



2016 RIDER SURVEY
DASH DOWNTOWN

January 18, 2017

RIDER SURVEY

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

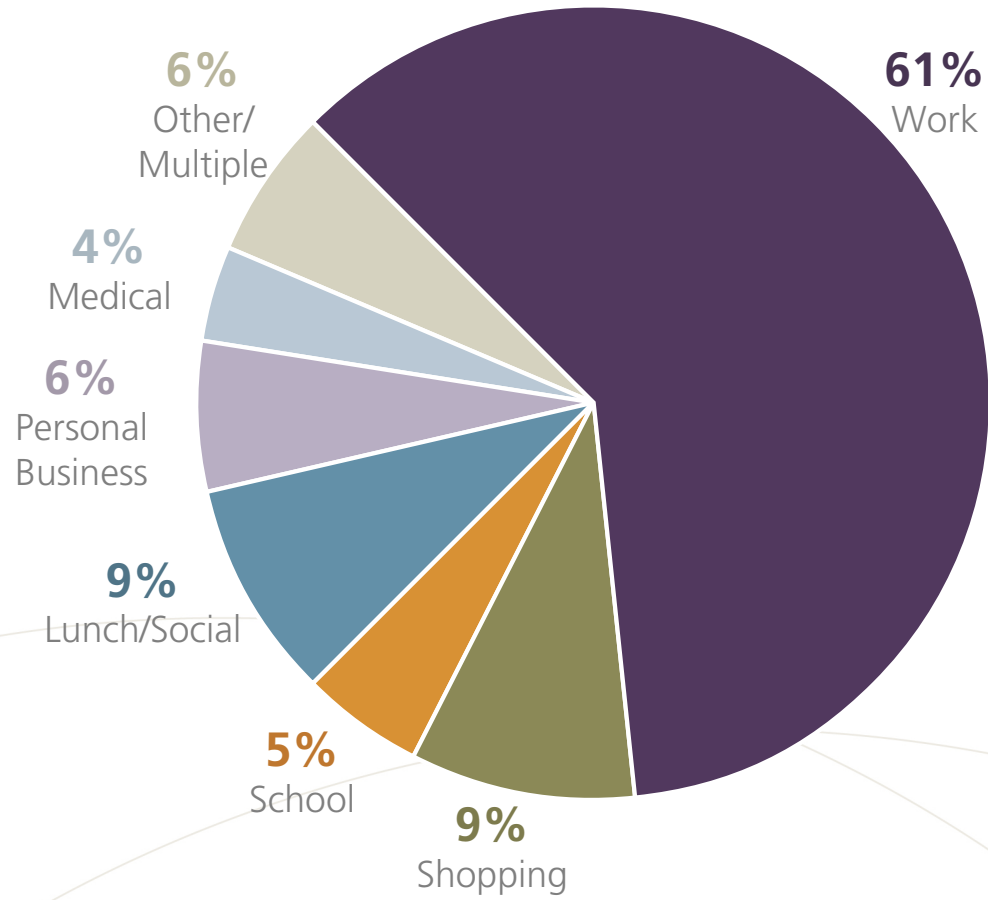
SURVEY METHODOLOGY

- Random sample of trips by route based on ridership; designed to gain at least 400 interviews per route (weekday)
- Saturday and Sunday every trip is surveyed except Route E Saturday when every other trip is done due to ridership volume
- Total of 2,684 weekday riders completed questionnaires
- Surveying over one week and two weekends, Spring 2016

TOP 5 FINDINGS

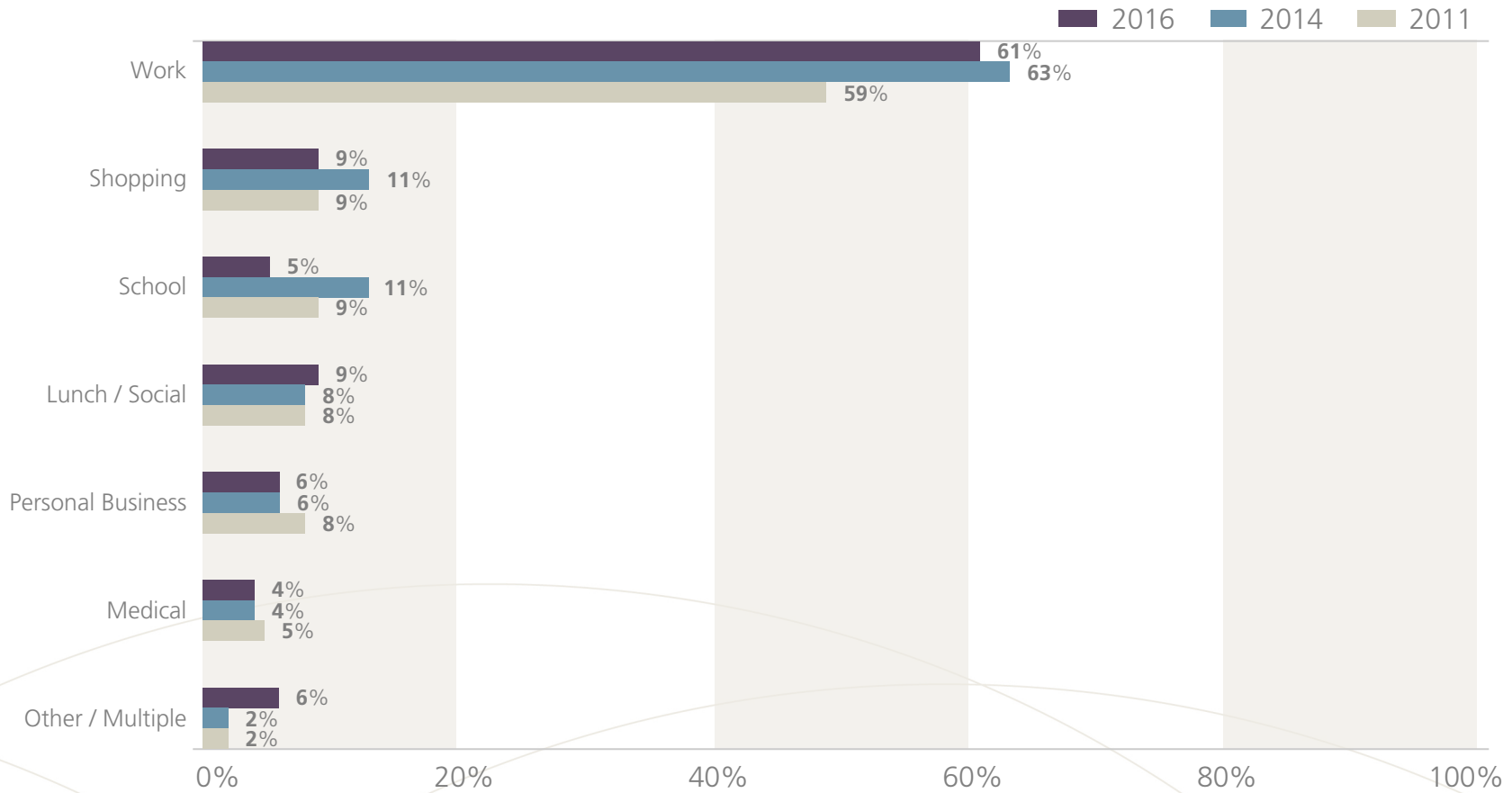
- The overall service rating did not change from a very high 89%, **however Excellent and Very Good ratings declined by 9%**
- 23% of the people who have a TAP card do not use it to pay their DASH fare
- DASH riders have gotten younger (25-44 up 10%), and more wealthy (18%, \$100K+)
- More frequent service is the number one service priority especially among people who rate the service less favorably
- The percentage who use DASH for work declined by just 2%, 5 day a week riders declined by 5%

