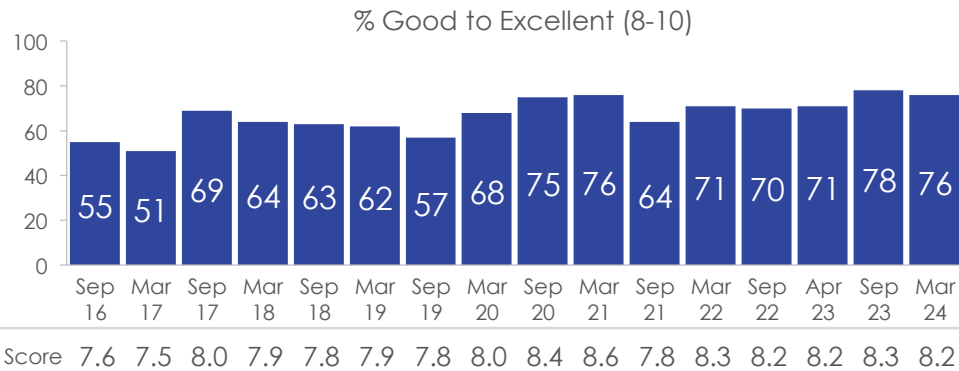
Sep 2023	Apr 2023
+8%↑	+19%↑

Mar 2024 Base = 317

- More than nine-in-ten (94%) riders provide top ratings for Availability of Transit Information at WCE stations. These ratings are up significantly from both last period (86%) and a year ago (75%). The average score is up at 8.9 out of 10 from 8.6 last period and up from 8.3 last year.
- Riders from Port Moody are significantly more likely than riders from Mission to assign top ratings for this attribute.

NOT BEING OVERCROWDED

Q9o. How would you rate West Coast Express in terms of: Not being overcrowded?



Good-to-Excellent ratings compared to:

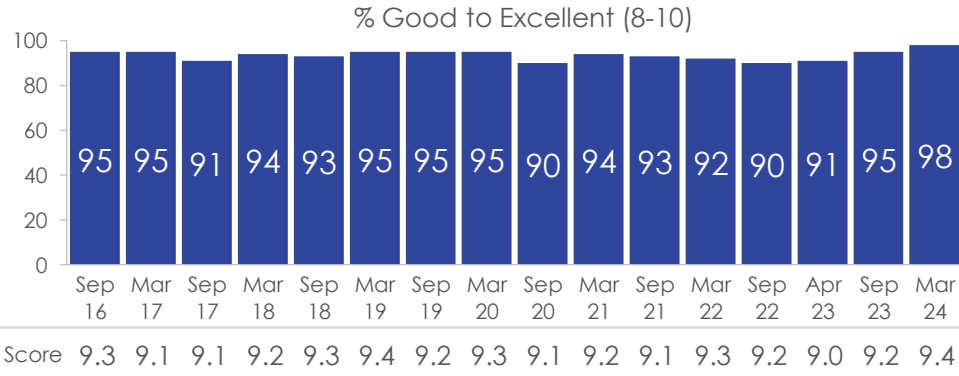
Sep 2023	Apr 2023
-2%	+5%

Mar 2024 Base = 318

- More than three-quarters (76%) of riders provide good-to-excellent scores for Not Being Overcrowded, down by only 2 ppt from last wave (78%) but up slightly by 5 ppt from a year ago (71%). The average score is down slightly to 8.2 out of 10 from 8.3 last wave and is unchanged from last year.
- There are no significant differences in ratings between the stations.
- Among the few (6%) who provided a score of 1 to 5 for this attribute, riders indicate that crowding is always a problem, in the morning, or afternoon/evening.

CLEAN, GRAFFITI-FREE VEHICLES AND STATIONS

Q9l. How would you rate West Coast Express in terms of: Clean and graffiti-free vehicles and stations?



Good-to-Excellent ratings compared to:

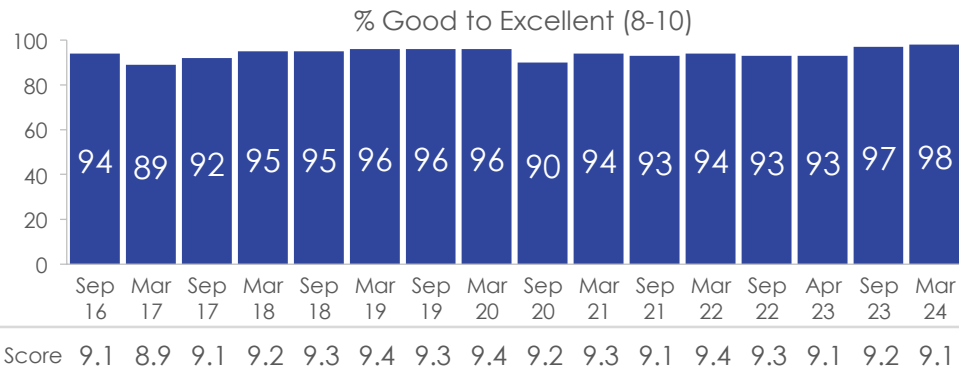
Sep 2023	Apr 2023
+3%↑	+7%↑

Mar 2024 Base = 318

- Nearly all (98%) WCE riders award good-to-excellent ratings for Clean and Graffiti-Free Vehicles and Stations. These ratings are up significantly from both last period (95%) and a year ago (91%). The average score has risen to 9.4 out of 10, from 9.2 in the previous period and from 9.0 last year.
- Riders from Coquitlam are significantly more likely than riders from Mission to assign top scores for Clean and Graffiti-Free Vehicles and Stations.

SAFE WCE EQUIPMENT PROVIDES A SAFE RIDE

Q9n. How would you rate West Coast Express in terms of: Safe West Coast Express equipment provides a safe ride?



Good-to-Excellent ratings compared to:

Sep 2023	Apr 2023
+1%	+5%↑

Mar 2024 Base = 317

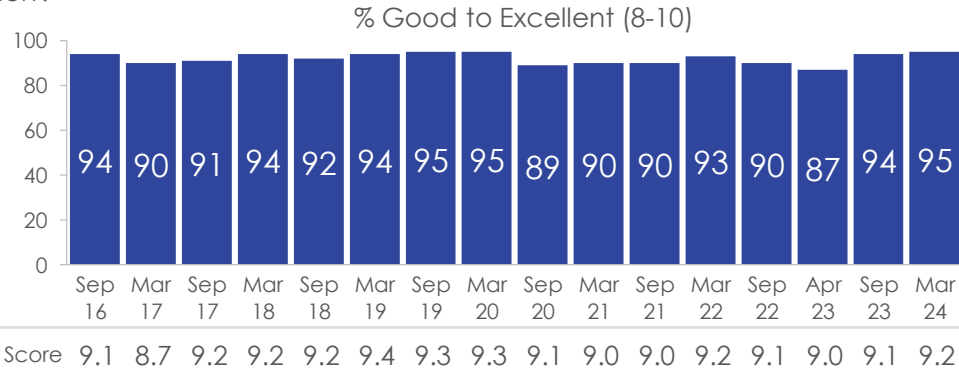
- Almost all (98%) riders provide top scores for Safe Equipment, up by a marginal 1 ppt from last wave and up significantly by 5 ppt from April of last year (93%). The average score of 9.1 out of 10 has decreased slightly from 9.2 last wave but is consistent with 9.1 a year ago.
- Riders from Port Moody are significantly more likely than riders from Port Haney or Maple Meadows to assign top scores for this attribute.

WCE Performance

SAFE FROM CRIME ON-BOARD AND AT STATION SAFE FROM CRIME IN WCE PARKING LOTS

FEELING SAFE FROM CRIME ON-BOARD AND AT THE STATION

Q9d. How would you rate West Coast Express in terms of: Feeling safe from crime on-board and at the station?



Good-to-Excellent ratings compared to:

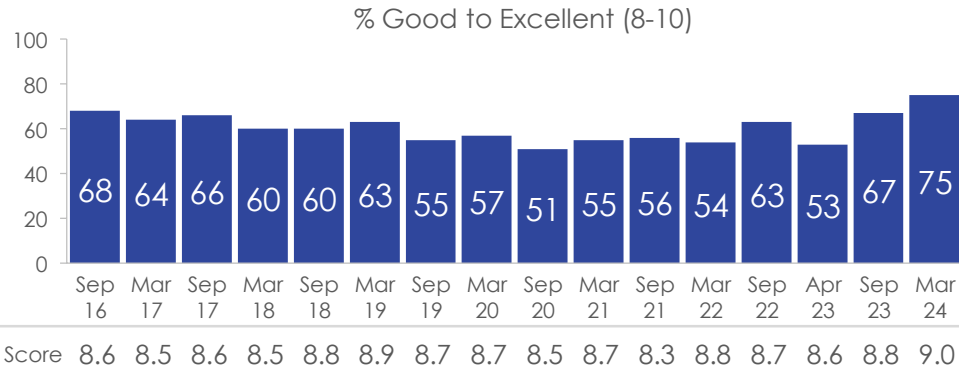
Sep 2023	Apr 2023
+1%	+8%↑

Mar 2024 Base = 318

- More than nine-in-ten (95%) riders provide good-to-excellent ratings for WCE being Safe From Crime On-Board and at the Station, up by only 1 ppt from last wave (94%) and up significantly from last year (87%). The average score is at 9.2 out of 10, up slightly from 9.1 last wave and up from 9.0 last year.
- There are no significant differences in ratings between the stations.

FEELING SAFE FROM CRIME IN WCE PARKING LOTS

Q9e1. How would you rate West Coast Express in terms of: Feeling safe from crime in WCE parking lots?



Good-to-Excellent ratings compared to:

Sep 2023	Apr 2023
+8%↑	+22%↑

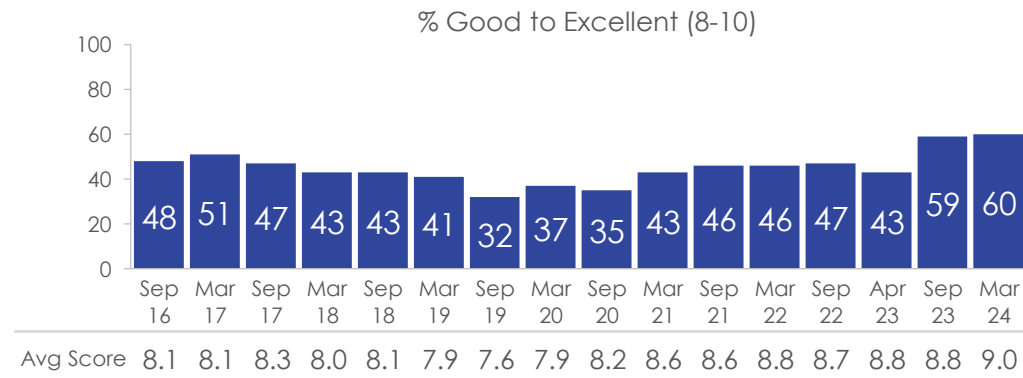
Mar 2024 Base = 318

- Three-quarters (75%) of WCE riders award good-to-excellent ratings for Feeling Safe From Crime in WCE Parking Lots, a significant increase from both last wave (67%) and from a year ago (53%). The average score has increased to 9.0 out of 10 from 8.8 last period and from 8.6 last year.
- Riders from Mission, Maple Meadows, Pitt Meadows, or Port Moody are significantly more likely than riders from Port Haney to assign top scores to this attribute.
- Among the few (1%) who provided a score of 1 to 5 for this attribute, reasons include a lot of homeless people at the station and not enough security staff.

WCE Performance | SUFFICIENT PARKING AT WCE PARKING LOTS

HAVING ENOUGH PARKING AT WCE PARKING LOTS

Q9e2. How would you rate West Coast Express in terms of: Having enough parking at the WCE parking lots?



Good-to-Excellent ratings compared to:

Sep 2023	Apr 2023
+1%	+17%↑

Mar 2024 Base = 318

- Six-in-ten (60%) WCE riders award good-to-excellent ratings for Having Sufficient Parking, only a 1ppt increase from last wave (59%) but a significant 17 ppt increase from a year ago (43%). The average score of 9.0 out of 10 is up from 8.8 in both the previous period and last year.
- Riders from all other stations are significantly more likely than riders from Port Haney to assign top scores to this attribute. Riders from Maple Meadows are also significantly more likely than riders from Port Coquitlam to assign top scores.
- At the station level, the average ratings for this measure are as follows:

1. Pitt Meadows	9.5
2. Maple Meadows	9.2
3. Port Coquitlam	9.1
4. Coquitlam	9.0
5. Port Moody	8.9
6. Mission	8.8
7. Port Haney*	7.5

* Port Haney does not have a parking lot.

