



2016 RIDER SURVEY  
**COMMUNITY DASH**

October 19, 2016

# RIDER SURVEY

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- Examine, Trend Travel Characteristics, Rider Characteristics, Service Ratings
- Methodology matches prior tri-annual surveys
- New questions for TAP Card, LA Mobile App, priorities for service improvement

# SURVEY METHODOLOGY

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- Every other trip surveyed in each direction, for all service days
- Total of 5,903 riders completed questionnaires
- Weekday surveying completed during May, weekend work was May-July; no surveys on holidays or days with major public events

# PRESENTATION

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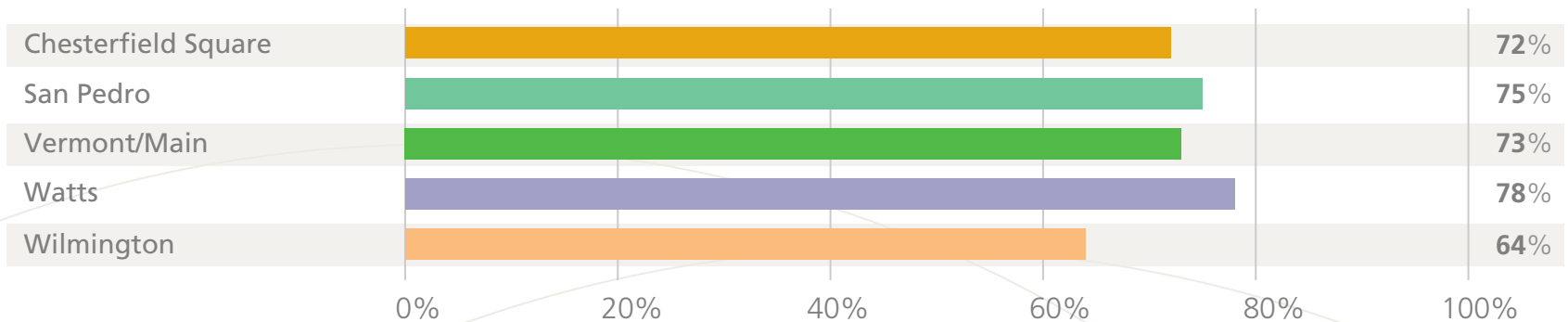
- Rider Profile
- Overall Service Rating by route
- Service Characteristic Ratings by route
- Priority ranking of service improvements by route
- TAP card, Mobile App
- Transferring