TRIP PURPOSE



TRIP PURPOSE

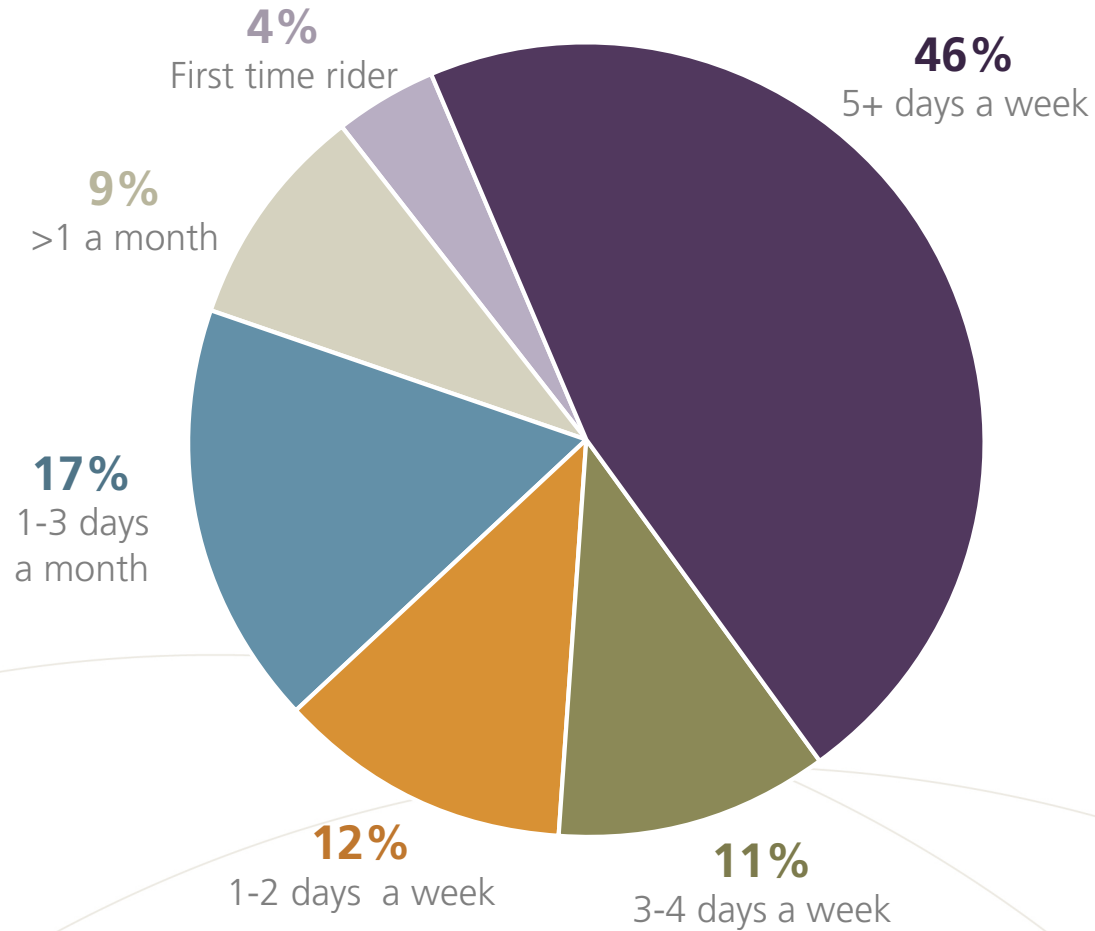
SURVEYED: 2011, 2014, 2016



TRIP PURPOSE BY ROUTE: TOP 2

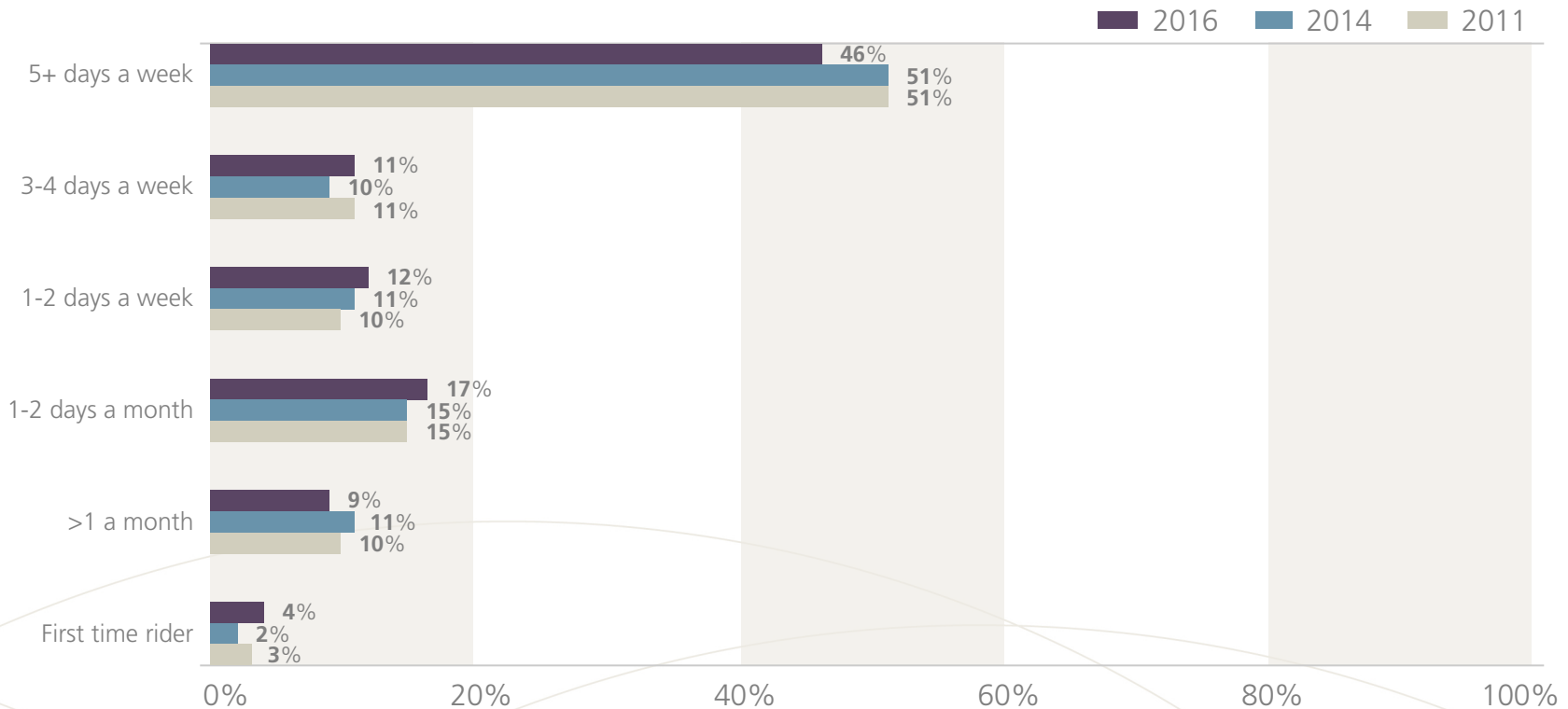
ROUTE A	ROUTE B	ROUTE D	ROUTE E	ROUTE F
61% WORK	57% WORK	70% WORK	60% WORK	57% WORK
11% LUNCH/SOCIAL	17% LUNCH/SOCIAL	5% PERSONAL BUSINESS	16% SHOPPING	11% SCHOOL