Detailed Findings: Trends in Transit Usage Among WCE Riders

This section presents trends in the motivation and behaviour of WCE customers. It illustrates trends in the following areas:

- Shifts in mode use
- Reasons for using WCE over other modes
- Average number of trips made on transit
- Transit modes used
- Time of transit trips
- Purpose of transit trips
- Method of fare payment

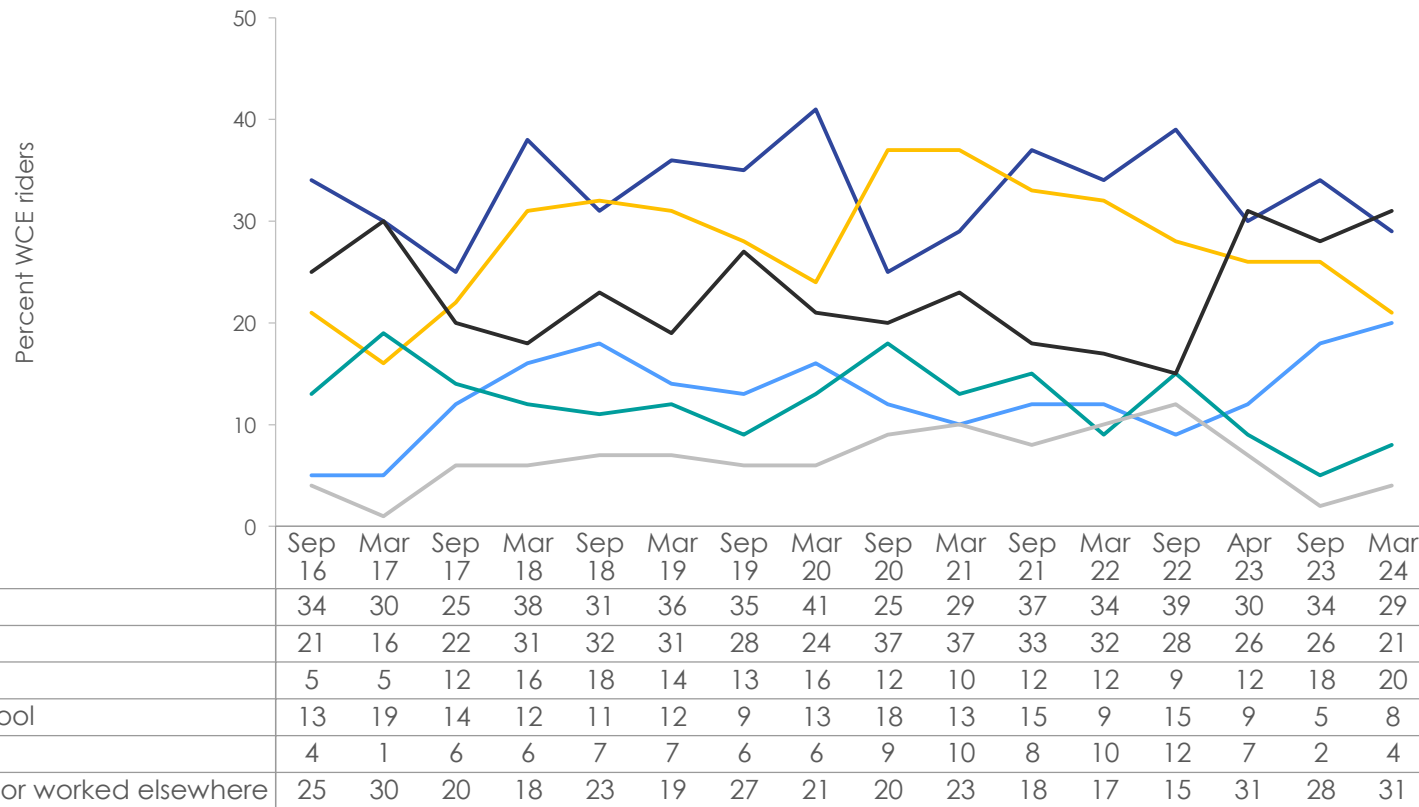


Trends in Transit Usage Among WCE Riders

SHIFTS IN MODE USE

MAIN MODE OF TRANSPORTATION TO WCE STATION

Q14a. In the past, before you started taking the West Coast Express for this trip, what main mode of transportation did you use to reach this destination?



- The proportion of WCE riders who indicate having driven alone (SOV) prior to using the WCE to reach their destination has dropped slightly to 29% (from 34% last wave) but is down only marginally to a year ago (30%).
- More than one-in-five (21%) report having taken the bus prior to starting to take the WCE which is down from last wave and down from a year ago (both 26%).
- The proportion who mention carpooling prior to taking WCE has increased to 8% (previously 5%), but is still marginally below 9% a year ago.
- Over three-in-ten (31%) riders did not provide an answer or indicated they lived or worked elsewhere, which is slightly higher than last wave (28%) but consistent with April of last year (31%).

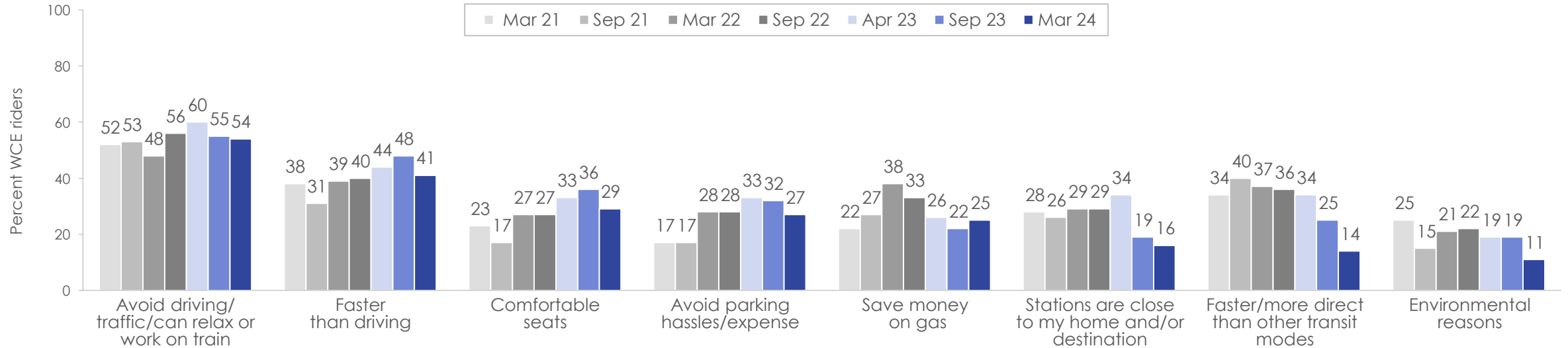
Mar 2024 Base = 318

Trends in Transit Usage Among WCE Riders

MAINS REASONS FOR TAKING WCE

TOP REASON FOR TAKING WCE: TO AVOID DRIVING/TRAFFIC/CAN RELAX OR WORK ON TRAIN

Q14b. What are the main reasons that you take the West Coast Express rather than some other mode of transportation?
 (Respondents are provided a list and asked to choose up to 3 reasons.)



Mar 2024 Base = 318

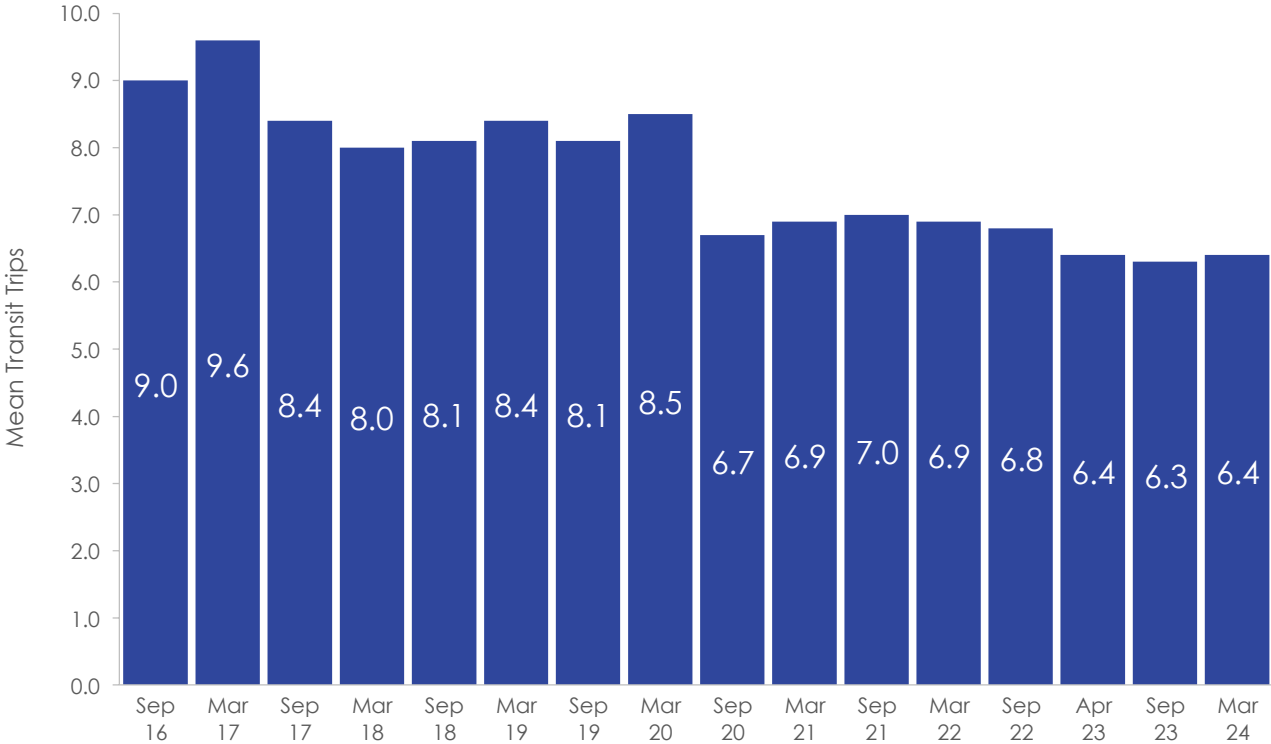
- The top reason for taking WCE rather than other modes of transportation continues to be to avoid driving/traffic (54%), which is down only 1 ppt from 55% last wave but down from 60% a year ago. Over four-in-ten (41%) mention that it is faster than driving, which is down from last wave (48%) and from a year ago (44%). Mentions of being faster/more direct than other transit modes (14%) and environmental reasons (11%) saw large drops from last wave, while comfortable seats (29%), avoiding parking (27%) and stations close to home (16%) are down moderately from last wave. Saving money on gas (25%) is up slightly.

Trends in Transit Usage Among WCE Riders

AVERAGE NUMBER OF TRIPS

AVERAGE NUMBER OF ONE-WAY TRIPS IN LAST SEVEN DAYS

Q2. How many one-way trips have you made on transit, that is, Bus, SeaBus, SkyTrain, and West Coast Express in the last seven days?



- The average number of one-way trips made on transit in the last seven days has risen slightly this wave to 6.4, which is up from 6.3 trips on average last wave and consistent with 6.4 a year ago.
- Just over one-third (34%) of WCE riders made 10 or more transit trips in the past week, down slightly from last period (38%) and consistent with a year ago (34%).