# RIDE DASH 4+ DAYS A WEEK

## DASH Valley



## DASH South

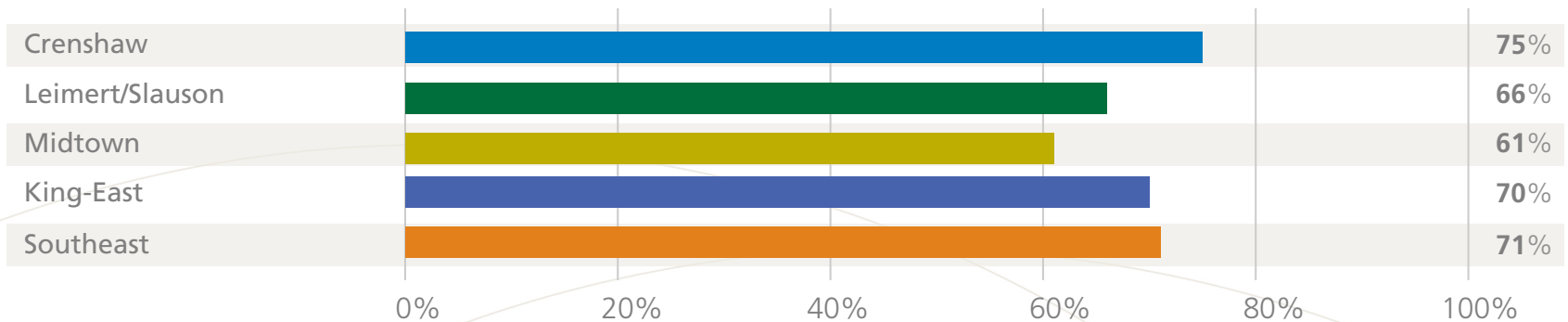


# RIDE DASH 4+ DAYS A WEEK

## DASH Central

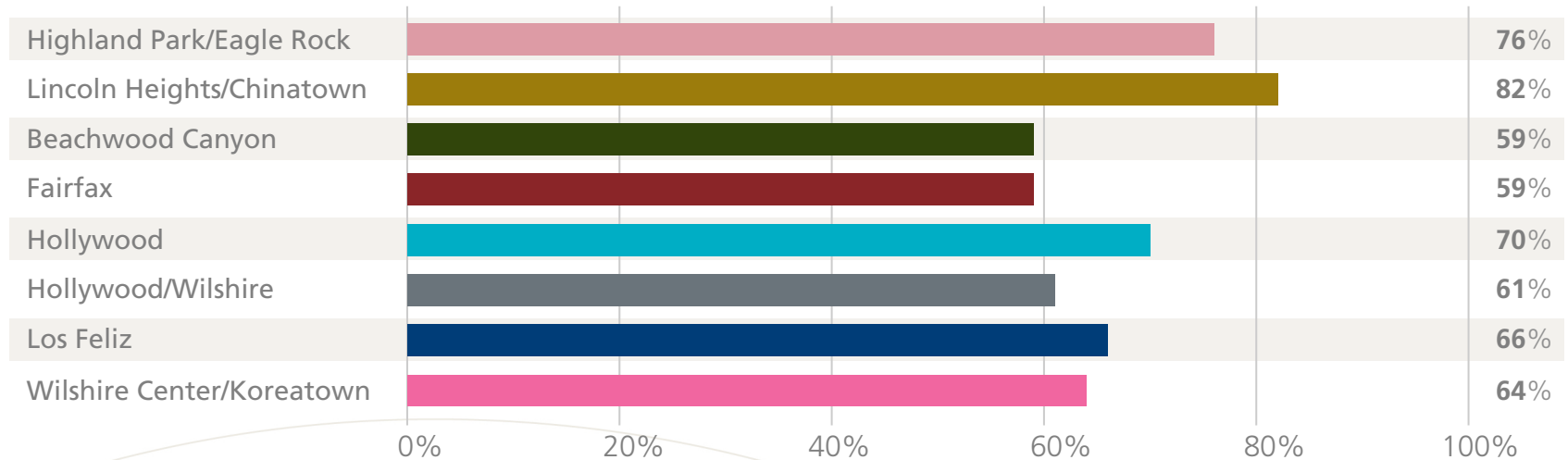


## DASH Mid-City



# RIDE DASH 4+ DAYS A WEEK

## DASH Mid-City cont.

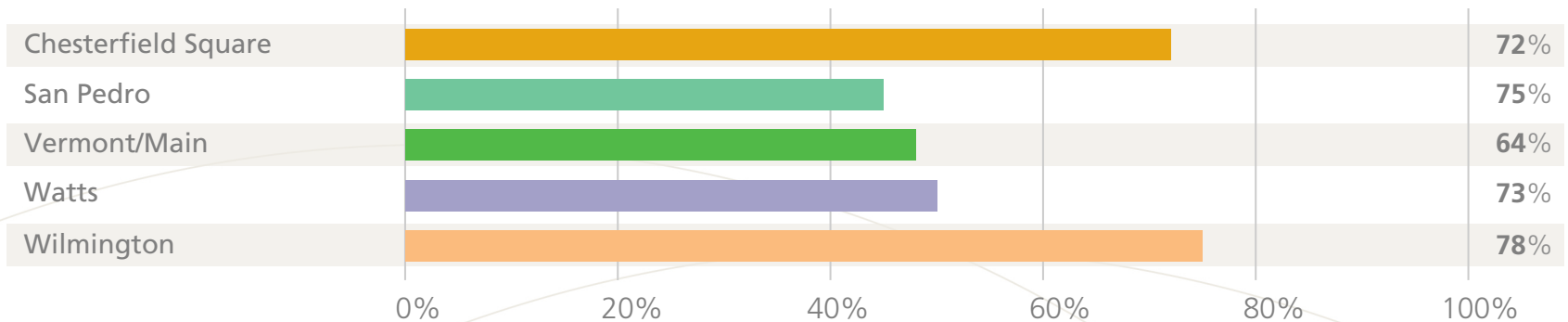


# RIDERS' HOUSEHOLD INCOME: LESS THAN \$20K

## DASH Valley



## DASH South



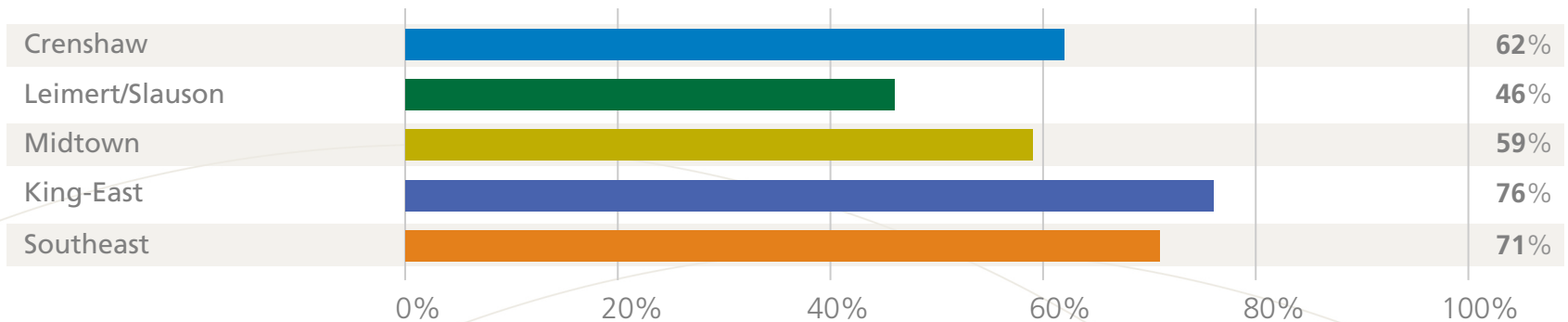


# RIDERS' HOUSEHOLD INCOME: LESS THAN \$20K

## DASH Central

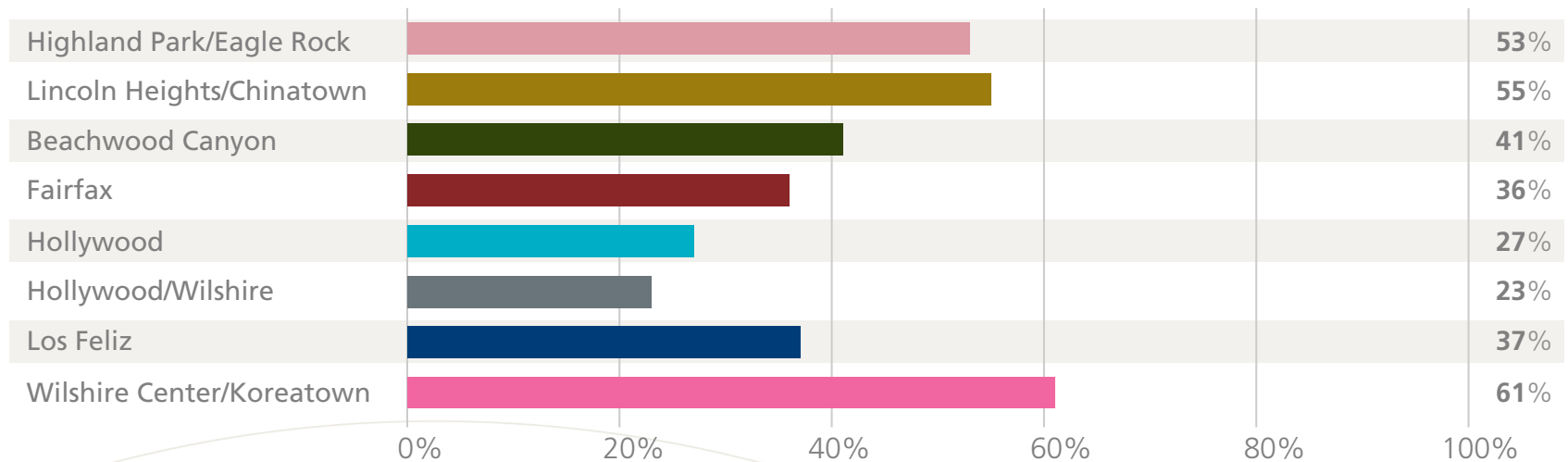


## DASH Mid-City



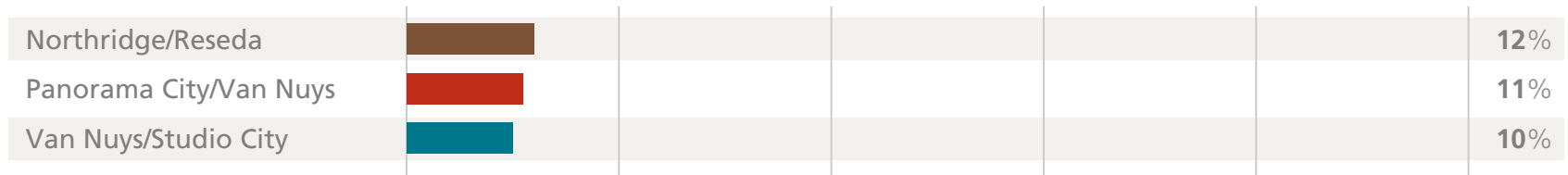
# RIDERS' HOUSEHOLD INCOME: LESS THAN \$20K