TRAVEL FREQUENCY



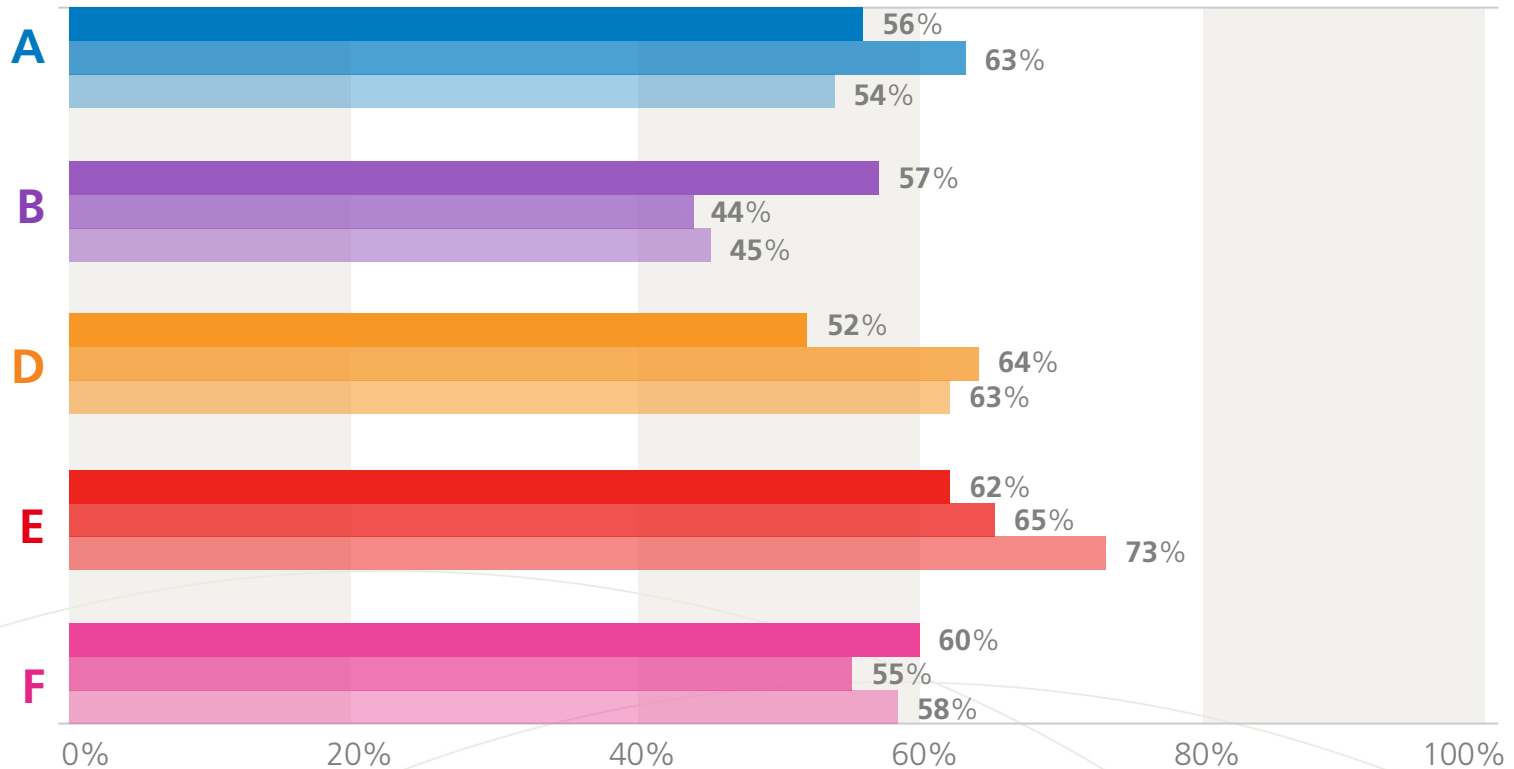
TRAVEL FREQUENCY

SURVEYED: 2011, 2014, 2016



TRAVEL FREQUENCY 3+ DAYS A WEEK

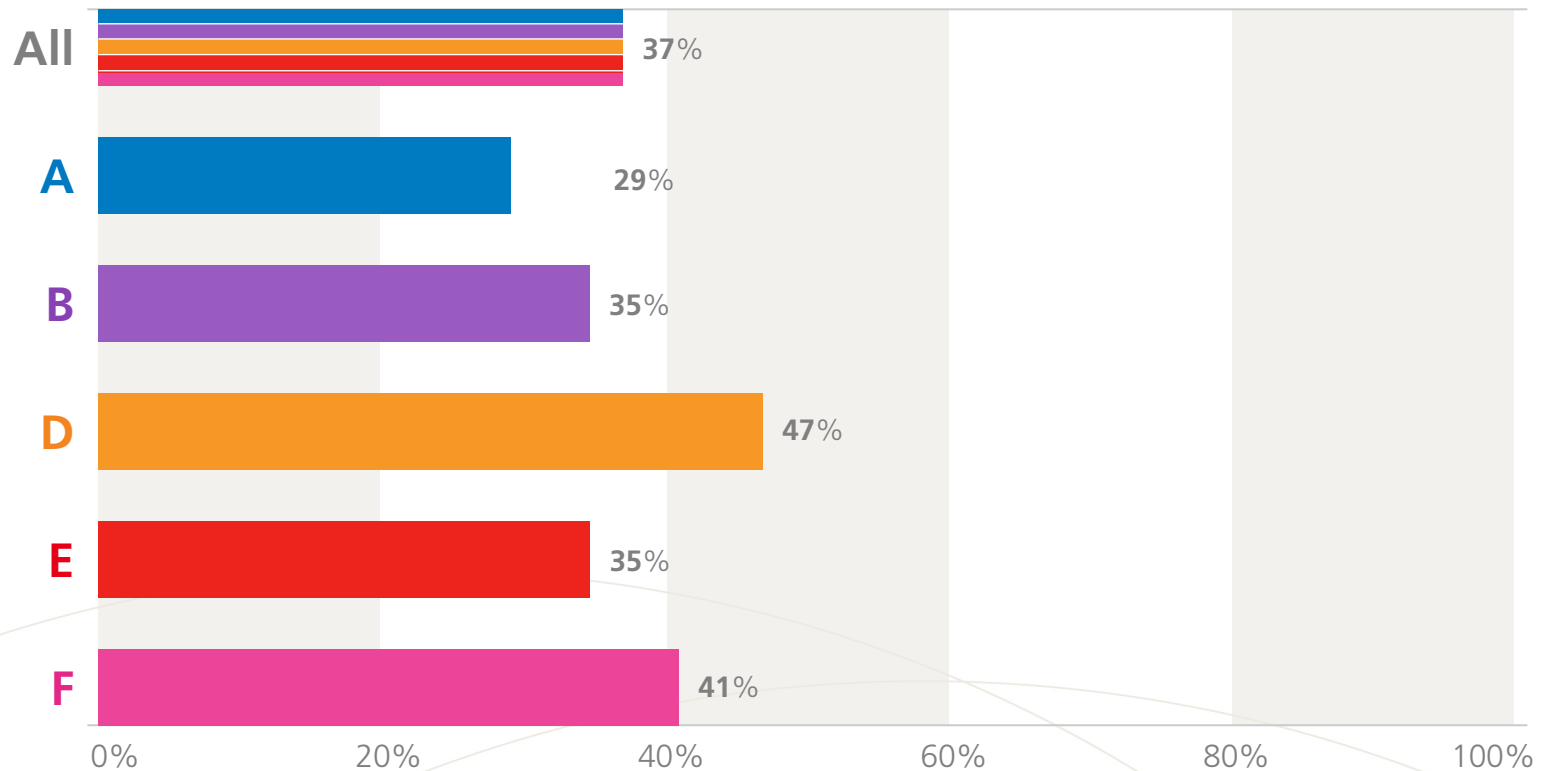
top bar 2016 / center bar 2014 / bottom bar 2011



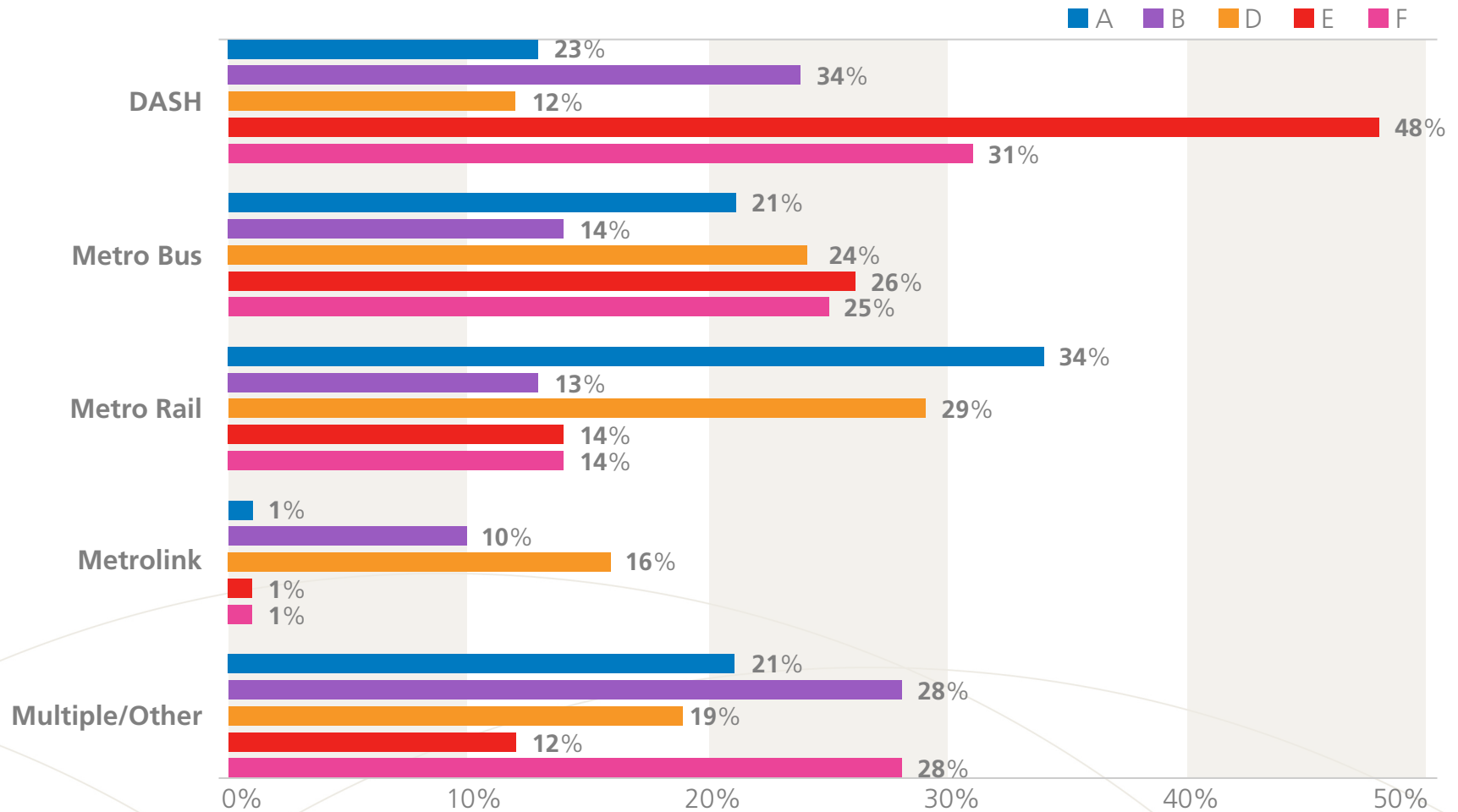
TRANSFERRING

“Will you transfer to another bus or train after getting off this DASH bus?”