Compared to:	
Sep 2023	Apr 2023
+0.1	0.0

Mar 2024 Base = 318

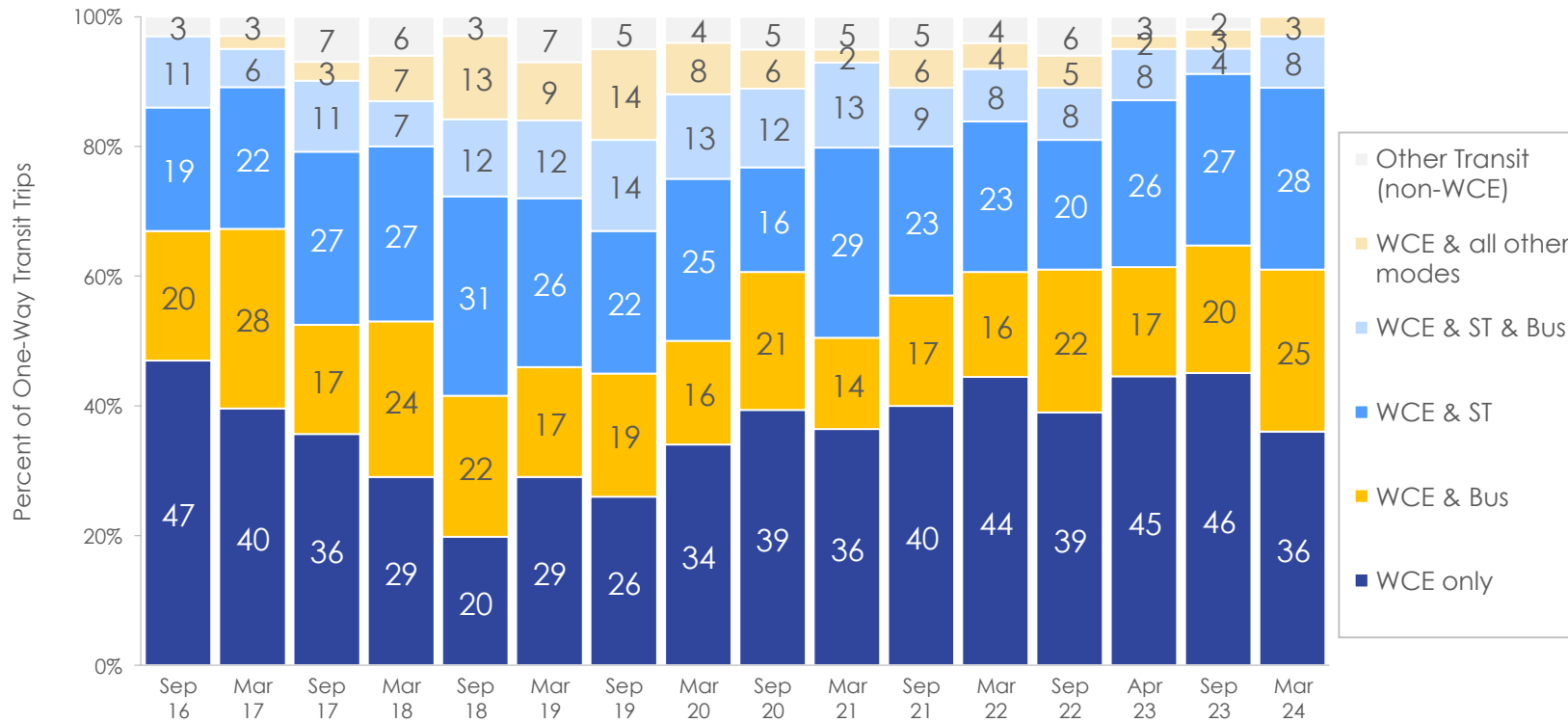


Trends in Transit Usage Among WCE Riders

MODES USED

TRANSIT MODES USED IN LAST SEVEN DAYS

Q3. Of the one-way transit trips you made in the last seven days how many did you make using the ...?



- This wave, more than one-third of trips (36%) were made on West Coast Express only, down from both last period (46%) and compared to a year ago (45%).
- The proportion of transit trips made using a combination of WCE and bus rose to 25% compared to last wave (20%) and up from 17% a year ago. The proportion of trips using WCE and SkyTrain rose by 1 ppt to 28% compared to 27% last wave and 26% a year ago.
- The proportion of trips made using WCE and SkyTrain and bus has risen to 8% from 4% last period and is consistent with 8% last year.

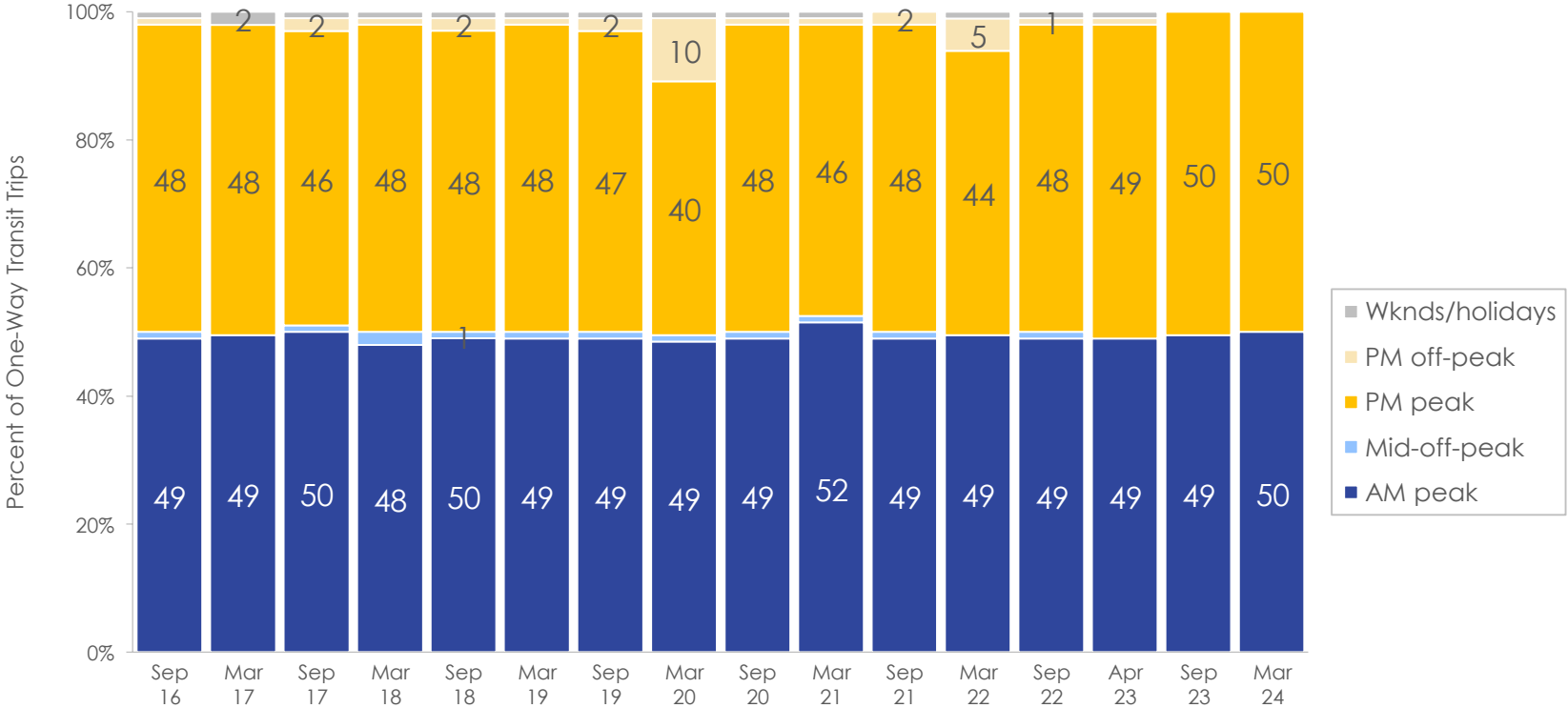
Mar 2024 Base = 318

Trends in Transit Usage Among WCE Riders

TRIP TIMING

TRANSIT TRIP TIMING

Q4. Of the one-way transit trips you made in the last seven days, how many did you make ...?



- Half (50%) of transit trips were taken during the AM peak hours, relatively consistent with both last wave and a year ago (both 49%). Another 50% of transit trips were taken during the PM peak hours, consistent with last period (50%) and up only 1 ppt from a year ago (49%). No riders took transit during the PM off-peak, consistent with last period down from 1% a year ago.

Mar 2024 Base = 318

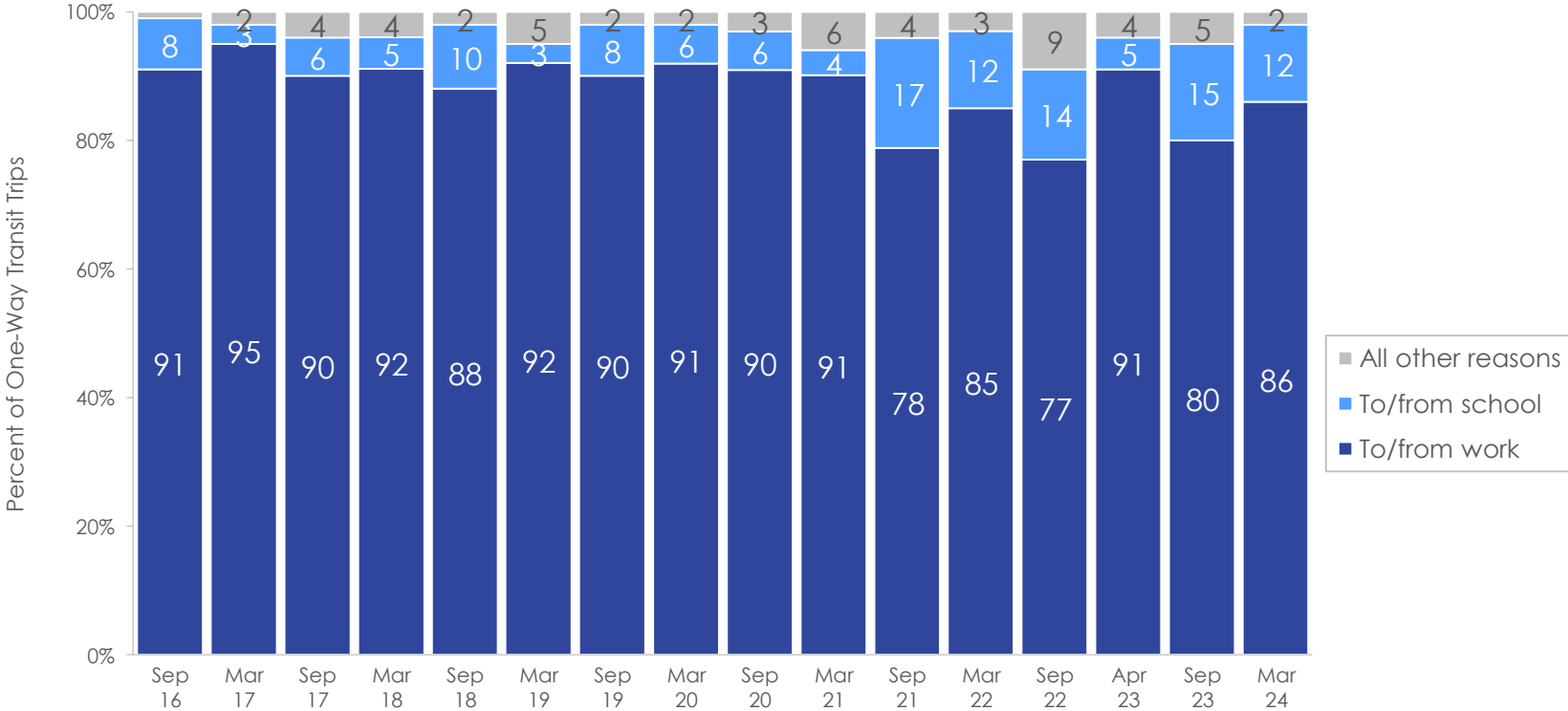


Trends in Transit Usage Among WCE Riders

TRIP PURPOSE

TRANSIT TRIP PURPOSE

Q5. Of the one-way transit trips you made in the last seven days, how many did you make ...?



- There is an increase in the proportion of transit trips taken to/from work (86%) compared to last period (80%) but is still down from a year ago (91%).
- Those using the WCE for their rides to/from school (12%) is down slightly from last wave (15%) but is higher than a year ago (5%).
- Those using the WCE for all other reasons (2%) is down from both last wave (5%) and a year ago (4%).