## DASH Mid-City cont.

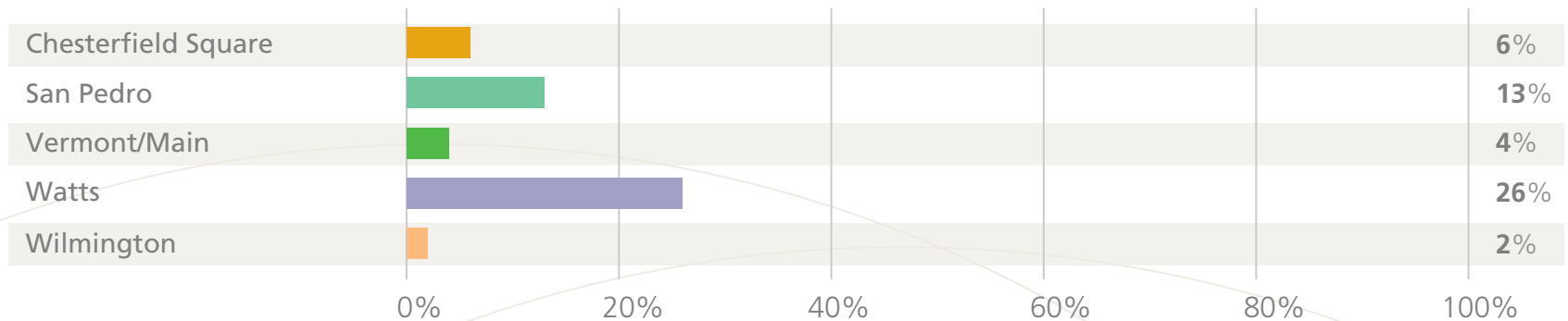


# VEHICLE AVAILABILITY FOR TRIP ON DASH

## DASH Valley

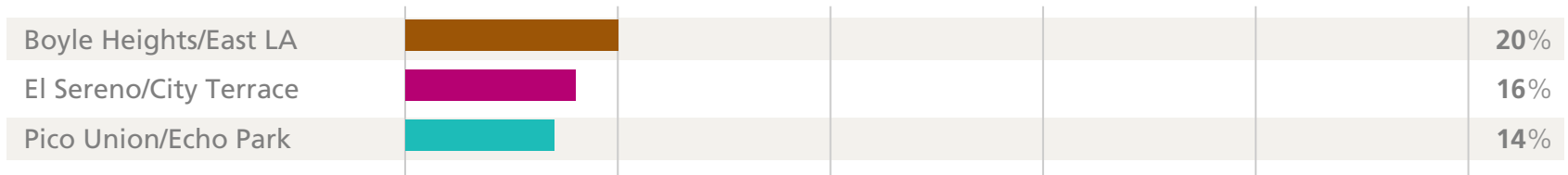


## DASH South

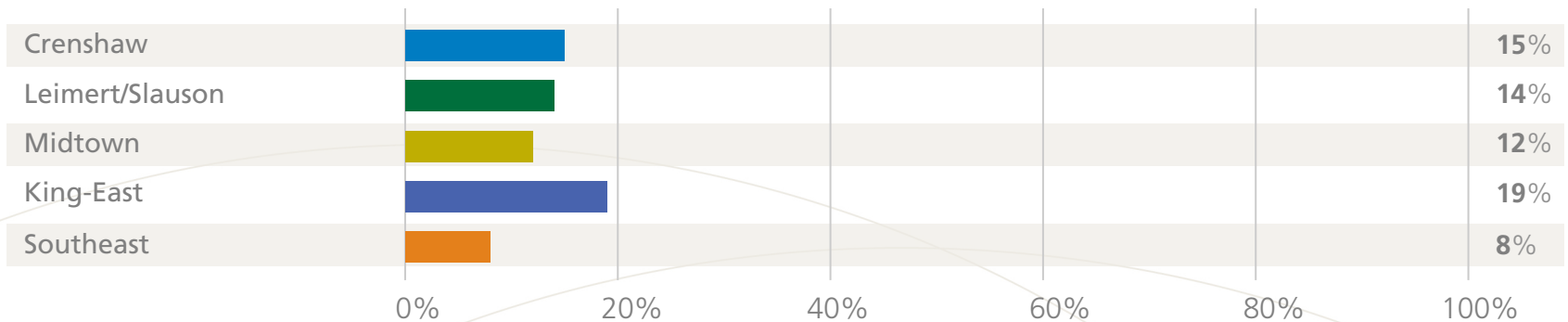


# VEHICLE AVAILABILITY FOR TRIP ON DASH

## DASH Central

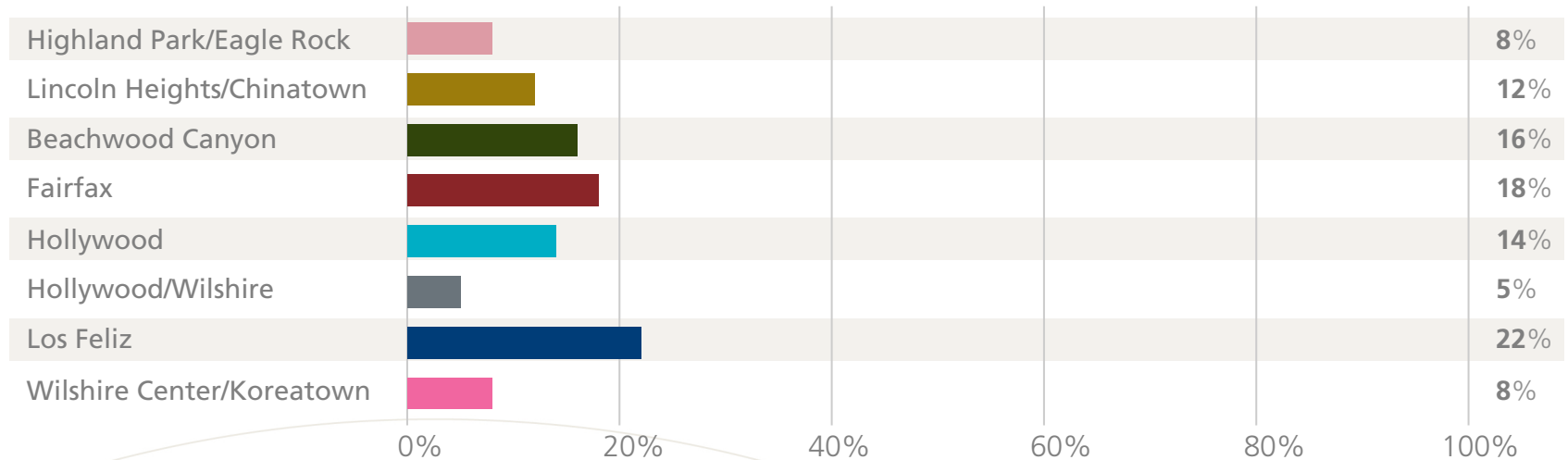


## DASH Mid-City



# VEHICLE AVAILABILITY FOR TRIP ON DASH

## DASH Mid-City cont.

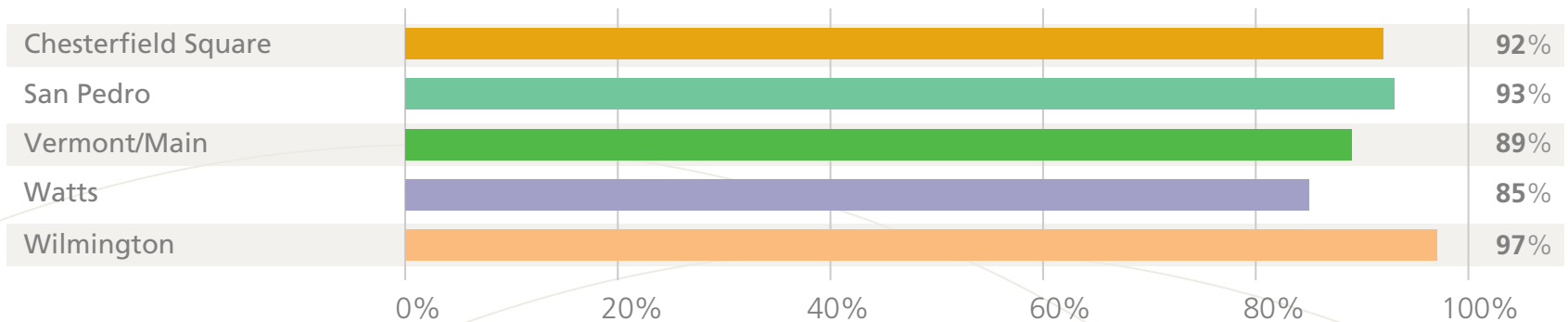


# OVERALL SERVICE RATING (EXCELLENT, VERY GOOD, GOOD)

## DASH Valley



## DASH South

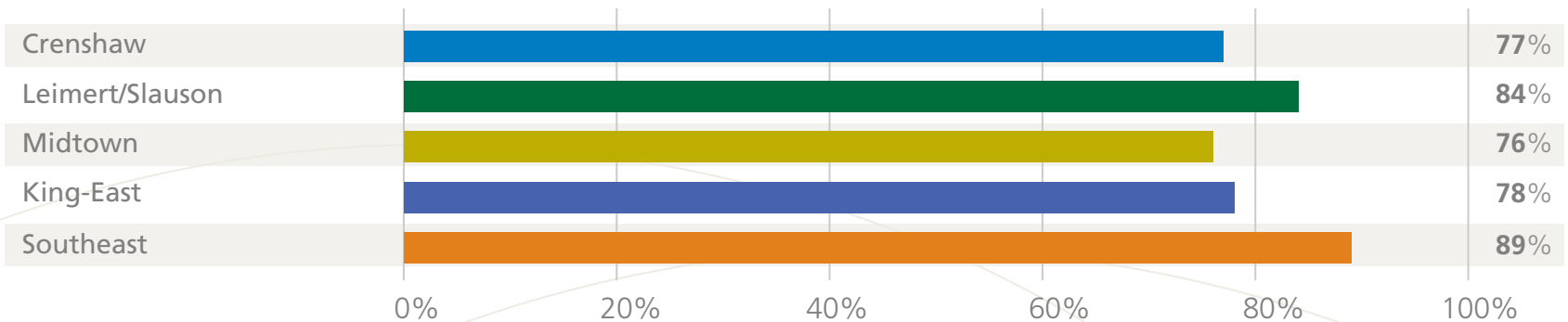


# OVERALL SERVICE RATING (EXCELLENT, VERY GOOD, GOOD)

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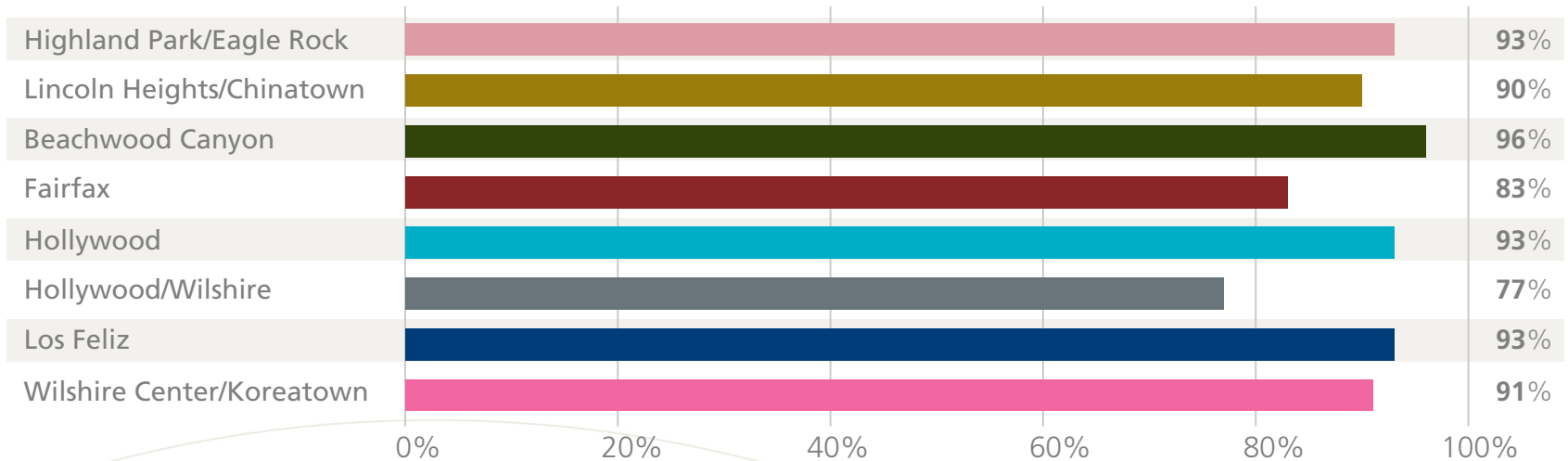