2016

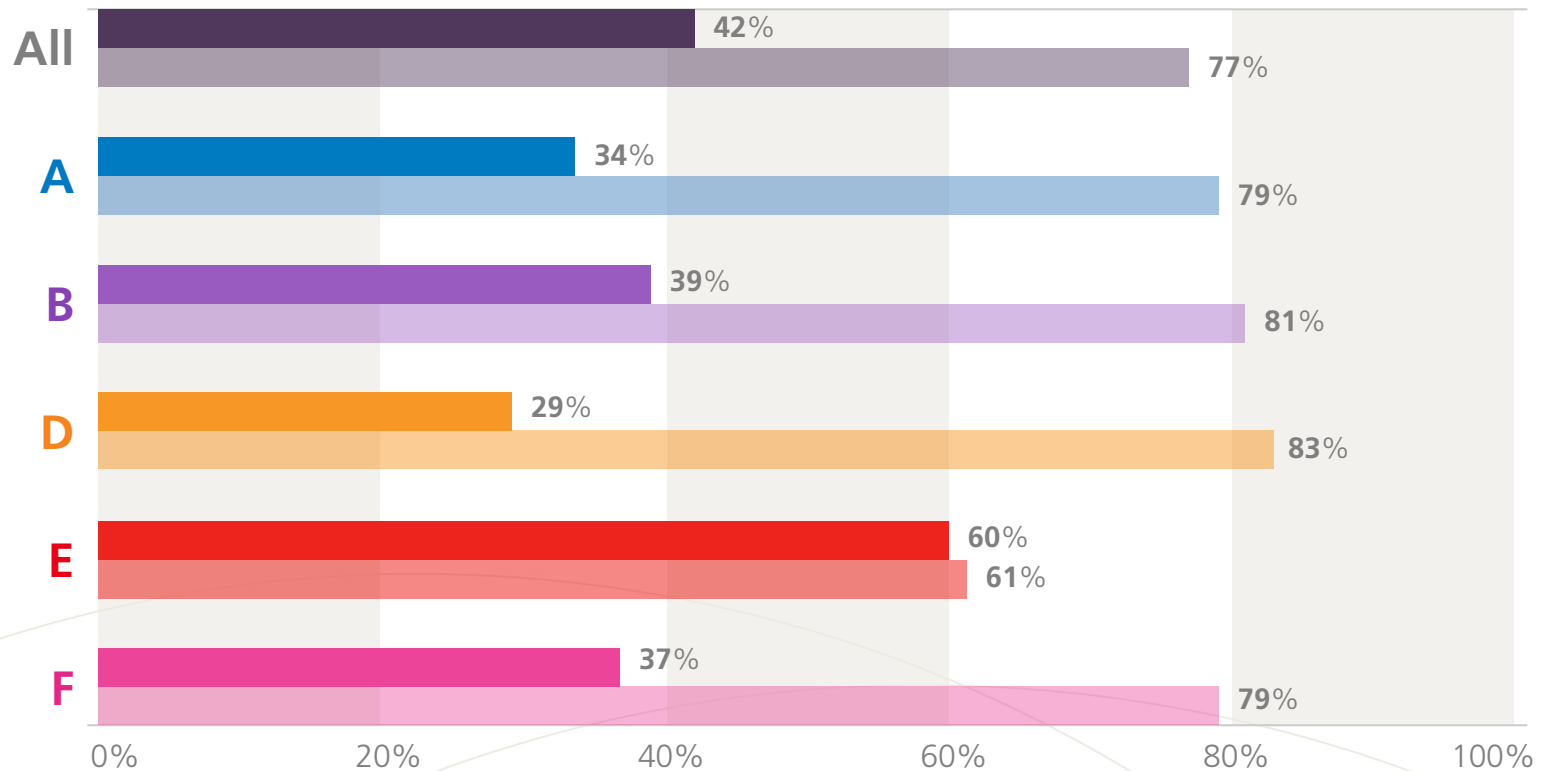


TRANSFERRING



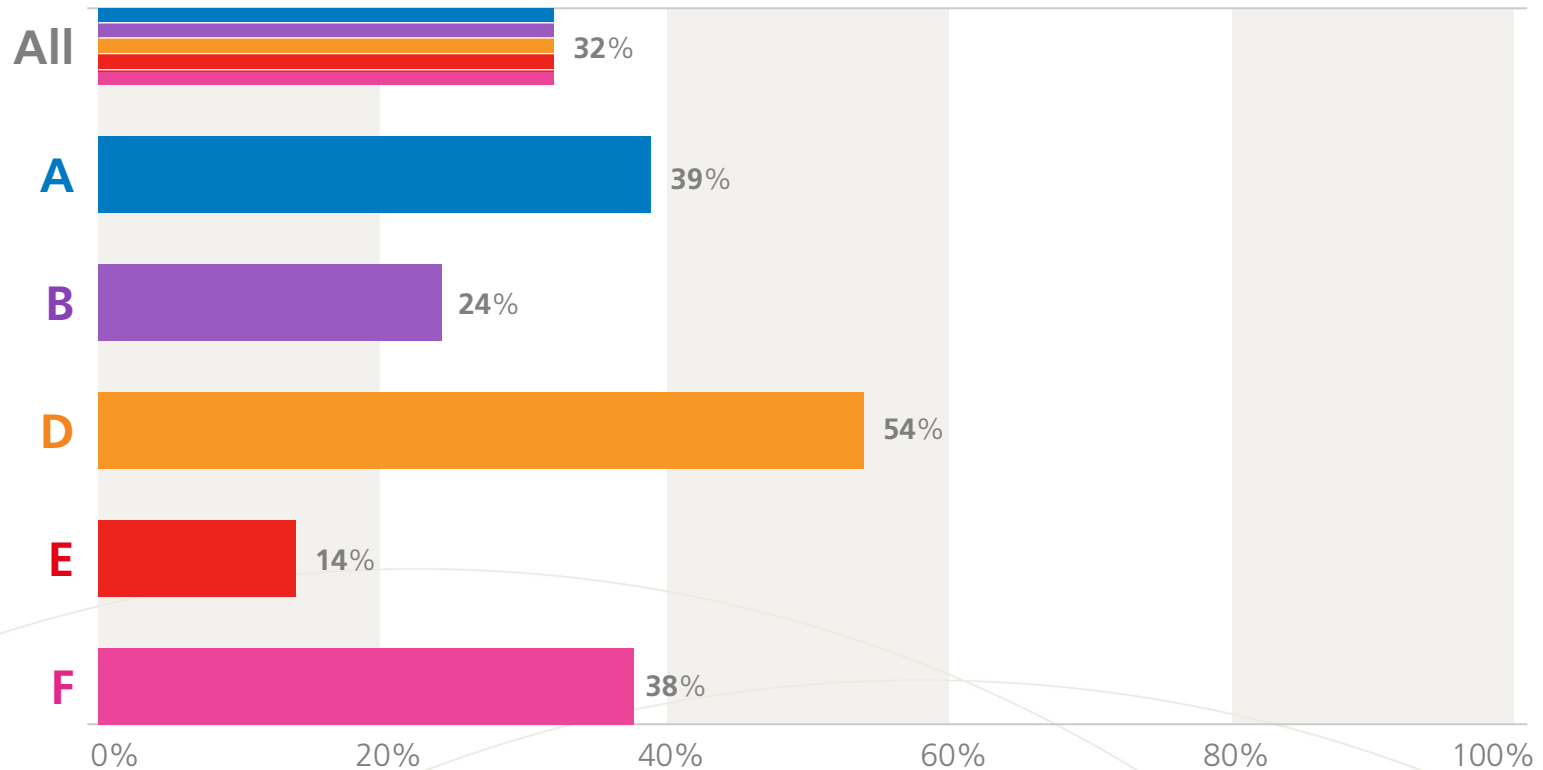
USE TAP TO PAY DASH FARE

upper bar **NO TAP CARD** / lower bar **TAP CARD HOLDERS WHO PAID FARE WITH TAP CARD**