Mar 2024 Base = 318

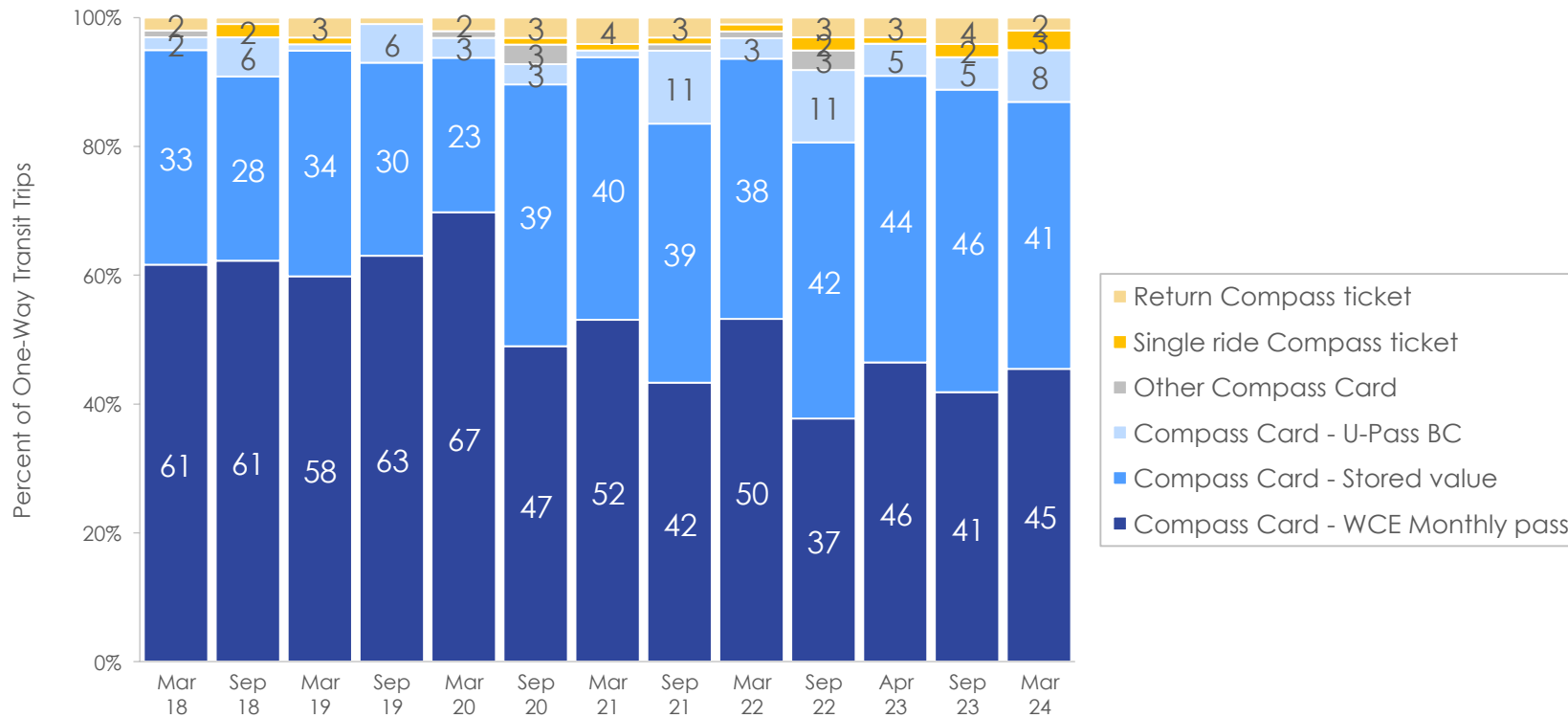


Trends in Transit Usage Among WCE Riders

FARE PAYMENT METHOD

FARE PAYMENT METHOD USED

Q6. Of the one-way trips you made in the last seven days, for how many did you use ...?



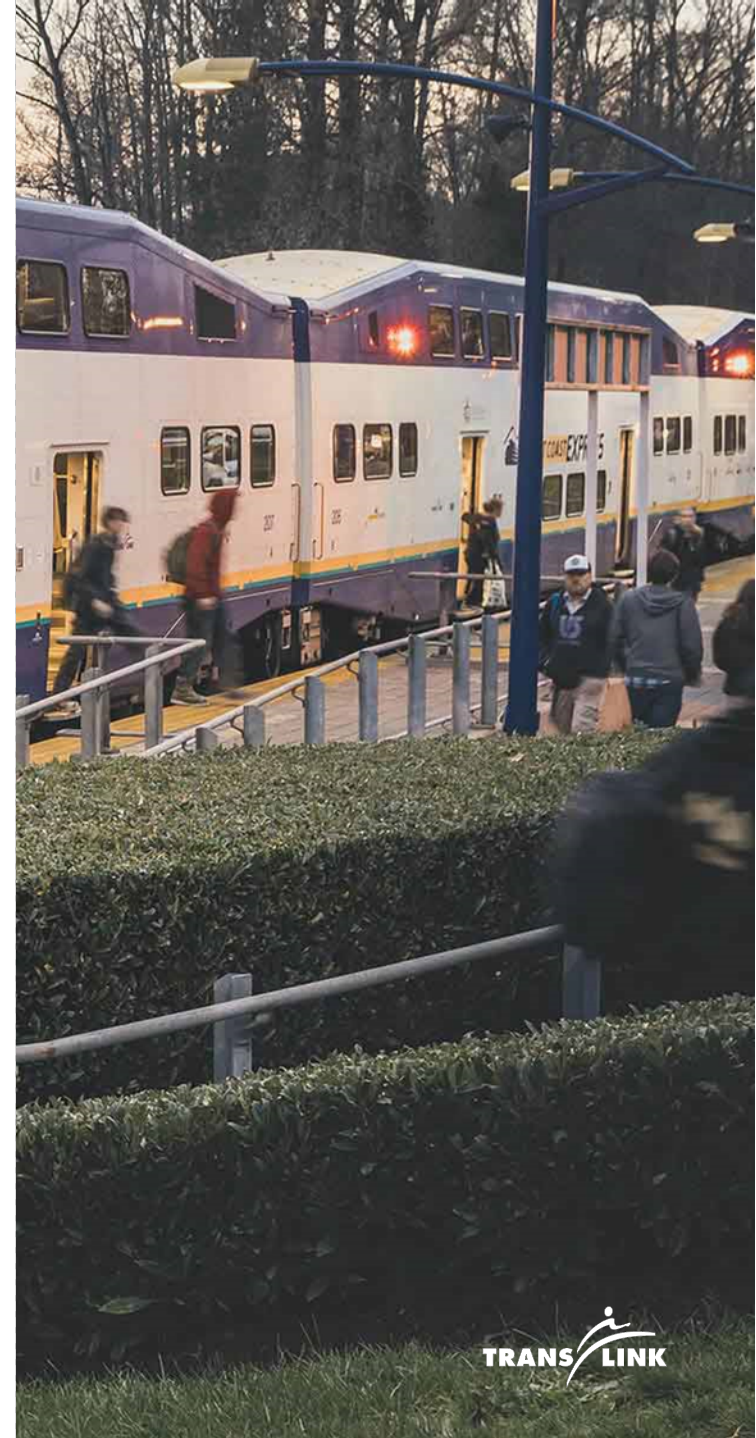
- The proportion of trips taken using a WCE Monthly pass is up slightly (45% currently, up from 41% last period) but is similar to levels seen a year ago (46%).
- The proportion of transit trips paid for using Stored Value is 41%, down slightly from last period (46%) and down 3 ppt from last year (44%).
- The proportion of U-Pass Users (8%) is up from last period and a year ago (both 5%).

Mar 2024 Base = 318

Detailed Findings: Trends in WCE Usage

This section presents trends in West Coast Express Usage And Motivations. It illustrates trends in the following areas:

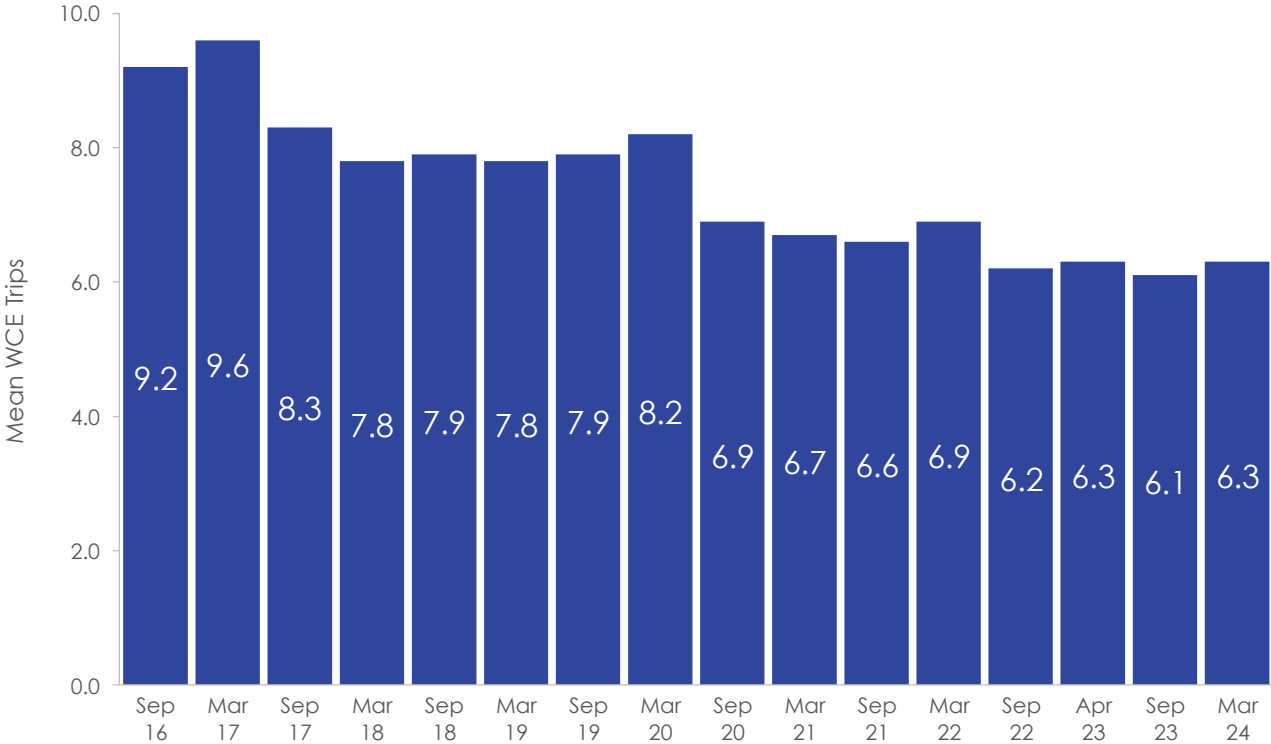
- Average number of trips made on WCE
- Length of time taking WCE
- Mode used to get to/from station
- Choice vs. Captive WCE riders
- Changes in WCE usage frequency in the last six months
- Reasons for riding WCE more or less often in the last six months



Trends in WCE Usage | WCE TRIP FREQUENCY

WCE TRIP FREQUENCY IN AVERAGE WEEK

Q7a. Now thinking about your trips on West Coast Express, how many one-way trips do you make in an average week?



- Riders indicate they make 6.3 one-way trips on WCE in an average week. This is up compared to last wave (6.1) and is stable to a year ago (6.3).
- More than one-third (34%) of riders indicate they make at least 10 one-way trips on West Coast express in a typical week, up significantly from last wave (24%) and up from 30% in April 2023.

Compared to:	
Sep 2023	Apr 2023
+0.2	0.0

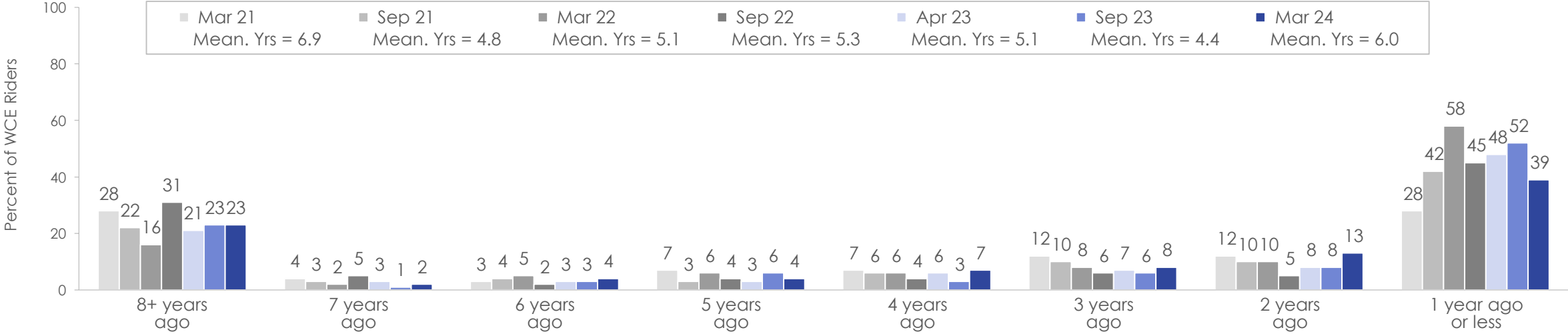
Mar 2024 Base = 317



Trends in WCE Usage | DURATION OF WCE USAGE

WHEN STARTED TAKING WCE

Q13. Approximately when did you begin taking West Coast Express?