## DASH Mid-City



# OVERALL SERVICE RATING (EXCELLENT, VERY GOOD, GOOD)

## DASH Mid-City cont.



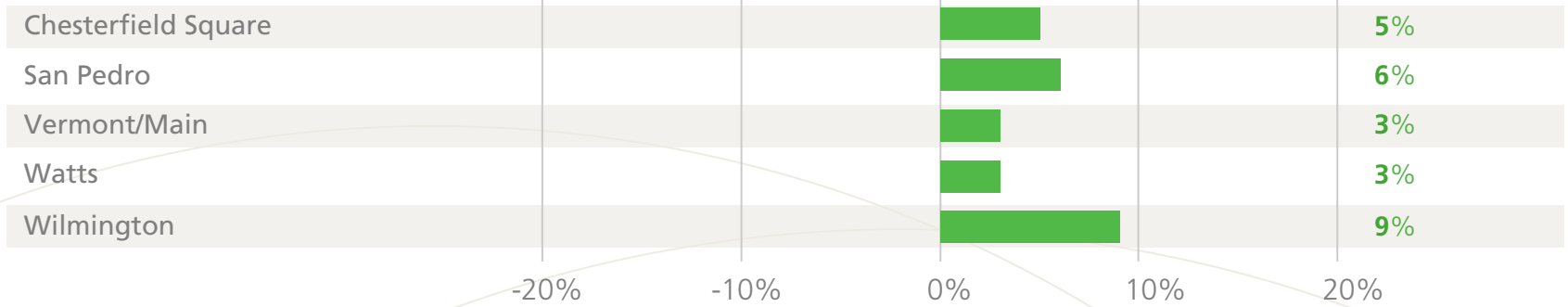


# OVERALL SERVICE RATING (PERCENT CHANGE FROM 2014)

## DASH Valley

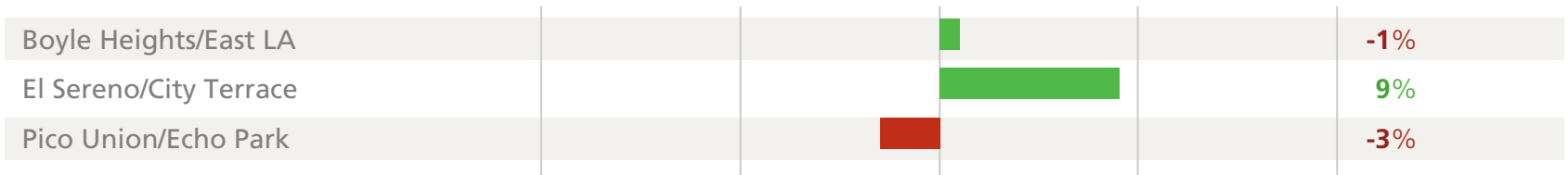


## DASH South

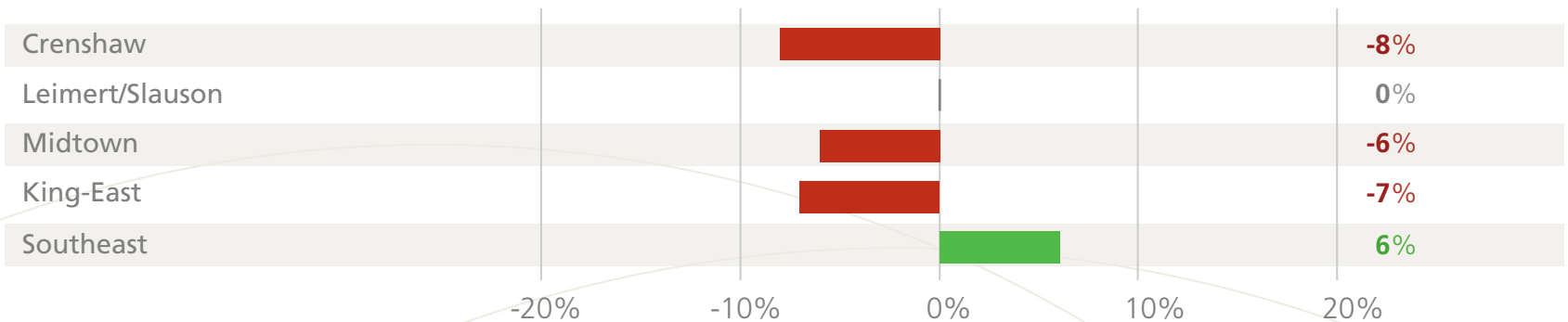


# OVERALL SERVICE RATING (PERCENT CHANGE FROM 2014)

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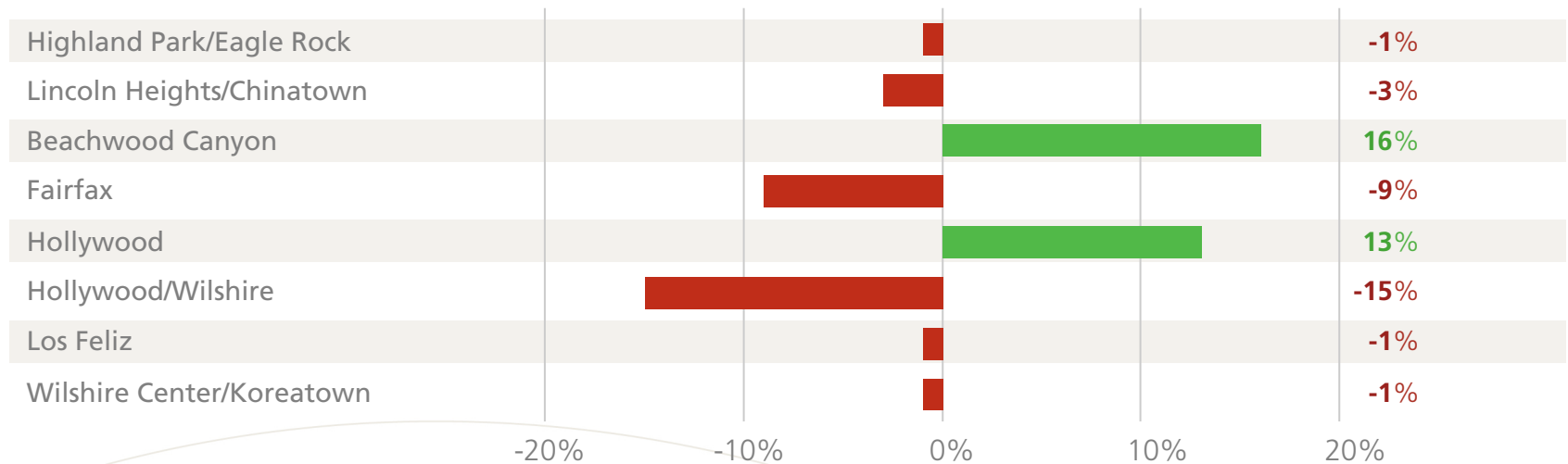


## DASH Mid-City



# OVERALL SERVICE RATING (PERCENT CHANGE FROM 2014)

## DASH Mid-City cont.



# SERVICE CHARACTERISTIC RATINGS: SCORE OF 90% OR HIGHER

## DASH Valley

	Buses arriving on time	Courtesy of drivers	Cleanliness of buses	Fare	Availability of information about the service	Days service is available	Hours service is available	Safety while riding	Safety while waiting at stops	Times between buses	Ability to transfer to other transit services
Northridge/Reseda				●				●			
Panorama City/Van Nuys	●		●	●	●	●		●	●		●
Van Nuys/Studio City			●	●	●						●

## DASH South

Chesterfield Square				●				●			●
San Pedro	●	●	●	●	●	●	●	●	●	●	●
Vermont/Main		●	●	●	●	●	●	●			●
Watts				●							●
Wilmington			●	●	●			●	●		●

# SERVICE CHARACTERISTIC RATINGS: SCORE OF 90% OR HIGHER

## DASH Central

	Buses arriving on time	Courtesy of drivers	Cleanliness of buses	Fare	Availability of information about the service	Days service is available	Hours service is available	Safety while riding	Safety while waiting at stops	Times between buses	Ability to transfer to other transit services
Boyle Heights/East LA			●	●							●
El Sereno/City Terrace		●		●		●	●	●			●
Pico Union/Echo Park											

## DASH Mid-City

Crenshaw			●	●							●
Leimert/Slauson											
Midtown				●				●			
King-East			●	●				●			●
Southeast				●		●		●	●		●

# SERVICE CHARACTERISTIC RATINGS: SCORE OF 90% OR HIGHER

DASH Mid-City cont.	Buses arriving on time	Courtesy of drivers	Cleanliness of buses	Fare	Availability of information about the service	Days service is available	Hours service is available	Safety while riding	Safety while waiting at stops	Times between buses	Ability to transfer to other transit services
Highland Park/Eagle Rock	●	●	●	●	●			●			●
Lincoln Heights/Chinatown	●	●	●	●		●		●	●		●
Beachwood Canyon				●		●		●	●		●
Fairfax											
Hollywood	●	●	●	●	●	●	●	●			●
Hollywood/Wilshire											
Los Feliz	●	●	●	●				●	●		●
Wilshire Center/Koreatown	●	●	●	●		●	●	●	●		●