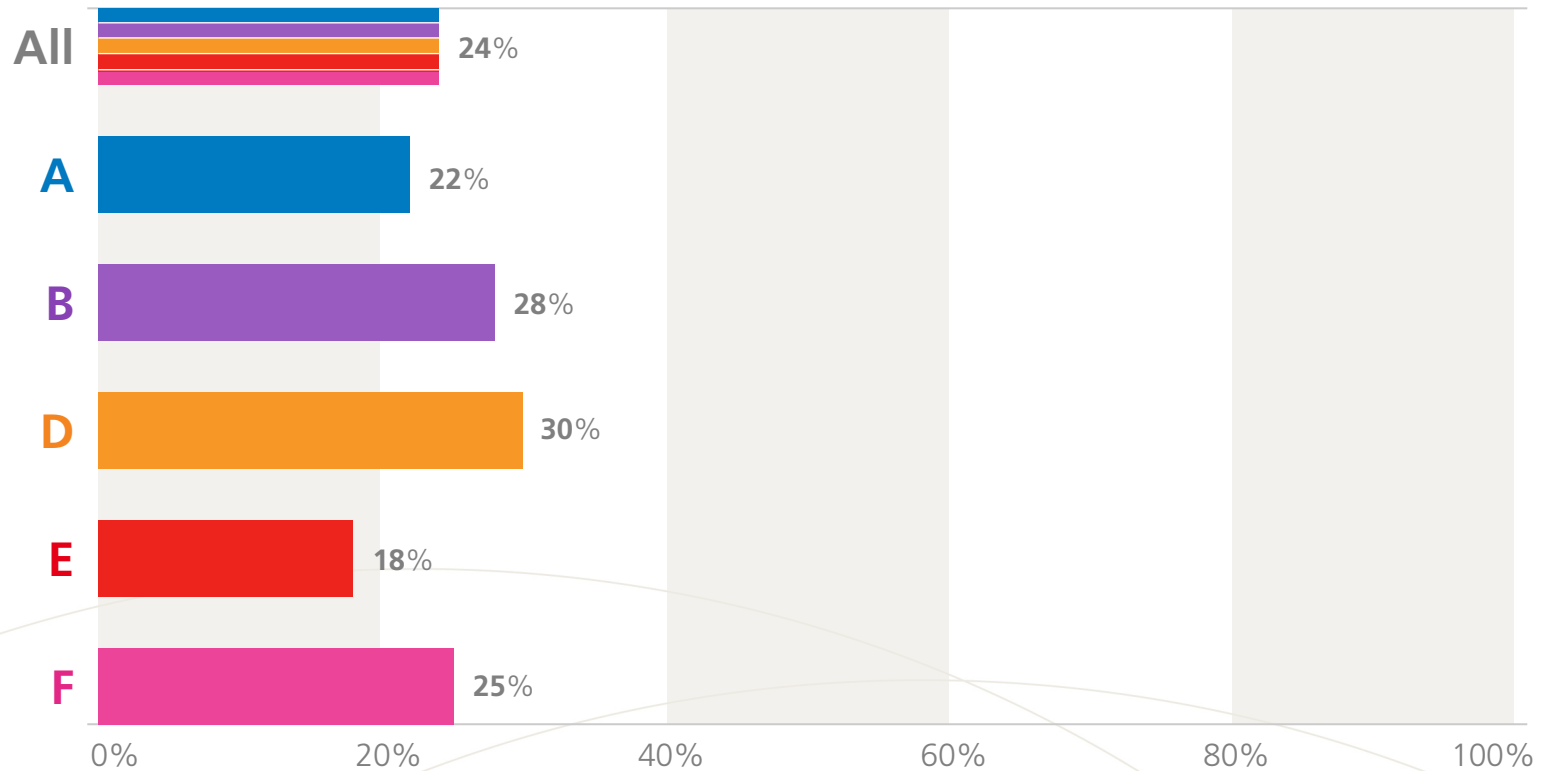
AWARENESS OF \$.35 FARE WITH TAP CARD

2016



AWARENESS OF MOBILE APP

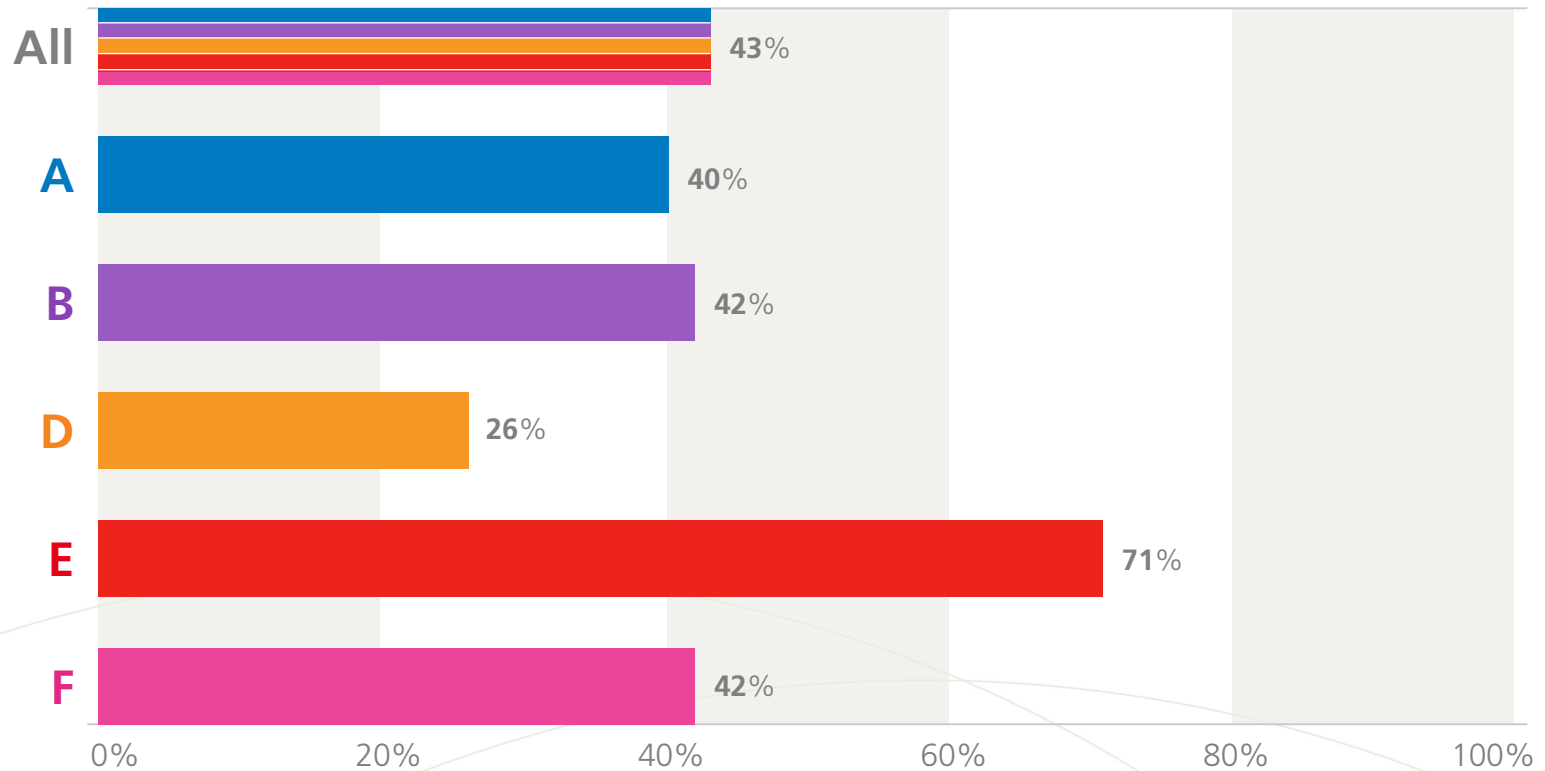
2016



USE OF MOBILE APP

AMONG THOSE WHO ARE AWARE OF THE APP

2016



SERVICE RATINGS AND PRIORITIES

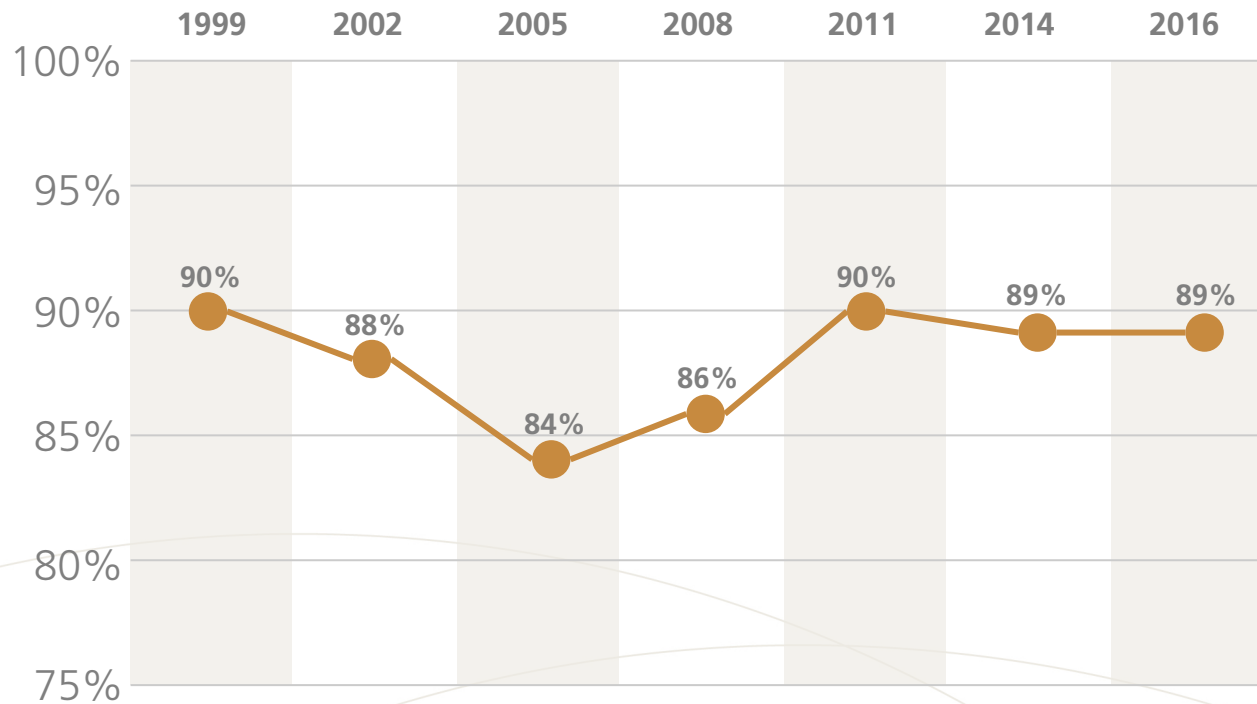
Overall and by Route

Service Characteristic Scores

Ranking of improvements

OVERALL SERVICE RATING