Mar 2024 Base = 315

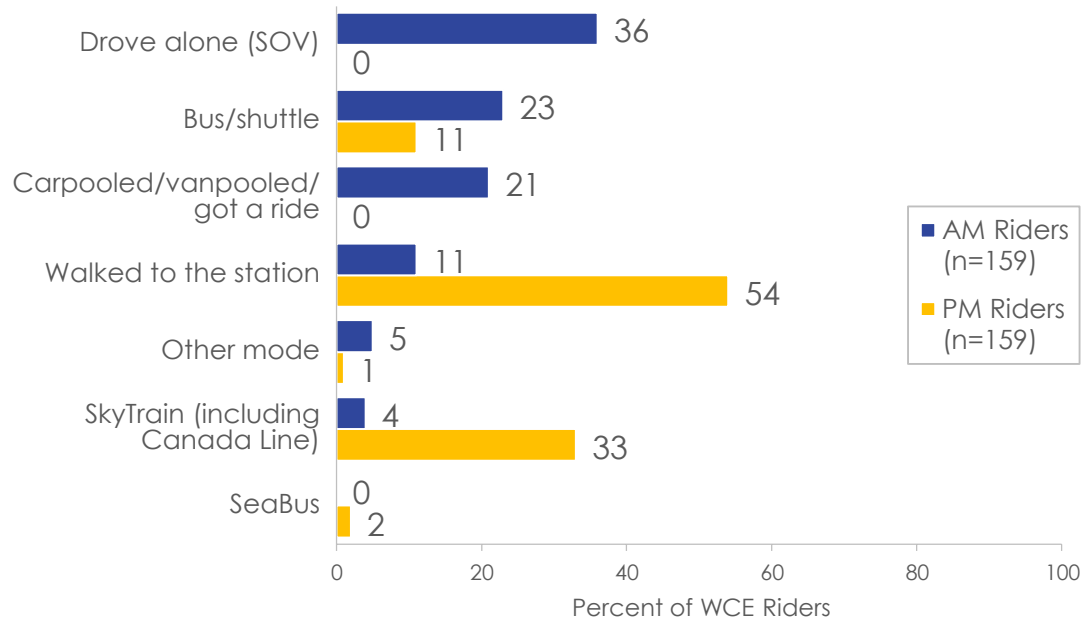
- Almost four-in-ten (39%) riders indicate they started using WCE in the past year, a sizeable decrease from both last wave (52%) and a year ago (48%).
- Conversely, close to one-quarter (23%) have taken WCE for 8 or more years, unchanged from last wave (23%) and similar to last year (21%).



Trends in WCE Usage | MODE TO AND FROM STATION

MODE TO THE BOARDING STATION

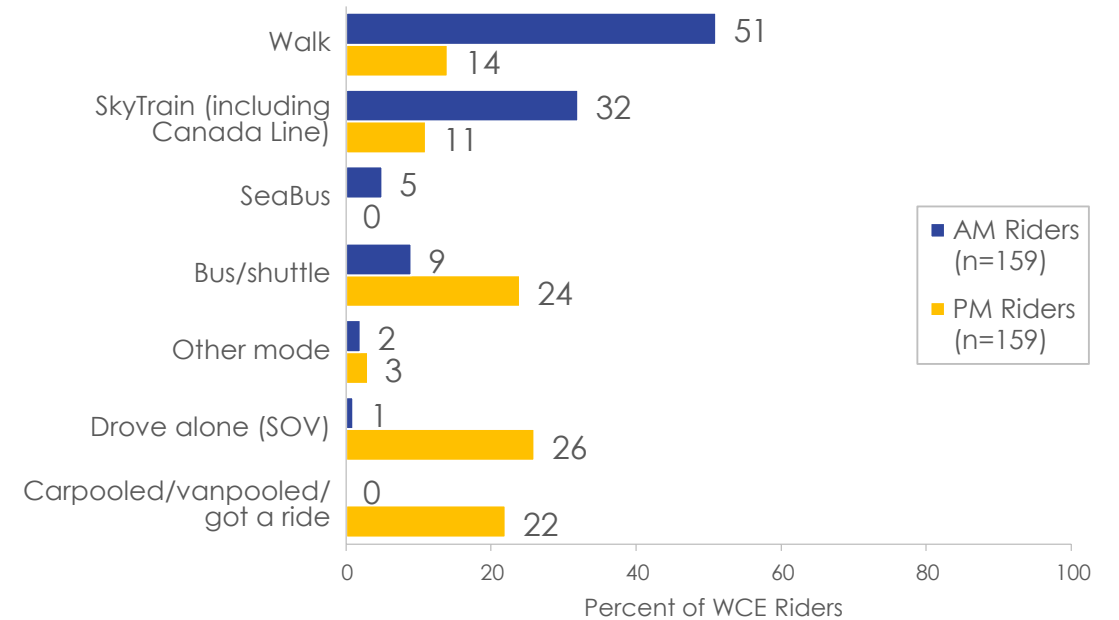
Q1c. This morning/afternoon how did you get to the station to board the train?



- Among riders who take WCE in the morning, more than one-third (36%) drive to the station alone (up from 28% last wave), while just over one-in-ten (11%) walk to the station (down from 20% last wave). Carpooling (21%) is similar to last wave (20%), while those who are taking the bus to the station is up by 5 ppt (23% currently compared to 18% last wave).
- Those who ride WCE in the afternoon remain most likely to walk to the station (54%, unchanged from last wave) or take the SkyTrain (33%, up from 23% last wave).

MODE AFTER DISEMBARKING

Q1d. And when you get off the train this morning/afternoon, how will you get from the station to your destination?

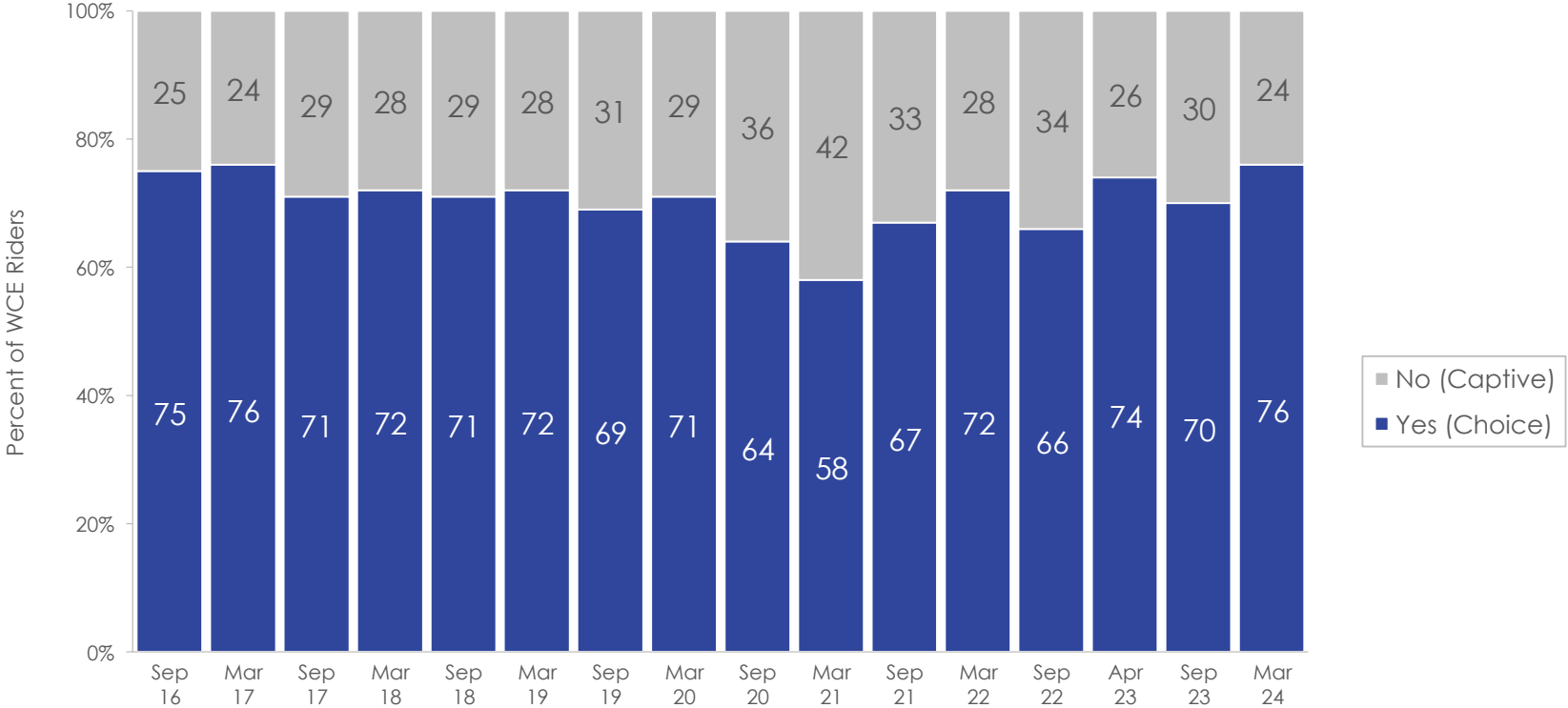


- Those who ride in the morning typically walk to their destination after disembarking the WCE (51%, up slightly from 47% last period) or take the SkyTrain (32%, down from 40% last period).
- Afternoon riders tend to drive alone (26%, down only 2 ppt from last wave), take a bus/shuttle (24%, up from 17% last wave), carpool/vanpool (22%, down only 2 ppt from 24% both last wave and last year), or walk (14%, down from 25% last wave) to get to their destination.

Trends in WCE Usage | CHOICE/CAPTIVE

CHOICE VS. CAPTIVE

Q15. Did you have access to a car, van or truck for your trip today rather than taking the West Coast Express?



- Nearly one-quarter (24%) are Captive riders, who do not have regular access to a vehicle; a decrease from 30% last wave but similar to 26% a year ago.
- Conversely, just above three-quarters (76%) are Choice riders; an increase from 70% last wave but similar to 74% in April of last year.

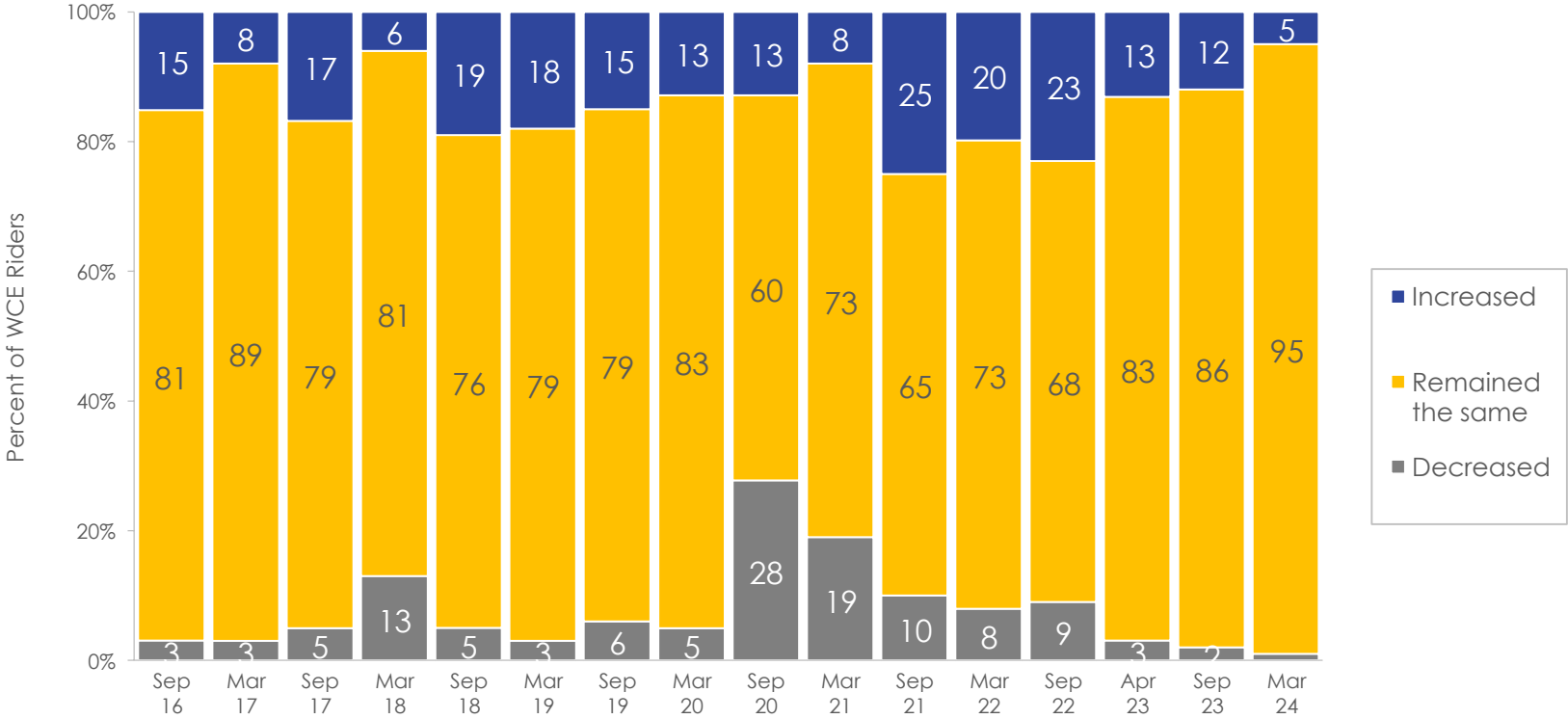
Mar 2024 Base = 313



Trends in WCE Usage | USAGE CHANGES

CHANGES IN USAGE OVER LAST SIX MONTHS

Q16a. Over the past six months, has your use of West Coast Express increased, decreased or remained the same?