# SERVICE CHARACTERISTIC RATINGS: GAIN OR LOSS OF 5% OR MORE

DASH Valley	Buses arriving on time	Courtesy of drivers	Cleanliness of buses	Fare	Availability of information about the service	Days service is available	Hours service is available	Safety while riding	Safety while waiting at stops	Times between buses	Ability to transfer to other transit services
Northridge/Reseda		-6%		-14%	-7%	-20%	-16%	-7%			-7%
Panorama City/Van Nuys		+5%	+5%							+8%	
Van Nuys/Studio City		+6%				-11%					

## DASH South

Chesterfield Square	+5%								+6%		
San Pedro	+16%	+10%	+7%		+9%			+6%	+7%	+15%	
Vermont/Main	+19%	+5%	+7%		+6%		+10%	-5%	+5%	+17%	
Watts			-7%						+11%	+10%	
Wilmington	+8%	-10%	+9%	+9%	+5%		-7%	+9%	+11%	+6%	

# SERVICE CHARACTERISTIC RATINGS: GAIN OR LOSS OF 5% OR MORE

## DASH Central

	Buses arriving on time	Courtesy of drivers	Cleanliness of buses	Fare	Availability of information about the service	Days service is available	Hours service is available	Safety while riding	Safety while waiting at stops	Times between buses	Ability to transfer to other transit services
Boyle Heights/East LA	+9%	+9%	+9%					+7%	+8%	+5%	+7%
El Sereno/City Terrace	+19%	+10%	+12%	+10%		+5%		+5%		+16%	
Pico Union/Echo Park				-9%	-9%	-14%	-9%	-11%			

## DASH Mid-City

Crenshaw	+6%	+5%		+19%							
Leimert/Slauson	-9%	-5%		-6%				-9%			-7%
Midtown	-7%	-6%	+6%		-8%		-7%				
King-East	-18%	-5%	+10%			-7%	-5%		+5%		
Southeast	+10%	+10%					+9%		+7%	+15%	



## SERVICE CHARACTERISTIC RATINGS: GAIN OR LOSS OF 5% OR MORE

DASH Mid-City cont.	Buses arriving on time	Courtesy of drivers	Cleanliness of buses	Fare	Availability of information about the service	Days service is available	Hours service is available	Safety while riding	Safety while waiting at stops	Times between buses	Ability to transfer to other transit services
Highland Park/Eagle Rock						-7%	+5%		+5%	-20%	
Lincoln Heights/Chinatown	-9%				-5%	-14%					
Beachwood Canyon	+13%						+7%		+5%	+13%	
Fairfax	-23%		-9%	-11%	-9%	-14%	-9%	-8%	-10%		-14%
Hollywood											
Hollywood/Wilshire	-19%	-18%	-15%	-17%	-12%	-12%		-22%	-18%		-17%
Los Feliz	-12%				-5%		-8%				
Wilshire Center/Koreatown	+10%	+5%					+6%			+11%	+5%

# SERVICE IMPROVEMENT PRIORITIZATION

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## **ADD SUNDAY SERVICE** (1 & 2 Priority)

1. Beachwood Canyon, Boyle Heights/East LA, Highland Park/Eagle Rock, Leimert/Slauson, Lincoln Heights/Chinatown, Northridge/Reseda, Wilshire Center/Koreatown, Pico Union/Echo Park, Vermont/Main
2. Crenshaw, King-East, Midtown, Hollywood, Van Nuys/Studio City

# SERVICE IMPROVEMENT PRIORITIZATION

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## **MORE SUNDAY SERVICE** (1 & 2 Priority)

1. Wilshire Center/Koreatown, Pico Union/Echo Park
2. Southeast

# SERVICE IMPROVEMENT PRIORITIZATION

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## **MORE FREQUENT SERVICE** (1 & 2 Priority)

1. Fairfax, Hollywood/Wilshire, King-East, Lincoln Heights/Chinatown, Los Feliz, Midtown, Panorama City/Van Nuys, Chesterfield Square, El Sereno/City Terrace, Hollywood, Southeast
2. Beachwood Canyon, Highland Park/Eagle Rock, Leimert/Slauson, Watts, Wilmington, Vermont/Main

# SERVICE IMPROVEMENT PRIORITIZATION

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## LATER PM SERVICE (1 & 2 Priority)

1. Crenshaw, Panorama City/Van Nuys, San Pedro, Watts, Wilmington, Van Nuys/Studio City
2. Boyle Heights/East LA, Fairfax, Los Feliz, Northridge/Reseda, Chesterfield Square

# SERVICE IMPROVEMENT PRIORITIZATION

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## OTHER IMPROVEMENTS

- More benches/shelters:
  - San Pedro #2, El Sereno/City Terrace #2
- Add Saturday service
  - Hollywood/Wilshire #2
- More Saturday service
  - Pico Union/Echo Park #2, Wilshire Center/Koreatown #2

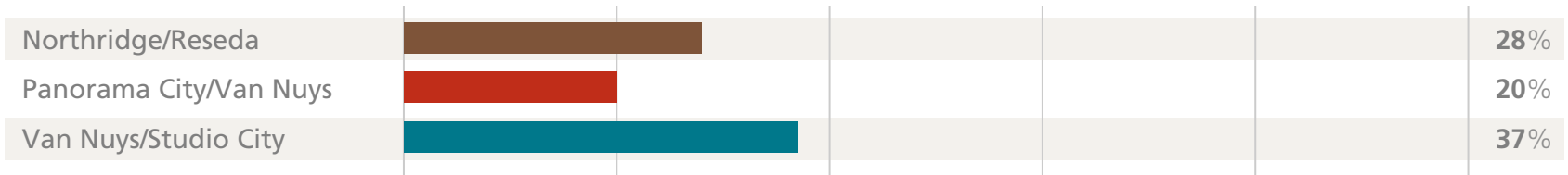
# SERVICE IMPROVEMENT PRIORITIZATION

## +25% OR MORE OF THE RIDERS' SELECTION

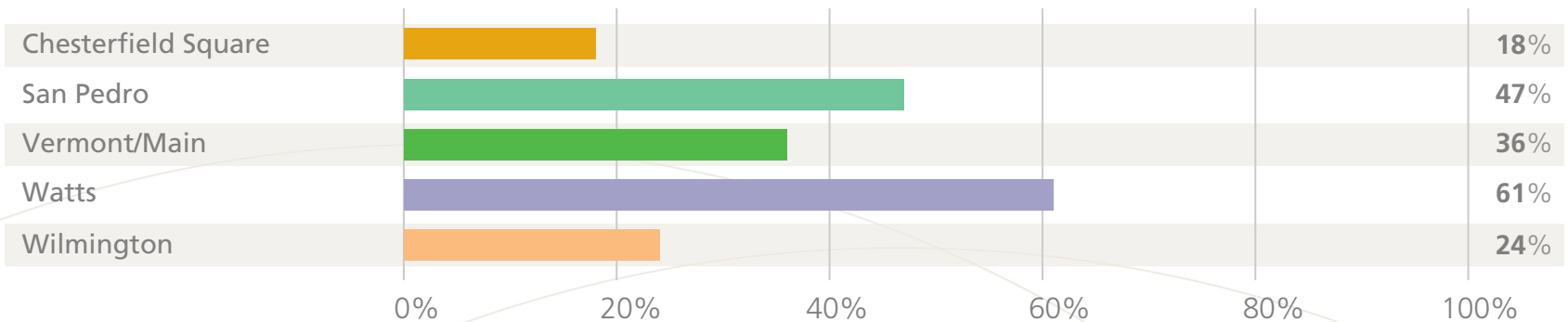
More Frequent Service	+ Sunday Service	+ Saturday Service	+ Later PM Service
Beachwood Canyon 25%	Beachwood Canyon 32%	Hollywood/Wilshire 25%	Crenshaw 25%
Fairfax 36%	Highland Park/Eagle Rock 61%	Pico Union/Echo Park 26%	Van Nuys/Studio City 30%
Hollywood/Wilshire 31%	King-East 28%		
King-East 31%	Leimert/Slauson 27%		
Lincoln Heights/Chinatown 29%	Lincoln Heights/Chinatown 29%		
Los Feliz 31%	Northridge/Reseda 33%		
Midtown 31%	Pico Union/Echo Park 27%		
Chesterfield Square 28%	Vermont/Main 67%		
Hollywood 27%			
Southeast 32%			