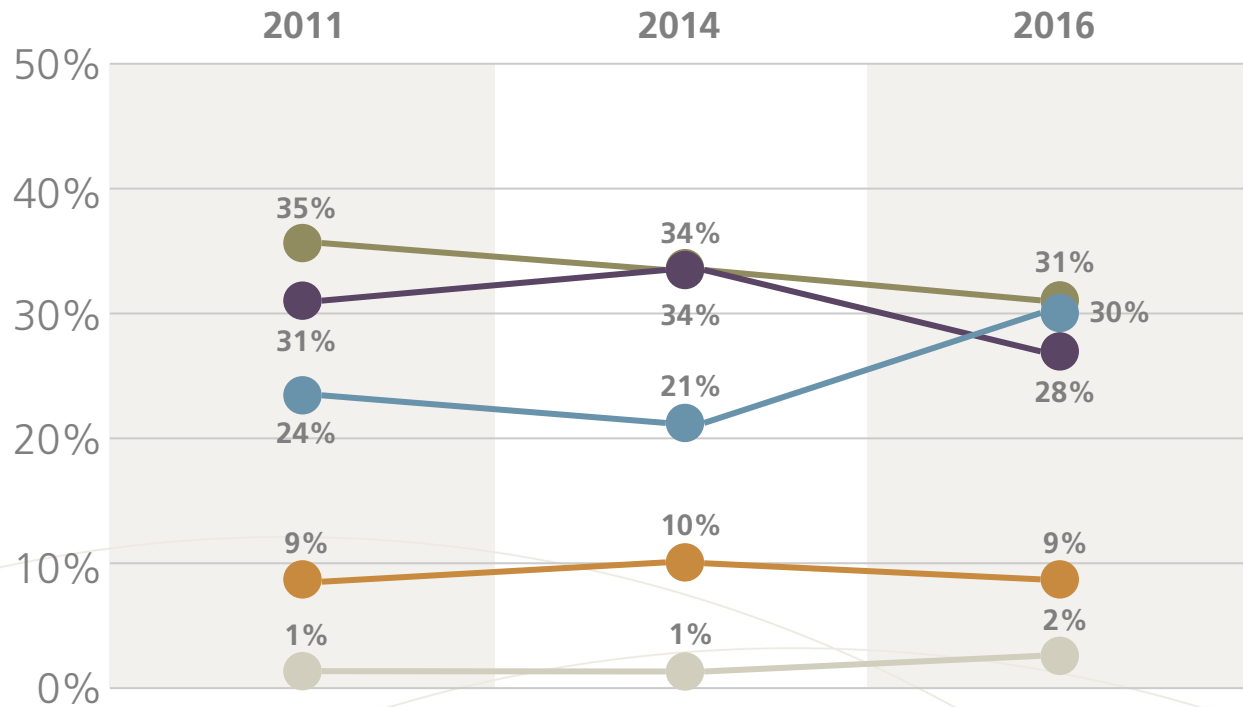
All surveys conducted by Ilium



SERVICE RATING SCORES

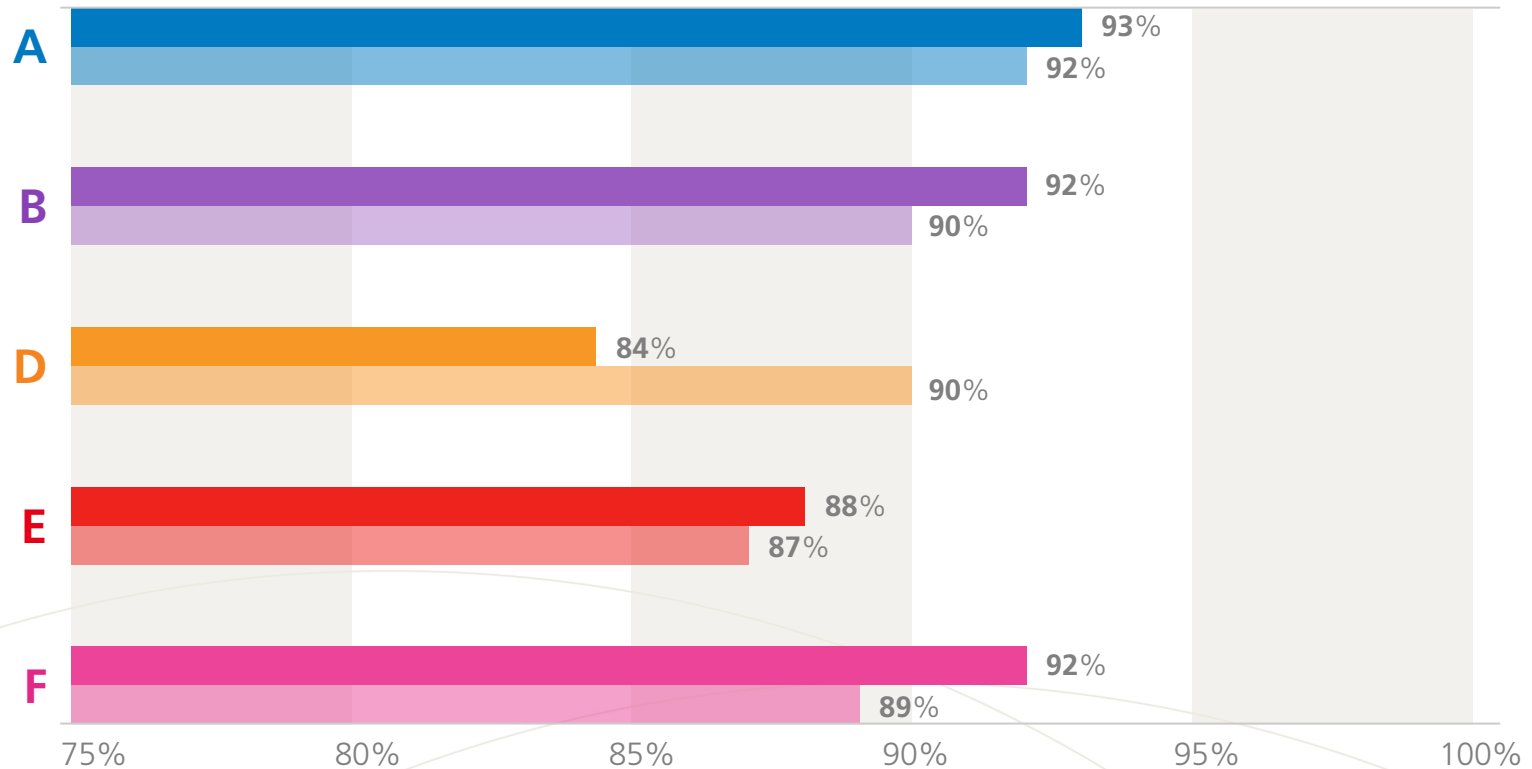
ALL

● Excellent ● Very Good ● Good ● Fair ● Poor



SERVICE RATINGS BY ROUTE

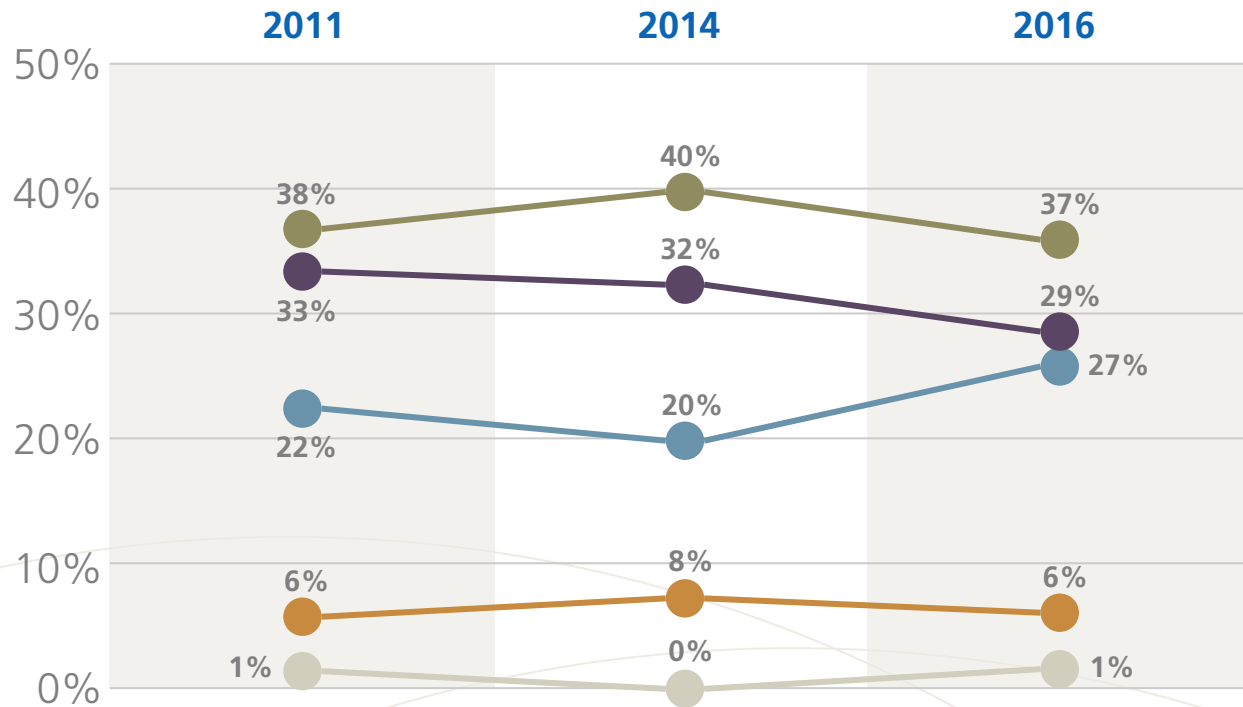
upper bar 2016 / lower bar 2014



SERVICE RATING SCORES

ROUTE A

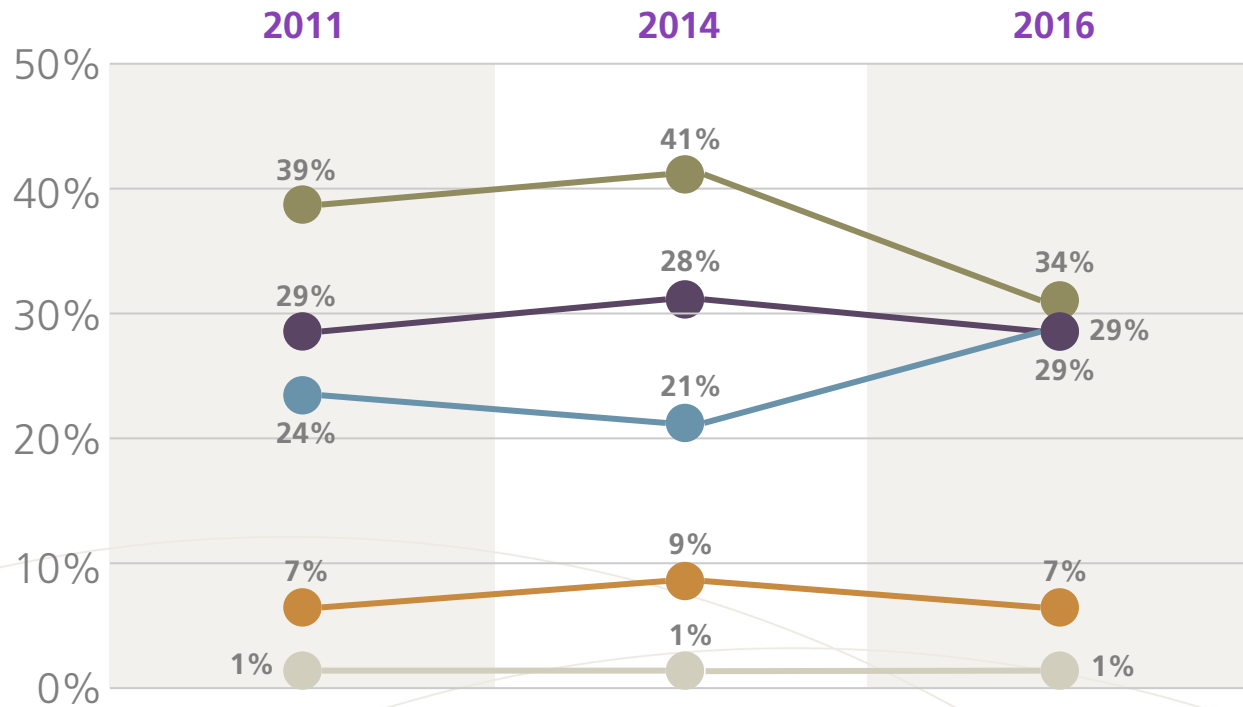
● Excellent
 ● Very Good
 ● Good
 ● Fair
 ● Poor