- Only 5% of riders indicate their usage of WCE has increased compared to six months ago. This is down significantly from both last period (12%) and from a year ago (13%).
- More than nine-in-ten (95%) indicate their WCE usage has stayed the same, which is up significantly from both the previous period (86%) and a year ago (83%).
- The remaining less than 1% of riders indicate their usage of WCE has decreased. This is fairly consistent with last period (2%) and slightly below the same period last year (3%).

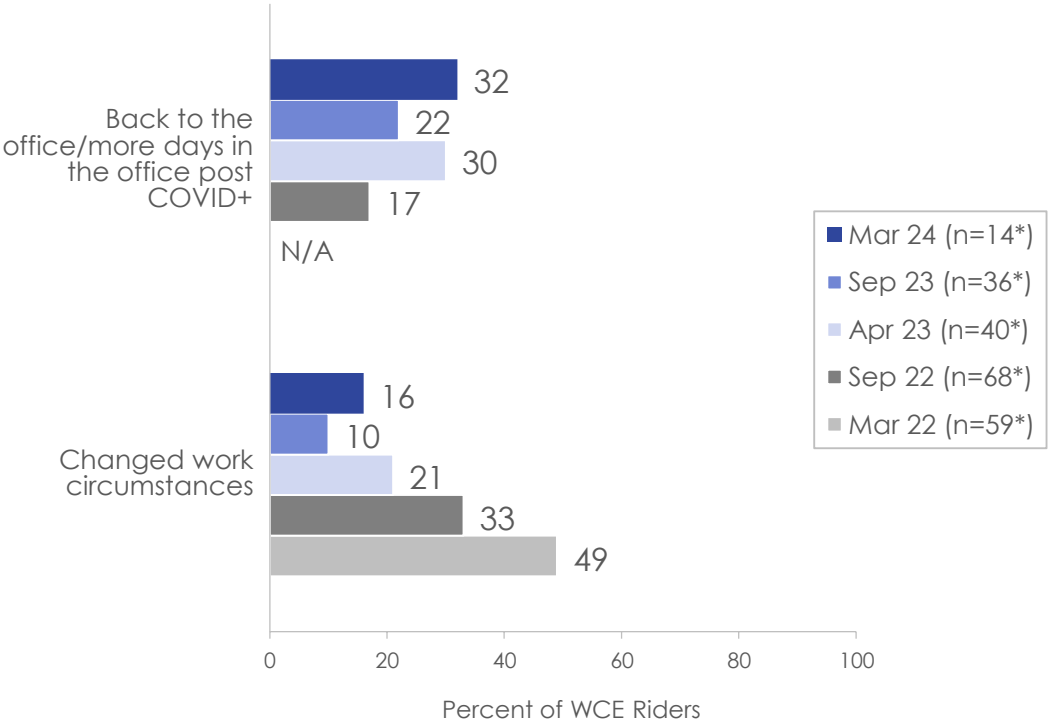
Mar 2024 Base = 314



Trends in WCE Usage | REASONS FOR RIDING MORE/LESS REGULARLY

REASONS FOR RIDING MORE OFTEN

Q16b. Why are you riding more often? (Showing top reason(s) only.)



- Almost one-third (32%) of riders indicate being back at the office as a top reason for riding the WCE more often, which is up from 22% last wave. More than one-in-ten (16%) riders indicate the top reason for riding WCE more often than six months ago is changing work circumstances, up from 10% last wave. Base sizes this wave are extremely small so should be considered qualitative only.

REASONS FOR RIDING LESS OFTEN

Q16b. Why are you riding less often? (Showing top reason(s) only.)

Unable to display results due to low base size.

* Caution: small base size. ** Caution: extremely small base size. <2 mentions in current wave not shown.



Detailed Findings: Customer Profiles

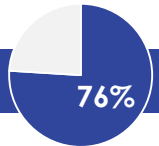
This section presents profiles of key customer segments. In the current wave, the profiles of Choice versus Captive riders and Low, Medium, and High Frequency riders are presented. The demographic profile of WCE riders is also presented, relative to the demographic profile of residents of Metro Vancouver who are age 18 or older.



Customer Profiles | CHOICE VS. CAPTIVE RIDERS

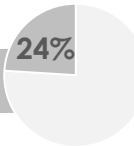
CHOICE VS. CAPTIVE RIDERS

Just over three-quarters (76%) of riders are classified as Choice riders, who have access to a vehicle for the WCE trips they make. The remaining 24% are Captive riders with no vehicle access. The proportion of Captive riders is down slightly from last period (30%) while the proportion of Choice riders is up slightly from last period (70%).



CHOICE RIDER CHARACTERISTICS

- Choice Riders are more likely than Captive Riders to be employed full-time (87% vs. 61% respectively). As a result, they are also more likely to take the WCE for work purposes (88% vs. 78% respectively).
- Are more affluent than Captive Riders (59% with a household income of \$95,000 or more vs. 32% of Captive Riders).
- Among all trips taken in the past 7 days, Choice Riders are more likely than Captive Riders to take WCE only (42% vs. 17%).
- They are also more likely to have paid with a Stored Value (42% vs. 35%).
- More likely to drive alone to get to WCE (23% vs. 1%).
- More likely to provide top ratings for Enough Parking at WCE Parking Lots (69% vs. 31% for Captive Riders).



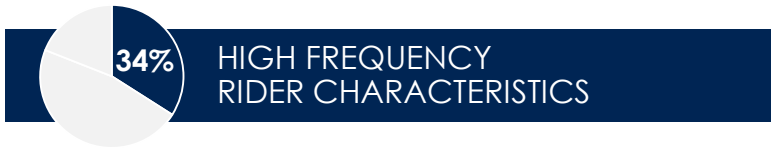
CAPTIVE RIDER CHARACTERISTICS

- Captive Riders are more likely than Choice Riders to be aged 18 to 24 (20% vs. 8%, respectively), or a full time student compared to Choice Riders (22% vs. 6% respectively). As a result, they are more likely than Choice Riders to travel on WCE for school (19% vs. 10%).
- Are less affluent than Choice riders (21% have a household income of under \$45,000 (vs. 4% of Choice Riders).
- Among all trips taken in the past 7 days, Captive Riders are more likely than Choice Riders to take WCE and Bus (29% vs. 23%), WCE and SkyTrain (34% vs. 27%), or a combination of WCE, Bus and SkyTrain (18% vs 5%).
- They are also more likely to have paid with a U-Pass BC (14% vs. 6%).
- More likely to bus when getting off the WCE (31% vs. 12%) than Choice Riders.
- More likely to provide top ratings for Good Connections (88% vs. 73% for Choice Riders).

Customer Profiles | HIGH/MEDIUM/LOW FREQUENCY RIDERS

PROFILE OF HIGH, MEDIUM, AND LOW FREQUENCY RIDERS

West Coast Express riders can be classified into three groups based on their transit use. High Frequency riders make 10 or more one-way transit trips per week, Medium Frequency riders make 4 to 9 one-way trips and Low Frequency riders make 3 or less one-way trips per week. The proportion of High Frequency riders has decreased slightly to 34% (from 38% last period), but is consistent with a year ago (34%). Meanwhile, the proportion of Medium Frequency riders has increased significantly to 47% vs. last wave (36%) but is similar to last year (46%) and the proportion of Low Frequency riders is down significantly to 19% vs. last wave (26%) but is similar to last year (20%).



- Make the most one-way trips in an average week on transit (10.0 trips vs. 5.66 trips for Medium Frequency Riders and 1.99 trips for Low Frequency riders).
- More likely to be employed full-time (86% vs. 64% for Low Frequency riders).
- More likely to travel on WCE for work purposes (90% vs. 84% for Medium Frequency Riders and 64% for Low Frequency riders).
- More likely to take WCE and Bus (29% vs. 21% for Medium Frequency riders and 9% vs. Low Frequency riders).
- More likely to take WCE and SkyTrain (31% vs. 26% for Medium Frequency riders).
- More likely to pay for transit fare with a WCE Monthly Pass (71% vs. 18% for Medium Frequency riders and 2% for Low Frequency riders).



- More likely to be employed full-time (85% vs. 64% for Low Frequency riders).
- More likely to have a household income of \$95,000 or more (64% vs. 37% for High Frequency Riders).
- More likely to travel on WCE for work purposes (84% vs. 64% for Low Frequency riders).
- More likely to take WCE for school purposes (14% vs. 10% for High Frequency riders and 10% for Low Frequency riders).
- More likely to take WCE only (38% vs. 32% for High Frequency riders). More likely to take WCE and Bus (21% vs. 9% for Low Frequency riders).
- More likely to have paid with Stored Value (70% vs. 48% for Low Frequency riders and 18% for High Frequency riders).



- More likely to be a part time student (7% vs. 0% for both Medium and High Frequency riders) or unemployed (5% vs. 0% for both Medium and High Frequency riders).
- More likely to be retired (9% vs 1% for Medium Frequency riders and 0% for High Frequency riders).
- More likely to have a household income of \$95,000 or more (57% vs. 37% for High Frequency Riders).
- More likely to have vocational/college/technical education (31% vs. 18% for Medium and 17% for High Frequency riders).
- More likely to take WCE for personal business (10% vs. 0% for both Medium and High Frequency riders). More likely to take WCE for entertainment/social reasons (13% vs. 2% for Medium Frequency riders and 0% for High Frequency riders).
- More likely to take WCE only (51% vs. 38% for Medium Frequency riders and 32% for High Frequency riders).
- More likely to pay for transit fare with a Compass Ticket (42% vs. 3% for Medium Frequency riders and 2% for High Frequency riders), or to have paid with Stored Value (48% vs. 18% for High Frequency riders).
- More likely to provide top ratings for: On-Time, Reliable Service (89% vs. 73% for Medium Frequency riders and 64% for High Frequency riders).

Customer Profiles | DEMOGRAPHIC PROFILE OF WCE CUSTOMER

DEMOGRAPHICS

The following tables compare the demographics of WCE riders to Metro Vancouver residents aged 18+ and transit users surveyed in the Bus, SkyTrain, SeaBus Customer Service Performance Survey. WCE riders are more likely than other transit users to be between the ages of 25 to 44 years old, working full-time, have an income of \$65,000 or more, or have graduated university. In addition, the majority of WCE riders tend to reside in the Coquitlam East to Maple Ridge area.

	METRO VAN POP. 18 YEARS OR OLDER ¹	BUS, SEABUS, SKYTRAIN RIDERS, 18+ YEARS Q3 2022	WCE RIDERS SEP 2019	WCE RIDERS MAR 2020	WCE RIDERS SEP 2020	WCE RIDERS MAR 2021	WCE RIDERS SEP 2021	WCE RIDERS MAR 2022	WCE RIDERS SEP 22	WCE RIDERS APR 2023	WCE RIDERS SEP 2023	WCE RIDERS MAR 2024
BASE	2,000	750	304	307	296	294	307	304	310	307	302	318
AGE³:	%	%	%	%	%	%	%	%	%	%	%	%
18 – 24	12	16	13	11	15	10	16	13	12	6	14	11
25 – 34	18	21	21	30	22	21	24	26	24	29	26	29
35 – 44	18	16	26	22	23	24	22	25	27	28	26	25
45 – 54	20	17	23	21	18	17	17	17	17	23	17	16
55 – 64	16	8	12	14	17	19	17	14	13	11	12	13
65 and older	17	20	6	2	6	8	5	5	6	4	5	5
GENDER³:	%	%	%	%	%	%	%	%	%	%	%	%
Male	48	50	42	41	44	39	44	43	42	45	38	37
Female	52	50	58	59	56	61	56	55	57	54	61	63
Non-binary/gender fluid	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	1	1	1	-
Prefer not to say	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1	-	<1	1	<1
EMPLOYMENT³:	%	%	%	%	%	%	%	%	%	%	%	%
Employed full-time	57	52	83	87	75	73	71	80	75	84	78	81
Employed part-time	13	13	6	5	11	10	8	7	10	7	6	4
Student (FT/PT)	5	14	8	7	6	9	16	14	13	6	11	11
Homemaker	2	3	-	-	-	<1	<1	<1	1	-	-	<1
Retired	18	19	3	1	4	4	3	2	4	3	4	2
Not employed	3	5	1	1	4	4	2	1	1	<1	1	1
Refused	1	2	-	-	-	-	-	-	-	-	-	-
EDUCATION³:	%	%	%	%	%	%	%	%	%	%	%	%
Some high school or less		4	2	2	3	3	1	2	1	1	2	1
Graduated high school	21 ²	14	13	12	12	14	17	15	11	14	15	14
Voc./college/tech.	26	16	18	23	34	30	26	19	22	23	20	20
Some university	7	11	11	9	10	15	11	10	12	7	8	9
Graduated university	45	52	58	54	41	38	46	55	54	55	55	56
Refused	0	2	-	-	-	-	-	-	-	-	-	-

¹ Source: Mustel – 2,000 surveys conducted among Metro Vancouver residents in February, March, June, September and November 2017 Omnibus waves.