# 'DO YOU HAVE A TAP CARD'

## DASH Valley



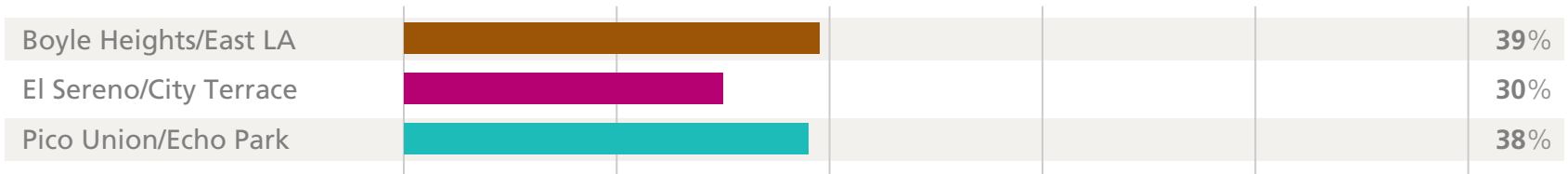
## DASH South



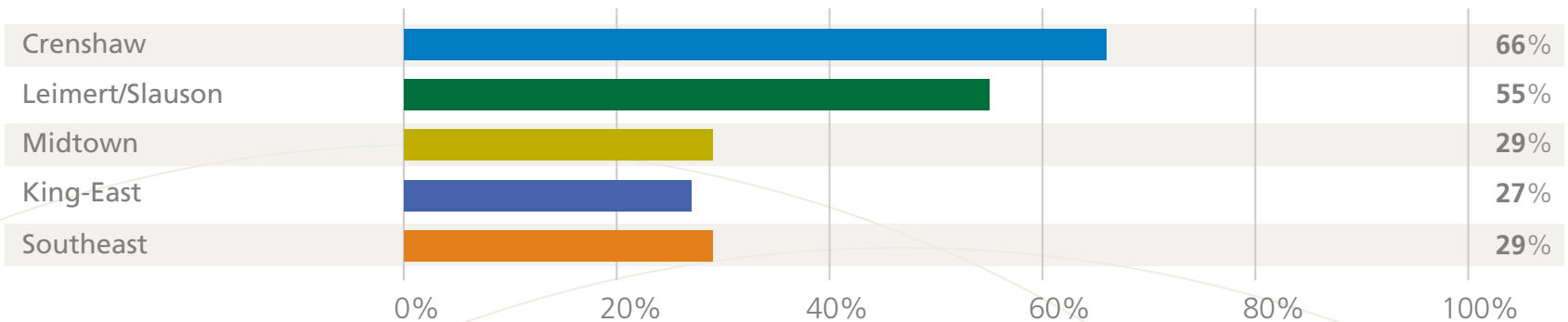


# 'DO YOU HAVE A TAP CARD'

## DASH Central

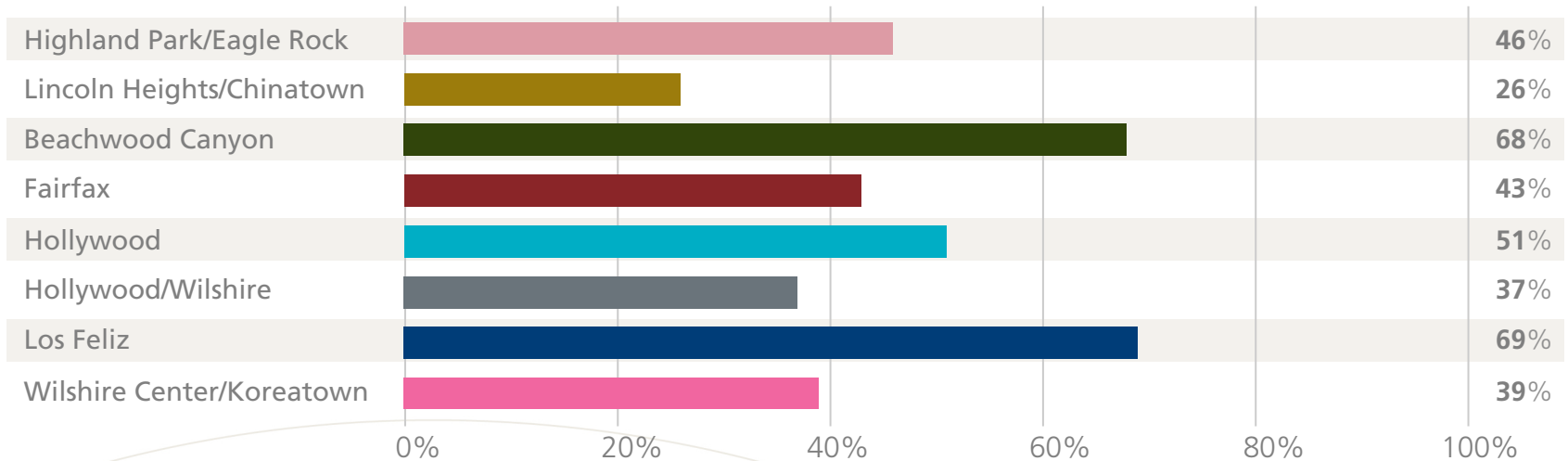


## DASH Mid-City



# 'DO YOU HAVE A TAP CARD'

## DASH Mid-City cont.

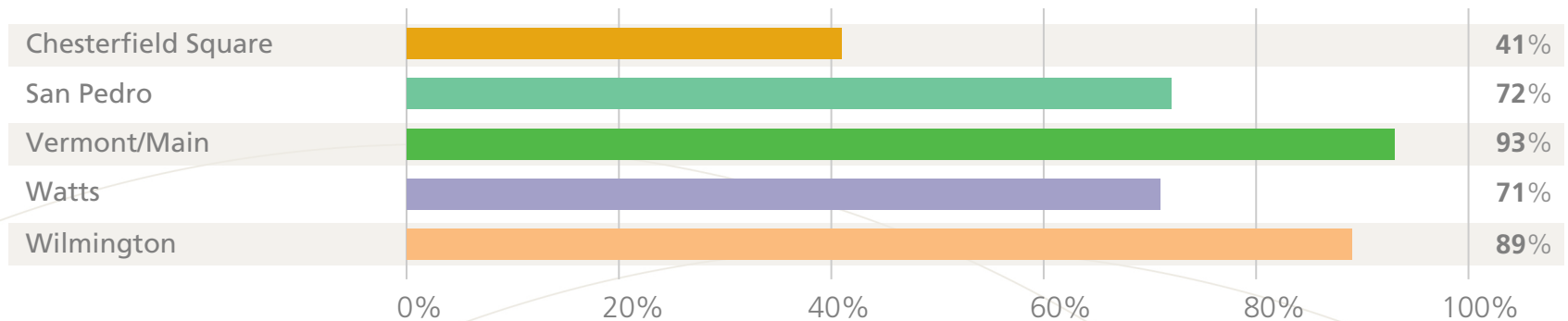


# TAP CARD USE FOR DASH FARE

## DASH Valley



## DASH South

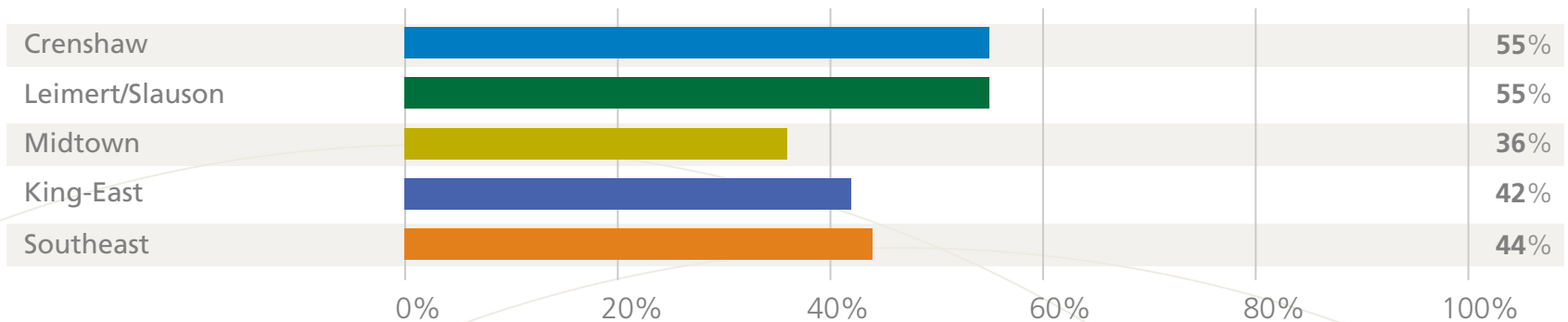


# TAP CARD USE FOR DASH FARE

## DASH Central

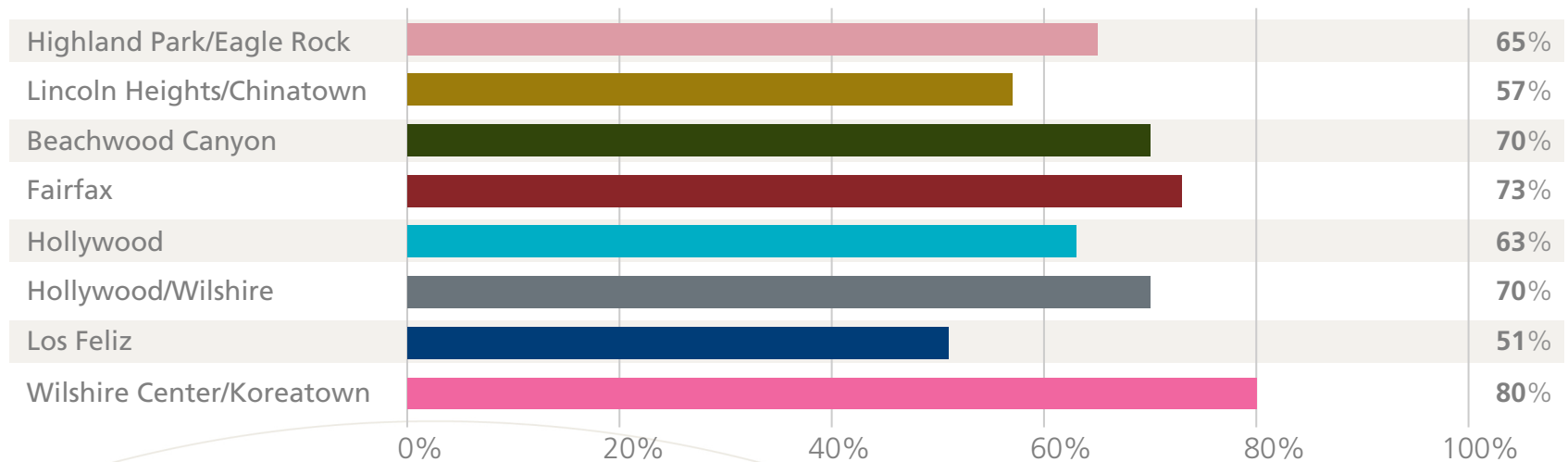


## DASH Mid-City



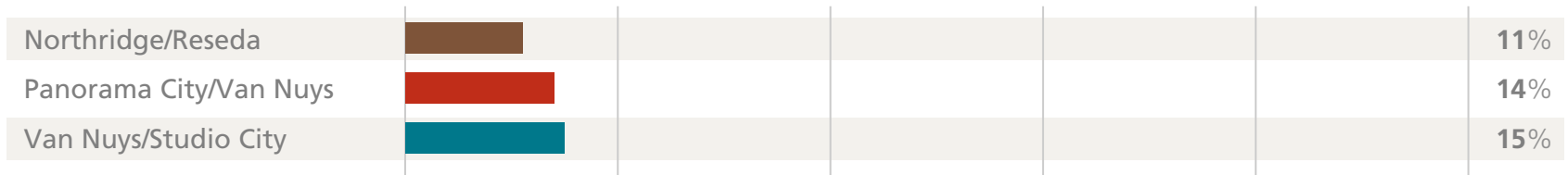