SERVICE RATING SCORES

ROUTE B

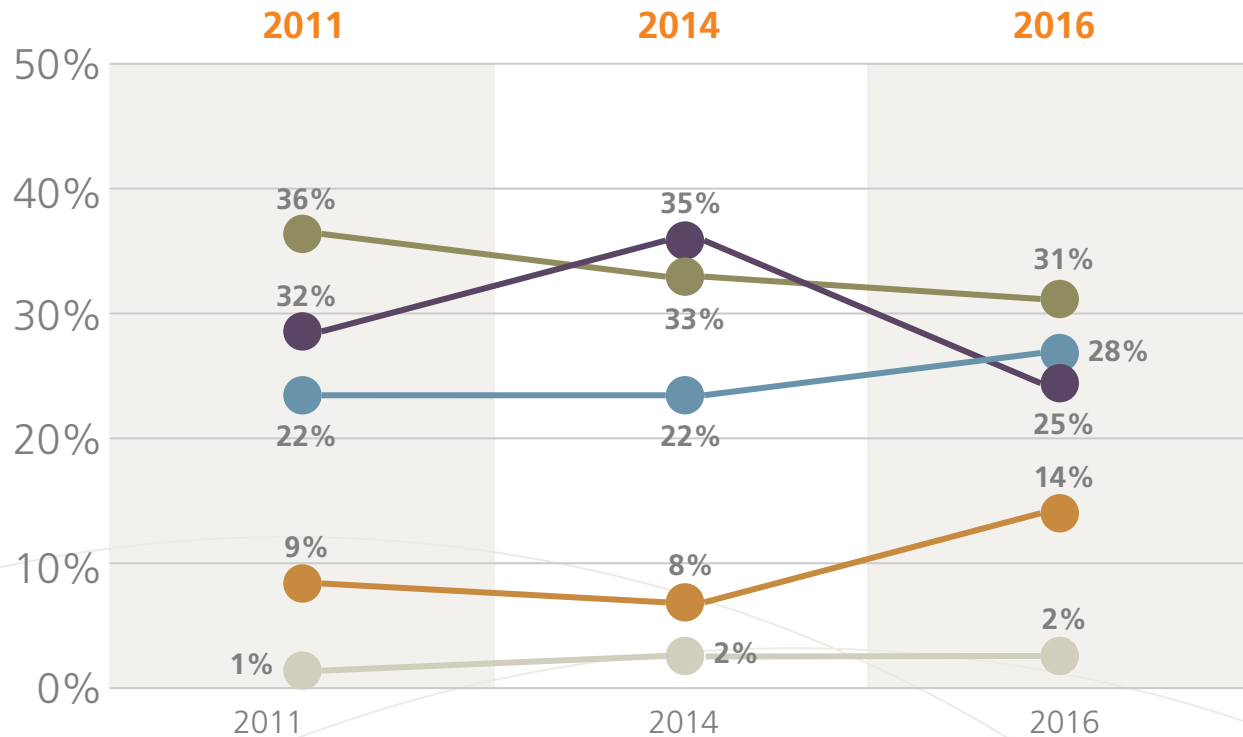
● Excellent ● Very Good ● Good ● Fair ● Poor



SERVICE RATING SCORES

ROUTE D

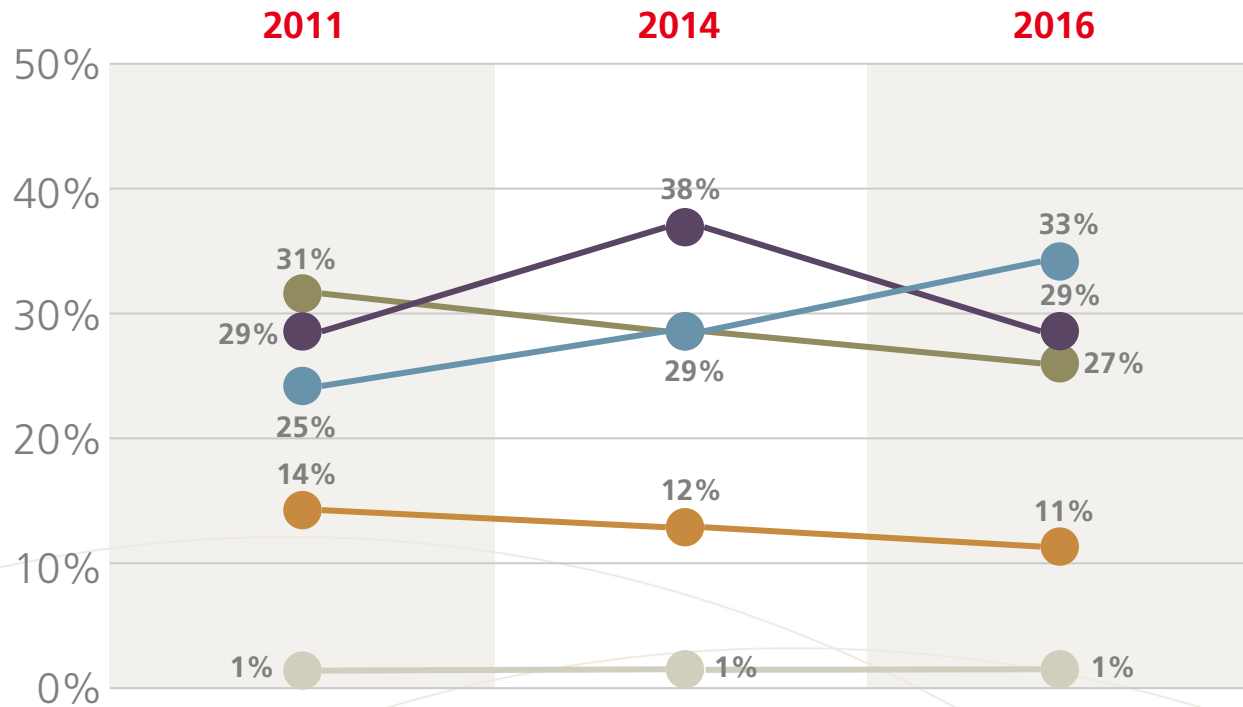
● Excellent
 ● Very Good
 ● Good
 ● Fair
 ● Poor



SERVICE RATING SCORES

ROUTE E

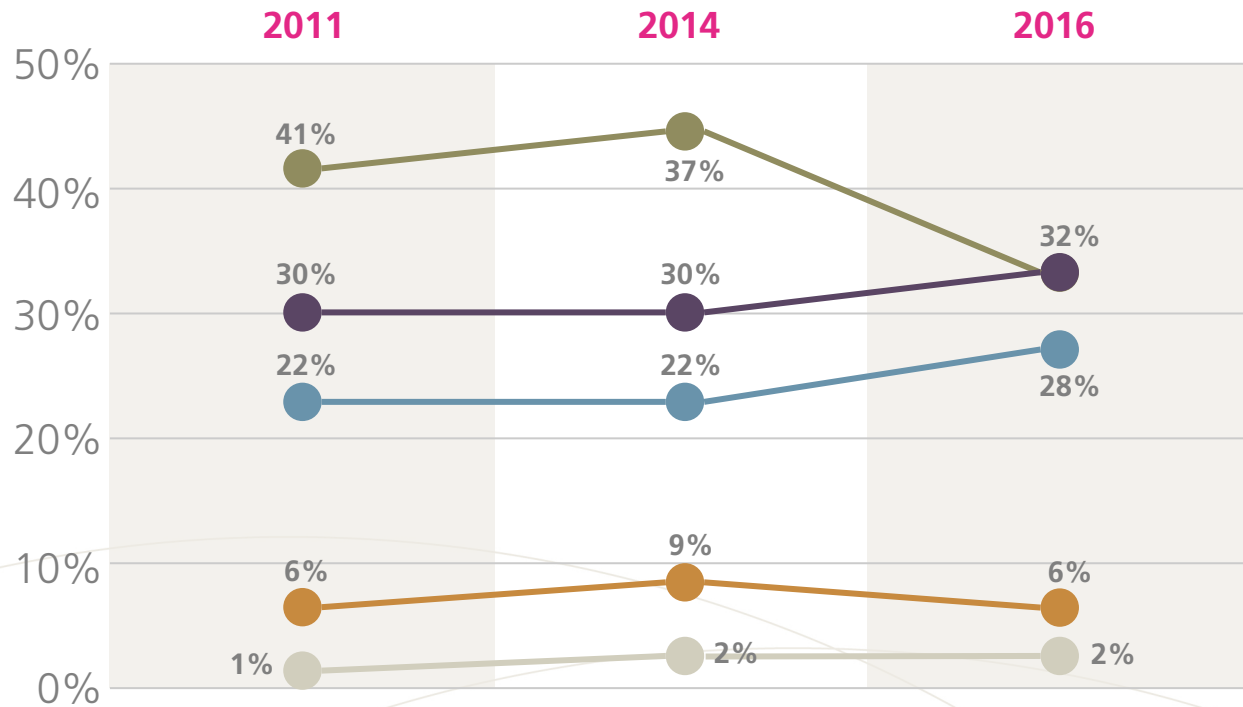
● Excellent ● Very Good ● Good ● Fair ● Poor



SERVICE RATING SCORES

ROUTE **F**

● Excellent
 ● Very Good
 ● Good
 ● Fair
 ● Poor



SERVICE CHARACTERISTIC RATINGS

SCORE OF 90% OR BETTER

	A	B	D	E	F
Buses arriving on time					
Driver Courtesy	●	●	●	●	●
Bus Cleanliness	●	●	●	●	●
Information Accessibility	●	●	●	●	
Fare	●	●	●	●	●
Service Frequency					
Safety while Riding	●	●	●	●	●
Ability to Transfer	●	●	●	●	●
Safety while Waiting	●	●		●	●
Service Hours				●	