² Category includes both high school or less and graduated high school.

³ Percentaged among those who gave a response (i.e., not the full sample).

Customer Profiles | DEMOGRAPHIC PROFILE OF WCE CUSTOMER (continued)

DEMOGRAPHICS

	METRO VAN POP. 18 YEARS OR OLDER ¹	BUS, SEABUS, SKYTRAIN RIDERS, 18+ YEARS Q3 2022	WCE RIDERS SEP 2019	WCE RIDERS MAR 2020	WCE RIDERS SEP 2020	WCE RIDERS MAR 2021	WCE RIDERS SEP 2021	WCE RIDERS MAR 2022	WCE RIDERS SEP 22	WCE RIDERS APR 2023	WCE RIDERS SEP 2023	WCE RIDERS MAR 2024
BASE	2,004	750	304	307	296	294	307	304	310	307	302	318
HOUSEHOLD INCOME²:	%	%	%	%	%	%	%	%	%	%	%	%
Less than \$25,000	7	n/a	4	5	9	11	9	10	7	5	6	3
\$25,000 - \$44,999	11	n/a	7	6	12	12	6	9	10	7	9	5
\$45,000 - \$64,999	10	n/a	22	16	20	18	21	23	22	22	14	14
\$65,000 or more	54	n/a	66	73	59	58	64	58	61	66	77	77
\$65,000 - \$84,999	n/a	n/a	16	16	20	16	21	18	14	18	17	15
\$85,000 or more	n/a	n/a	51	57	39	42	43	40	47	48	52	62
\$85,000 - \$94,999	n/a	n/a	8	7	10	8	10	8	8	10	5	9
\$95,000 or more	n/a	n/a	43	50	29	34	33	32	39	38	47	53
Refused/don't know	18	n/a	-	-	-	-	-	-	-	-	-	-
MUNICIPALITY OF RESIDENCE:	%	%	%	%	%	%	%	%	%	%	%	%
Coquitlam East to Maple Ridge	13	9	83	85	73	76	72	78	80	76	80	77
Port Coquitlam/Coquitlam	n/a	6	40	42	29	34	29	32	39	35	35	37
Maple Ridge	n/a	2 ³	20	21	26	26	22	20	18	19	19	20
Port Moody/Belcarra/Anmore	n/a	1	15	15	10	9	11	14	14	15	20	14
Pitt Meadows	n/a	n/a	8	7	8	8	10	6	8	7	6	5
Surrey/North Delta/Langley/White Rock	28	17	3	4	4	2	5	4	2	6	3	6
Burnaby/New Westminster	13	16	3	-	1	2	1	1	<1	3	<1	1
Vancouver	28	38	1	1	2	1	<1	1	<1	4	<1	<1
Richmond/South Delta	11	11	-	-	-	-	-	-	-	-	-	-
North Shore	8	10	-	-	-	-	-	-	-	-	-	-
Outside Metro Vancouver	n/a	n/a	9	9	17	14	17	11	12	9	13	11
Mission	n/a	n/a	4	5	11	10	11	7	6	5	8	7
Abbotsford	n/a	n/a	5	3	5	4	5	3	3	3	4	3
Chilliwack	n/a	n/a	-	<1	-	-	1	-	3	1	1	<1
Other	n/a	n/a	1	-	2	<1	-	-	1	<1	<1	1
Unspecified	-	-	-	-	-	-	-	-	5	-	-	-
Refused	n/a	n/a	2	2	3	5	6	5	-	2	3	3

¹ Source: Mustel – 2,000 surveys conducted among Metro Vancouver residents in March, May, September and December 2014 Omnibus waves.

² Percentaged among those who gave a response (i.e., not the full sample).

³ Includes both Maple Ridge and Pitt Meadows.

Customer Profiles | DEMOGRAPHIC PROFILE OF WCE CUSTOMER (continued)

DEMOGRAPHICS

	METRO VAN POP. 18 YEARS OR OLDER ¹	BUS, SEABUS, SKYTRAIN RIDERS, 18+ YEARS Q3 2022	WCE RIDERS SEP 2019	WCE RIDERS MAR 2020	WCE RIDERS SEP 2020	WCE RIDERS MAR 2021	WCE RIDERS SEP 2021	WCE RIDERS MAR 2022	WCE RIDERS SEP 22	WCE RIDERS APR 2023	WCE RIDERS SEP 2023	WCE RIDERS MAR 2024
BASE	2,004	750	304	307	296	294	307	304	310	307	302	318
IDENTIFY AS FIRST NATIONS, INTUIT OR MÉTIS²:	%	%	%	%	%	%	%	%	%	%	%	%
Yes	n/a	3	n/a	n/a	n/a	n/a	n/a	3	4	2	2	2
ETHNIC OR CULTURAL IDENTITY:	%	%	%	%	%	%	%	%	%	%	%	%
Caucasian	n/a	48	n/a	n/a	n/a	n/a	n/a	66	60	58	62	56
Chinese	n/a	16	n/a	n/a	n/a	n/a	n/a	9	11	13	9	12
South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)	n/a	12	n/a	n/a	n/a	n/a	n/a	7	9	7	7	8
Filipino	n/a	4	n/a	n/a	n/a	n/a	n/a	7	6	6	4	5
Latin American	n/a	4	n/a	n/a	n/a	n/a	n/a	4	4	4	5	4
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)	n/a	4	n/a	n/a	n/a	n/a	n/a	1	3	2	2	4
Korean	n/a	<1	n/a	n/a	n/a	n/a	n/a	<1	1	1	3	2
West Asian (e.g., Iranian, Afghan, etc.)	n/a	1	n/a	n/a	n/a	n/a	n/a	2	2	4	1	2
Black	n/a	1	n/a	n/a	n/a	n/a	n/a	2	2	1	1	1
Indigenous	n/a	-	n/a	n/a	n/a	n/a	n/a	1	1	1	1	1
Mixed race	n/a	-	n/a	n/a	n/a	n/a	n/a	1	-	1	-	1
Japanese	n/a	1	n/a	n/a	n/a	n/a	n/a	2	2	1	1	<1
Arab	n/a	1	n/a	n/a	n/a	n/a	n/a	1	<1	1	1	-
Other	n/a	4	n/a	n/a	n/a	n/a	n/a	1	1	2	2	1

¹ Source: Mustel – 2,000 surveys conducted among Metro Vancouver residents in March, May, September and December 2014 Omnibus waves.
² Percentaged among those who gave a response (i.e., not the full sample).

Appendix: Survey Instrument



- a. At what station did you board the West Coast Express today? **CIRCLE ANSWER.**
 b. At what station will you get off the West Coast Express today? **CIRCLE ANSWER.**

AM WESTBOUND TRIPS	QUOTA COLUMN	
	ON Stop	OFF Stop
Mission	1	
Port Haney	2	2
Maple Meadows	3	3
Pitt Meadows	4	4
Port Coquitlam	5	5
Coquitlam	6	6
Port Moody	7	7
Waterfront		

PM EASTBOUND TRIPS	ON Stop
	Waterfront
Port Moody	7
Coquitlam	6
Port Coquitlam	5
Pitt Meadows	4
Maple Meadows	

PREVEYING:

This morning, how did you

PREVEYING:

This afternoon, how did you

MODES:

INTERVIEWER: CLARIFY A

- Walked to the station
- Carpooled / vanpooled / got c
- Bicycle
- Motorcycle
- Taxi
- Drove alone (SOV)



TransLink Customer Service

Interviewer Name: _____

A1. Date:

	<u>M</u>	<u>I</u>	<u>W</u>
	12	13	14
Sept	19	20	21

A2. Train Departure Time:

	<u>Train 1</u>	<u>Train 2</u>
AM-Train Left Mission at	5:25 AM	5:50 AM
	<input type="checkbox"/>	<input type="checkbox"/>

PM-Train Left Waterfront at

	<u>Train 6</u>	<u>Train 7</u>
	3:50 PM	4:15 PM
	<input type="checkbox"/>	<input type="checkbox"/>

Hello, my name is _____ from Ipsos (a Vancouver-based research firm) and I am conducting a survey about the service on West Coast Express. Please take a few minutes to answer some questions?

A3. To the best that you recall, did you use the service in 2022?

1. Yes 2. No



A4. Do you or does anyone in your household use the service on West Coast Express?



TransLink Customer Service Performance March 2024

Interviewer Name: _____

A1. Date:

	<u>M</u>	<u>T</u>	<u>W</u>	<u>Th</u>	<u>F</u>
Mar	4	5	6	7	8
Mar	11	12	13	14	15

A2. Train Departure Time:

	<u>Train 1</u>	<u>Train 2</u>	<u>Train 3</u>	<u>Train 4</u>	<u>Train 5</u>
AM-Train Left Mission at	5:25 AM	5:55 AM	6:25 AM	6:55 AM	7:25 AM
	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
	<u>Train 6</u>	<u>Train 7</u>	<u>Train 8</u>	<u>Train 9</u>	<u>Train 10</u>
PM-Train Left Waterfront at	3:50 PM	4:20 PM	4:50 PM	5:30 PM	6:20 PM
	<input type="checkbox"/> ⁶	<input type="checkbox"/> ⁷	<input type="checkbox"/> ⁸	<input type="checkbox"/> ⁹	<input type="checkbox"/> ¹⁰

Hello, my name is _____ from Ipsos (a Vancouver-based research firm). Today we're conducting a survey about the service on West Coast Express. Do you have 8 to 12 minutes before you get off the train to answer some questions?

A3. To the best that you recall, did you participate in a WCE customer service survey in September 2023?

- 1. Yes **THANK AND END INTERVIEW**
- 2. No **CONTINUE**

A4. Do you or does anyone in your household work for TransLink, Coast Mountain Bus Company, SeaBus, SkyTrain or West Coast Express?

- 1. Yes **THANK AND DISCONTINUE**
- 2. No **CONTINUE**



Q1a. At what station did you board the West Coast Express today? **CIRCLE ANSWER.**

Q1b. At what station will you get off the West Coast Express today? **CIRCLE ANSWER.**

<u>AM</u> <u>WESTBOUND</u> TRIPS	QUOTA COLUMN	
	ON Stop	OFF Stop
Mission	1	
Port Haney	2	2
Maple Meadows	3	3
Pitt Meadows	4	4
Port Coquitlam	5	5
Coquitlam	6	6
Port Moody	7	7
Waterfront		8

<u>PM</u> <u>EASTBOUND</u> TRIPS	QUOTA COLUMN	
	ON Stop	OFF Stop
Waterfront	8	
Port Moody	7	7
Coquitlam	6	6
Port Coquitlam	5	5
Pitt Meadows	4	4
Maple Meadows	3	3
Port Haney	2	2
Mission		1

AM SURVEYING:

Q1c. This morning, how did you get to the station to board the train? **INDICATE UP TO 2 MODES.**

PM SURVEYING:

Q1c. This afternoon, how did you get to the station to board the train? **INDICATE UP TO 2 MODES.**

INTERVIEWER: CLARIFY ANY CAR/DRIVING RESPONSES GIVEN IN THE AFTERNOON

- ¹ Walked to the station
- ² Carpooled / vanpooled / got a ride
- ³ Bicycle
- ⁴ Motorcycle
- ⁵ Taxi
- ⁶ Drove alone (SOV)
- ⁷ Bus / shuttle → **specify route #:** _____
- ⁸ SkyTrain → Was it the Canada Line?
 - ¹ Yes
 - ² No
- ⁹ Other (specify) _____

AM SURVEYING:

Q1d. And when you get off the train this **morning**, how will you get from the station to your destination? **INDICATE UP TO 2 MODES.**

PM SURVEYING:

Q1d. And when you get off the train this **afternoon**, how will you get from the station to your destination? **INDICATE UP TO 2 MODES.**

INTERVIEWER: CLARIFY ANY CAR/DRIVING RESPONSES GIVEN IN THE MORNING

- | | |
|--|---|
| <input type="checkbox"/> ¹ Walk from the station | <input type="checkbox"/> ⁷ Bus / shuttle → specify route #: _____ |
| <input type="checkbox"/> ² Carpool/vanpool / get a ride | <input type="checkbox"/> ⁸ SkyTrain→Is it the Canada Line? |
| <input type="checkbox"/> ³ Bicycle | <input type="checkbox"/> ¹ Yes |
| <input type="checkbox"/> ⁴ Motorcycle | <input type="checkbox"/> ² No |
| <input type="checkbox"/> ⁵ Taxi | <input type="checkbox"/> ⁹ Other (specify)_____ |
| <input type="checkbox"/> ⁶ Drive alone (SOV) | |

Q2. How many one-way trips have you made on transit, that is, bus, SeaBus, SkyTrain (including Canada Line) and West Coast Express in the last seven days?
 A one-way trip is any trip to a single destination. For example, a trip to and from work would count as two one-way trips.