# TAP CARD USE FOR DASH FARE

## DASH Mid-City cont.

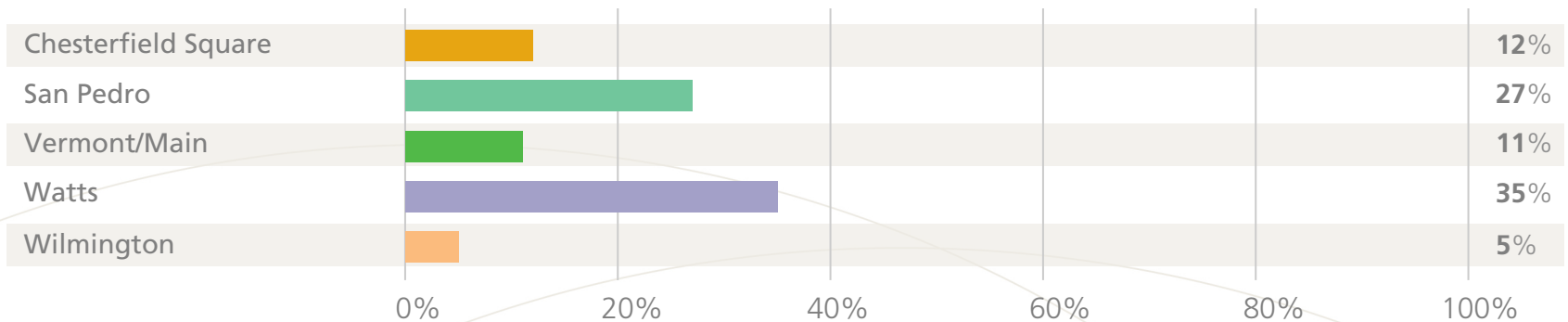


# MOBILE APP AWARENESS

## DASH Valley

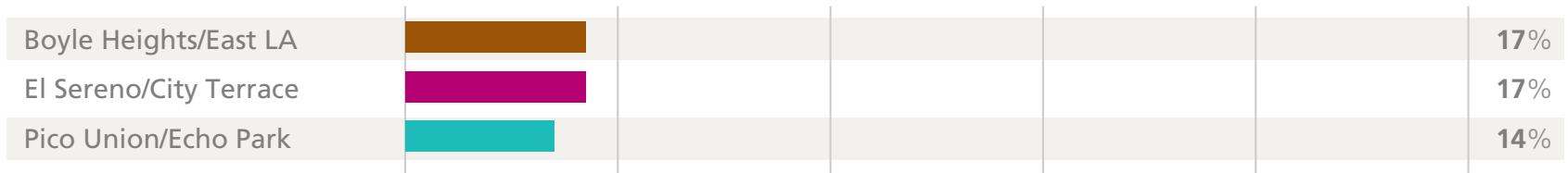


## DASH South

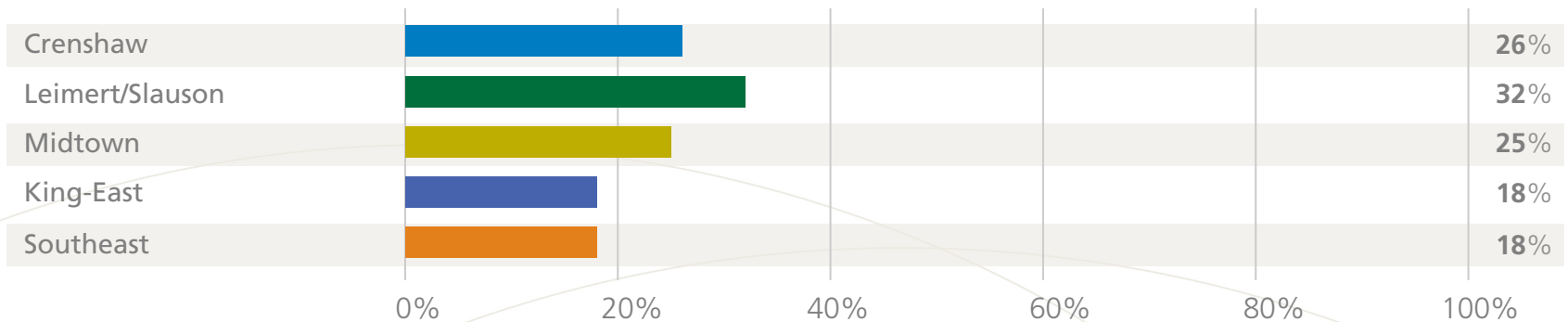


# MOBILE APP AWARENESS

## DASH Central

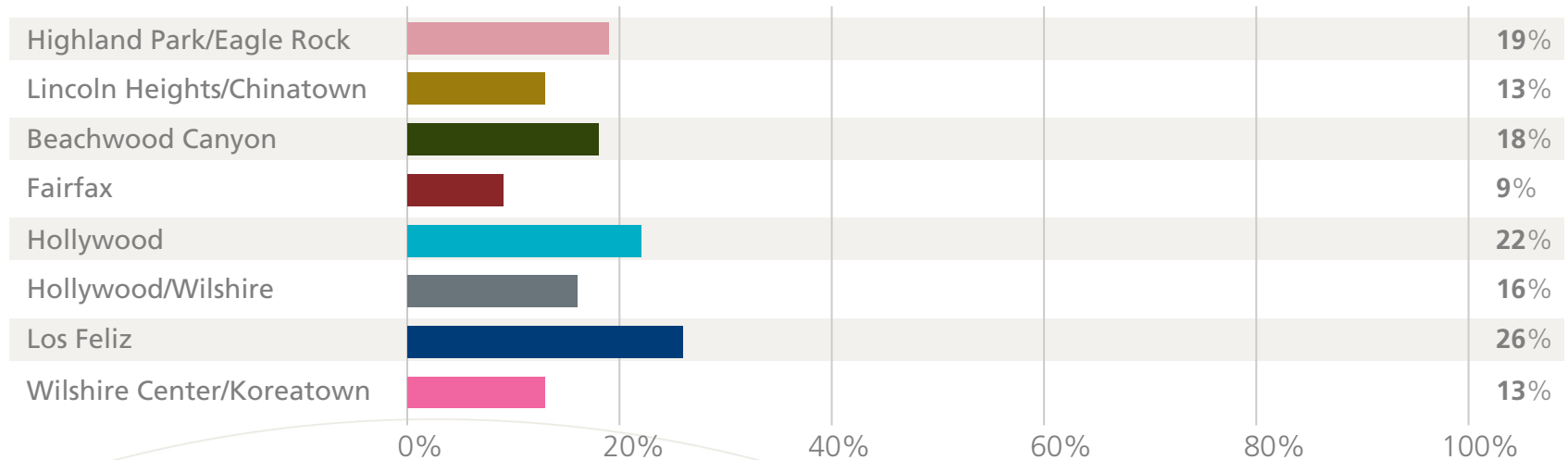


## DASH Mid-City



# MOBILE APP AWARENESS

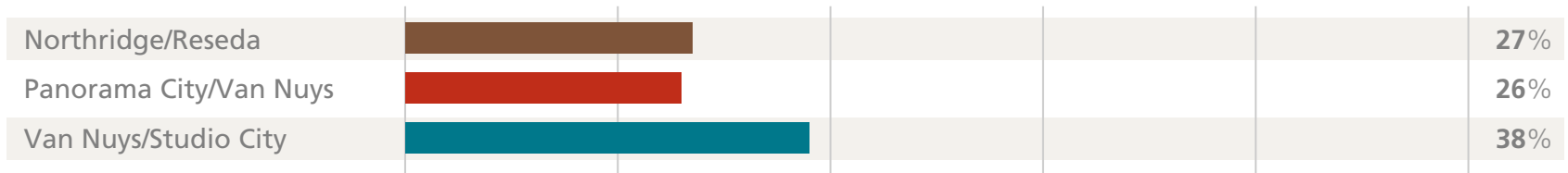
## DASH Mid-City cont.



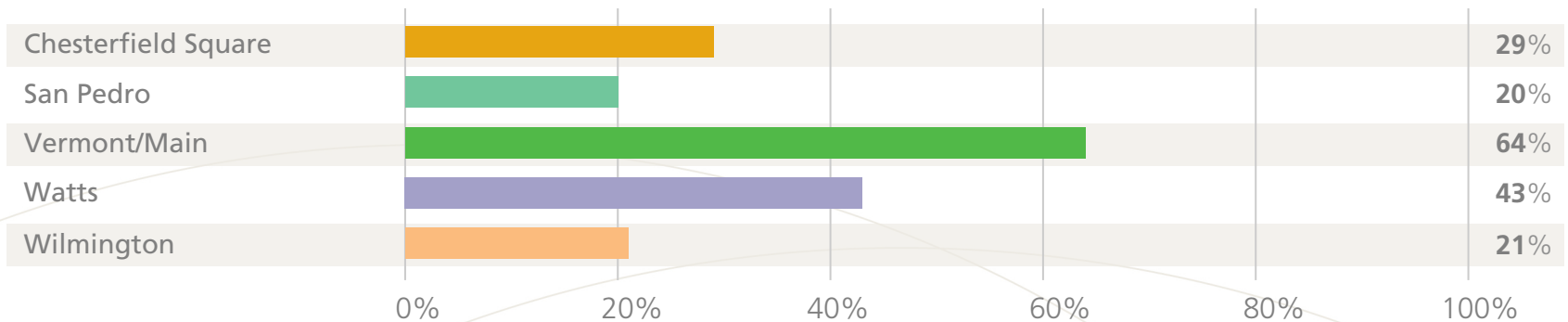


# TRANSFER RATE

## DASH Valley

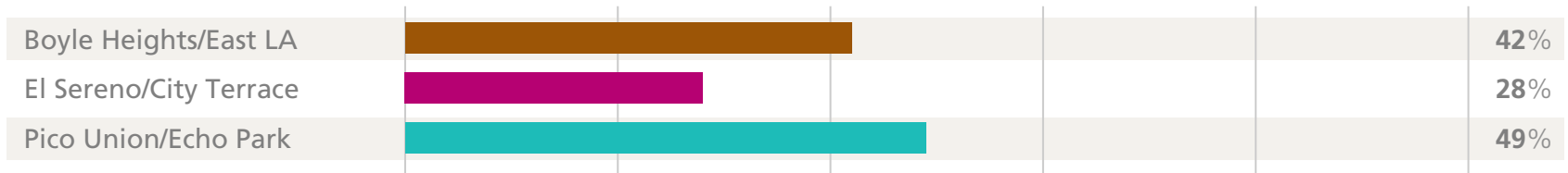


## DASH South

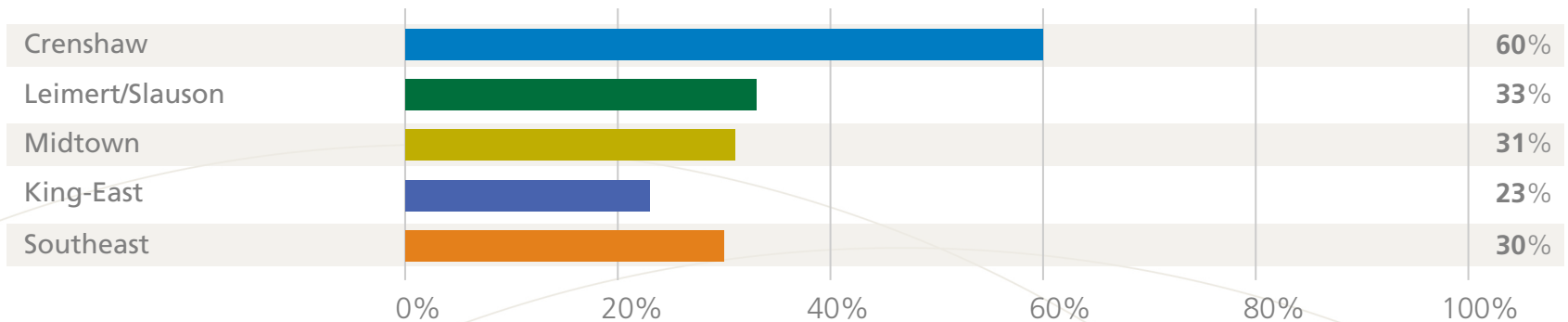


# TRANSFER RATE

## DASH Central

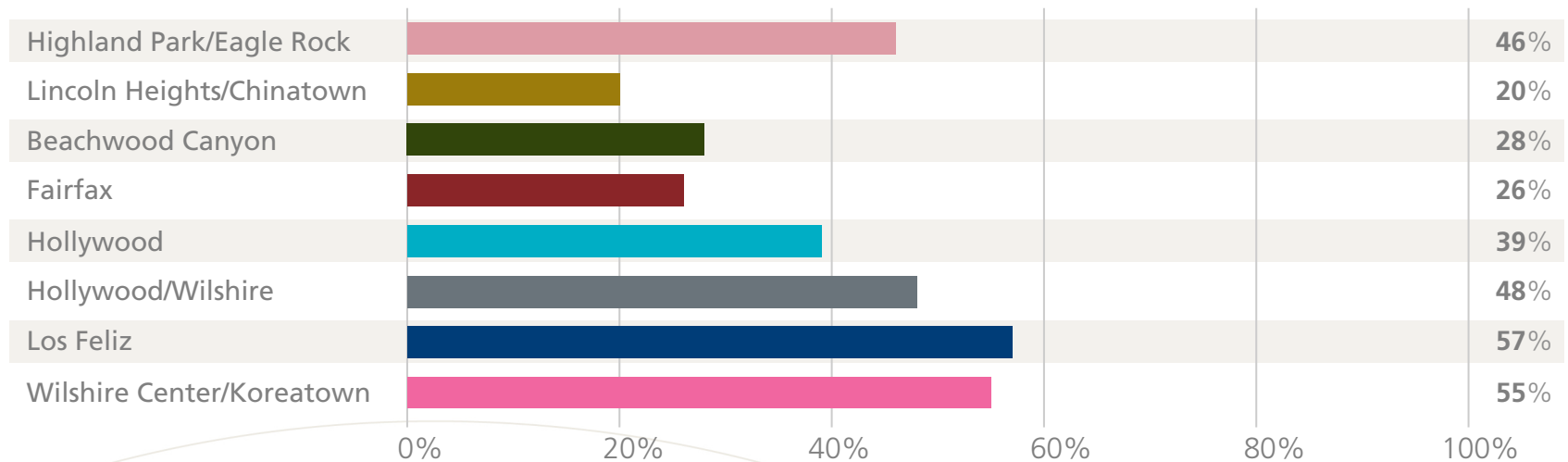


## DASH Mid-City



# TRANSFER RATE

## DASH Mid-City cont.



# DASH ACTION ITEMS

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## IMPROVE ON TIME PERFORMANCE

- Northridge/Reseda, Van Nuys/Studio City, Leimert/Slauson, Midtown, King-East, Lincoln Heights/Chinatown, Hollywood/Wilshire, Los Feliz

## EXPAND SHELTERS AND BENCHES

- Work with Outfront/DeCaux to expand shelters and benches

# DASH ACTION ITEMS

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## INCREASE TAP CARD PURCHASE /UTILIZATION

- Significant number of routes where riders do not have a TAP card at all
- Schedule van trips and on board promotions