NOTE TO INTERVIEWER: A TRIP TO AND FROM WORK USING THREE MODES (E.G., BUS, SEABUS AND SKYTRAIN) WOULD BE TWO ONE-WAY TRIPS ONLY NOT MORE.

TOTAL NUMBER OF ONE-WAY TRIPS _____

Q3. Of the [**# FROM Q2**] one-way trips you made in the last seven days, how many did you make using the...READ **[Q3a-I MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2]**

- | | |
|--|------------------------------------|
| _____ a. West Coast Express only | _____ f. Bus only |
| _____ b. West Coast Express and bus | _____ g. SkyTrain only |
| _____ c. West Coast Express and SkyTrain | _____ h. SeaBus only |
| _____ d. West Coast Express & SkyTrain & bus | _____ i. Bus and SkyTrain |
| _____ e. West Coast Express and another transit mode | _____ j. Bus and SeaBus |
| | _____ k. SkyTrain and SeaBus |
| | _____ l. Bus, SeaBus, and SkyTrain |

- Q4. Of the [# FROM Q2] one-way transit trips you made in the last seven days, how many did you make...? READ [Q4a-d MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2]
- _____ a. Monday to Friday, between 5am and 9:30am
 - _____ b. Monday to Friday, between 9:30am to 3pm
 - _____ c. Monday to Friday, between 3pm and 6:30pm
 - _____ d. Monday to Friday, after 6:30pm
 - _____ e. On a Saturday, Sunday or statutory holiday

- Q5. Of [# FROM Q2] one-way transit trips you made in the last seven days, how many did you make... READ [Q5a-f MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2]
- _____ a. To or from work
 - _____ b. To or from school
 - _____ c. To or from shopping
 - _____ d. For personal business such as the doctor or bank
 - _____ e. For entertainment or social reasons
 - _____ f. For any other purpose

- Q6. Of the [# FROM Q2] one-way transit trips you made in the last seven days, for how many did you use... READ [Q6a-j MUST ADD TO TOTAL NUMBER OF TRIPS IN Q2]

Non-Compass Options (Bus/SeaBus/SkyTrain trips only):

- _____ a. Cash

Compass Ticket Options:

- _____ d. A Single-Ride Compass Ticket

INTERVIEWER, IF REQUIRED: "PAPER TICKET PURCHASED AT WCE OFFICE, OR VENDING MACHINE"

- _____ e. A Return Compass Ticket

INTERVIEWER, IF REQUIRED: "PAPER TICKET PURCHASED AT WCE OFFICE, OR VENDING MACHINE"



Compass Card Options:

_____ f. Return Pass

INTERVIEWER, IF REQUIRED: "SIMILAR TO RETURN COMPASS TICKETS, BUT MAY LOAD UP TO THREE ON A PLASTIC COMPASS CARD FOR FUTURE USE"

_____ g. Stored Value

_____ h. U-Pass BC

_____ i. A West Coast Express Monthly Pass (Calendar Month only)

_____ j. A Government Issued Pass (BC Government Pass, CNIB Pass, War Veteran's Pass)

Other:

_____ k. Other (specify)_____

Q7. Now thinking about your trips on West Coast Express, how many one-way trips do you make in an average week? ONE-WAY TRIPS PER WEEK _____
IF NONE: In an average month, how many one-way trips do you make on West Coast Express? ONE-WAY TRIPS PER MONTH _____

Thank you very much with your help so far. For verification purposes only, could I get your name and telephone number?

NAME_____ PHONE #_____

I would like you to complete the next set of questions and return them to me. There are six pages in total - it should only take a few minutes.

HAND THE REMAINDER OF THE QUESTIONNAIRE TO THE RESPONDENT



Thank you very much for completing the remainder of the survey.

Q8. How would you rate the service of West Coast Express overall? Please use a 10-point scale where 10 means excellent and 1 means very poor.

Very Poor Excellent

¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰

Q9. Next I would like you to rate specific attributes of West Coast Express service using the same 10 point scale where 10 means excellent and 1 means very poor. How would you rate West Coast Express in terms of...

a) Staff available to assist with problems

Very Poor Excellent

¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰

↓

Why do you give that rating? PLEASE BE SPECIFIC

b) Providing on-time, reliable service

Very Poor Excellent

¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰

↓

Why do you give that rating? PLEASE BE SPECIFIC

c) Good connections with other transit modes with a reasonable wait time

Very Poor Excellent N/A

¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰ [?]

↓

i) Why do you give that rating? PLEASE BE SPECIFIC

- ¹ Shuttle / bus didn't stop because it was full
- ² Shuttle / bus didn't come
- ³ Shuttle / bus was late getting to the station
- ⁴ Shuttle / bus didn't wait for me to board
- ⁵ Other (specify) _____

ii) How long do you feel is reasonable to wait for a connection?

_____ MINUTES

d) Feeling safe from crime on-board and at the station

Very Poor ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ Excellent ¹⁰

Why do you give that rating? PLEASE BE SPECIFIC

e1) Feeling safe from crime in WCE parking lots

Very Poor ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ Excellent ¹⁰ N/A [?]

Why do you give that rating? PLEASE BE SPECIFIC

e) Having enough parking at the WCE parking lots

Very Poor ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ Excellent ¹⁰ N/A [?]

Why do you give that rating? PLEASE BE SPECIFIC

f) Value for the money

Very Poor ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ Excellent ¹⁰

Why do you give that rating? PLEASE BE SPECIFIC

g) Convenient hours of operation

Very Poor ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ Excellent ¹⁰

When would you like the service to be available?

- ¹ Earlier westbound
- ² Later westbound
- ³ Mid-day
- ⁴ Earlier eastbound
- ⁵ Later eastbound
- ⁶ Weekends

h) Frequency of service (how often the trains run during the hours of operation)

Very Poor ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰ Excellent



How frequently should the West Coast Express Run? Every _____ minutes

i) Availability of transit information at the stations

Very Poor ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰ Excellent



Why do you give that rating? PLEASE BE SPECIFIC

j) Trip duration from the time you board to when you get off

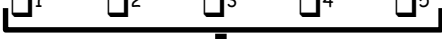
Very Poor ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰ Excellent



Why do you give that rating? PLEASE BE SPECIFIC

k) Delays are announced and explained

Very Poor ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰ Excellent [?] N/A



Why do you give that rating? PLEASE BE SPECIFIC

l) Clean and graffiti-free vehicles and stations

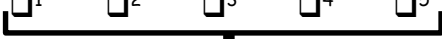
Very Poor ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰ Excellent



Why do you give that rating? PLEASE BE SPECIFIC

m) Courteous, competent and helpful staff

Very Poor ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰ Excellent



Why do you give that rating? PLEASE BE SPECIFIC

n) Safe West Coast Express equipment provides a safe ride

Very Poor Excellent

¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰

Why do you give that rating? **PLEASE BE SPECIFIC**

o) Not being overcrowded

Very Poor Excellent

¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰

What time of day or day of week is crowding a problem? **PLEASE BE SPECIFIC**

Q13. Approximately when did you begin taking West Coast Express?
PLEASE CIRCLE MONTH AND YEAR TO THE BEST OF YOUR RECALL

MONTH: Jan¹ Feb² Mar³ Apr⁴ May⁵ Jun⁶ Jul⁷ Aug⁸ Sep⁹ Oct¹⁰ Nov¹¹ Dec¹²

YEAR: 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009
 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

⁰ CHECK HERE IF THIS IS YOUR FIRST TRIP ON WEST COAST EXPRESS

Q14a. In the past, before you started taking West Coast Express for this trip, what main mode of transportation did you use to reach this destination?

- | | |
|---|---|
| <input type="checkbox"/> ¹ Carpool/vanpool | <input type="checkbox"/> ⁷ Bus |
| <input type="checkbox"/> ² Walk | <input type="checkbox"/> ⁸ Other (specify) _____ |
| <input type="checkbox"/> ³ Bicycle | <input type="checkbox"/> ⁹ N/A - New to the area served by WCE |
| <input type="checkbox"/> ⁴ Motorcycle | |
| <input type="checkbox"/> ⁵ Taxi | |
| <input type="checkbox"/> ⁶ Drove alone (SOV) | |

Q14b. What are the main reasons that you take the West Coast Express rather than some other mode of transportation? **PLEASE INDICATE OR WRITE IN UP TO THREE REASONS**

- ¹ Avoid parking hassles / expense
- ² Avoid driving / traffic / can relax or work on train
- ³ Comfortable seats
- ⁴ Faster than driving
- ⁵ Faster / more direct than other transit modes
- ⁶ Stations are close to my home and / or destination
- ⁷ Save money on gas
- ⁸ Environmental reasons
- ⁹ Other (specify) _____

Q15. Did you have access to a car, van or truck for your trip today rather than taking the West Coast Express?

- ¹ Yes
- ² No

Q16a. Over the past six months, has your use of West Coast Express increased, decreased or remained the same?

- ¹ Increased
- ² Decreased
- ³ Remained the same

Q16b. Why? _____

Q17. On a scale of zero to ten, where "0" means "Not at all likely" and "10" means "Extremely likely", how likely are you to recommend the services provided by West Coast Express to family, friends or colleagues?

- Not at all likely ⁰ ¹ ² ³ ⁴ ⁵ ⁶ ⁷ ⁸ ⁹ ¹⁰ Extremely likely

Lastly, just a few questions to help us understand the general characteristics of our customers.

D1. Please indicate your age:

- | | |
|---|---|
| <input type="checkbox"/> ¹ 18-24 | <input type="checkbox"/> ⁴ 45-54 |
| <input type="checkbox"/> ² 25-34 | <input type="checkbox"/> ⁵ 55-64 |
| <input type="checkbox"/> ³ 35-44 | <input type="checkbox"/> ⁶ 65 and over |

D2. Please indicate your present employment status:

- | | |
|---|--|
| <input type="checkbox"/> ¹ Employed full time (30+ hours/week) | <input type="checkbox"/> ⁵ Not Employed |
| <input type="checkbox"/> ² Employed part time (<30 hours/week) | <input type="checkbox"/> ⁶ Homemaker |
| <input type="checkbox"/> ³ Full time student | <input type="checkbox"/> ⁷ Retired |
| <input type="checkbox"/> ⁴ Part time student | |

D3. Please indicate the highest level of education you have completed:

- | | |
|--|--|
| <input type="checkbox"/> ¹ Some high school or less | <input type="checkbox"/> ³ Vocational / college / technical |
| <input type="checkbox"/> ² Graduated high school | <input type="checkbox"/> ⁴ Some university |
| <input type="checkbox"/> ⁵ Graduated university | |

D4. Please indicate your total annual household income before taxes:

- | | |
|--|--|
| <input type="checkbox"/> ¹ Under \$15,000 | <input type="checkbox"/> ⁶ \$55,000 to under \$65,000 |
| <input type="checkbox"/> ² \$15,000 to under \$25,000 | <input type="checkbox"/> ⁷ \$65,000 to under \$75,000 |
| <input type="checkbox"/> ³ \$25,000 to under \$35,000 | <input type="checkbox"/> ⁸ \$75,000 to under \$85,000 |
| <input type="checkbox"/> ⁴ \$35,000 to under \$45,000 | <input type="checkbox"/> ⁹ \$85,000 to under \$95,000 |
| <input type="checkbox"/> ⁵ \$45,000 to under \$55,000 | <input type="checkbox"/> ¹⁰ \$95,000 or over |

D6. Do you identify as either First Nations, Inuit, or Metis?

- ¹ Yes
² No

D7. Which of the following categories best represents your ethnic or cultural identity? Would you say...?

- ¹ Caucasian
- ² South Asian (e.g., East Indian, Pakistani, Sri Lankan, etc.)
- ³ Chinese
- ⁴ Black
- ⁵ Filipino
- ⁶ Latin American
- ⁷ Arab
- ⁸ Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai, etc.)
- ⁹ West Asian (e.g., Iranian, Afghan, etc.)
- ¹⁰ Korean
- ¹¹ Japanese
- ¹² Another ethnic or cultural identity (specify) _____

D8. Which of the following do you identify yourself as?

- ¹ Male
- ² Female
- ³ Nonbinary/Gender fluid
- ⁴ Other (please specify) _____
- ⁵ Prefer not to say

D5a. What is your home postal code? V _____ - _____
(If you cannot remember your full postal code please write in the first three digits)

D5b. **IF CANNOT RECALL POSTAL CODE:** Can you indicate the two major cross-streets nearest to your home? _____ and _____

On behalf of TransLink and West Coast Express, thank you very much for your time and assistance.