SERVICE CHARACTERISTIC RATINGS

LOWEST THREE

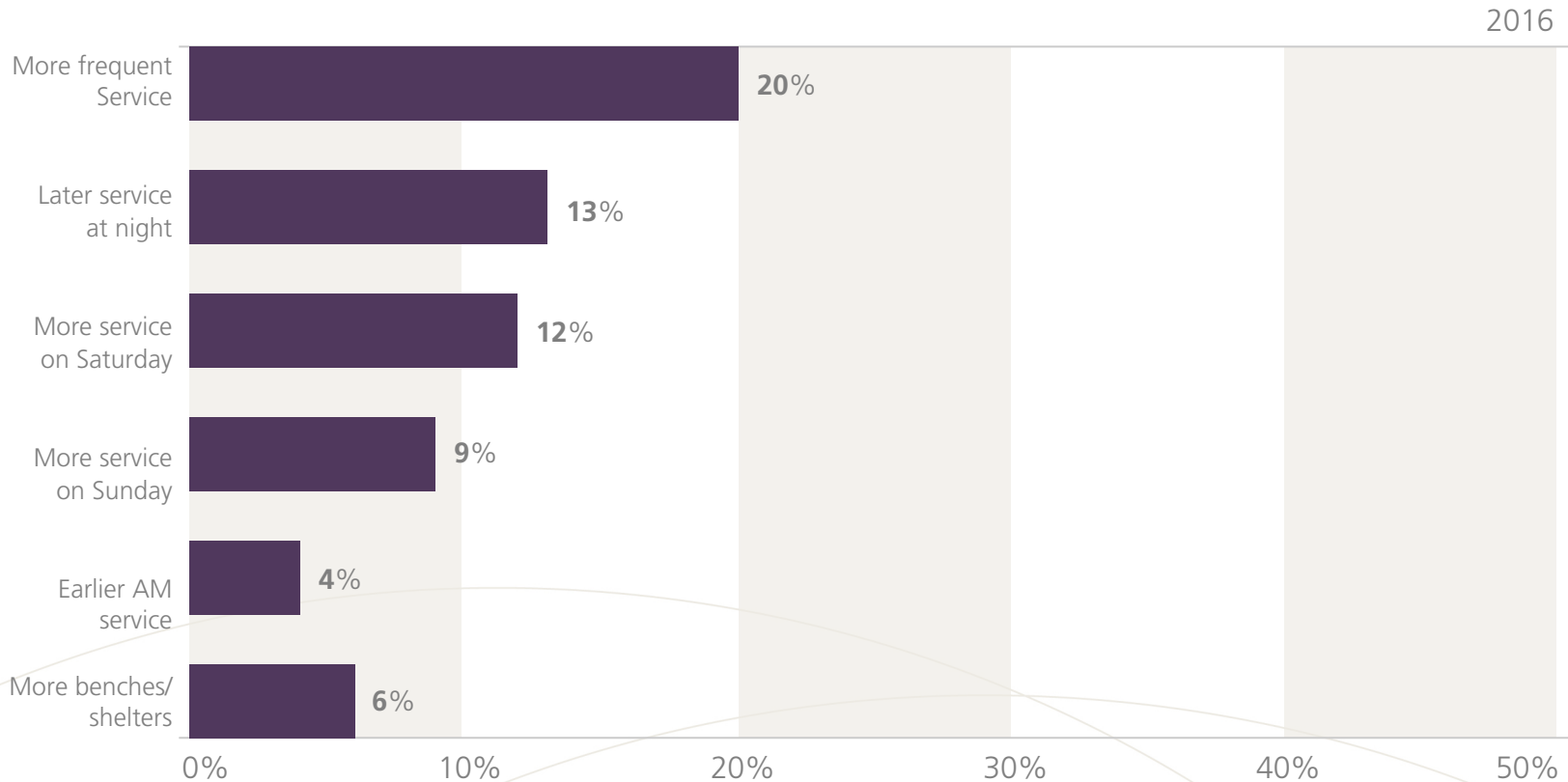
	A	B	D	E	F
Buses arriving on time	80%	77%	69%	85%	80%
Driver Courtesy					
Bus Cleanliness					
Information Accessibility				90%	
Fare					
Service Frequency	78%	78%	78%	89%	80%
Safety while Riding					
Ability to Transfer					
Safety while Waiting					
Service Hours	81%	86%	83%		84%

SERVICE CHARACTERISTIC RATINGS

DIFFERENCE IN SCORE FROM 2014

	A	B	D	E	F
Buses arriving on time	-8%	-9%	-16%	+7%	-2%
Driver Courtesy	-2%	-4%	NC	+7%	NC
Bus Cleanliness	+2%	+3%	+5%	+4%	+2%
Information Accessibility	NC	-1%	+2%	+7%	-1%
Fare	+3%	+5%	+3%	+6%	+4%
Service Frequency	-6%	-2%	-2%	+9%	-2%
Safety while Riding	NC	-2%	NC	+8%	-1%
Ability to Transfer	-2%	+5%	NC	+3%	+3%
Safety while Waiting	-1%	NC	-8%	+10%	+2%
Service Hours	-3%	-2%	-3%	+7%	+2%

SERVICE PRIORITIZATION TOP 2 CHOICES



SERVICE PRIORITIZATION

- Higher income riders prioritize more service frequency higher than lower income riders
- Riders who rate the service as Fair or Poor prioritize service frequency higher than riders rating the service as Excellent, Very Good, Good. The Fair/Poor group do not prioritize route changes higher
- Frequency of riding does not influence priority for more service frequency
- More frequent service and later service at night given a higher priority by all ages except seniors
- More benches, shelters supported by all age groups

SERVICE PRIORITIZATION

- Later service at night is prioritized higher by those who rate the service Ex/VG/G than by those who rate it Fair/Poor
- More service on Saturday prioritized higher by those with incomes \$20-\$29,000, those who rate the service as Excellent, those age 45-54
- More service on Sunday prioritized higher by those with lower incomes (less than \$30K) than higher incomes (\$70K+)

2016 DEMOGRAPHICS

Age

Ethnic Origin

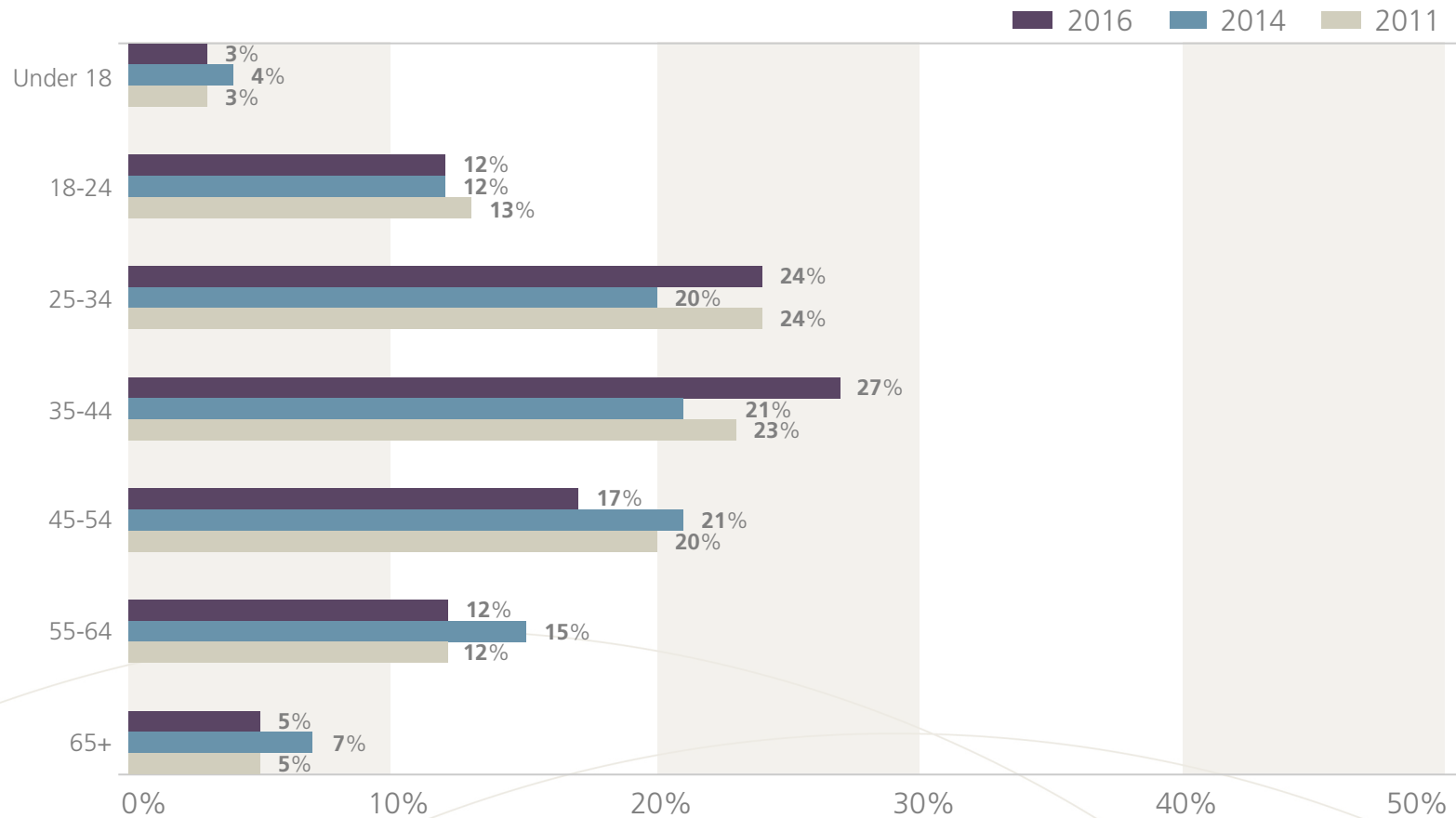
Income

Car Availability

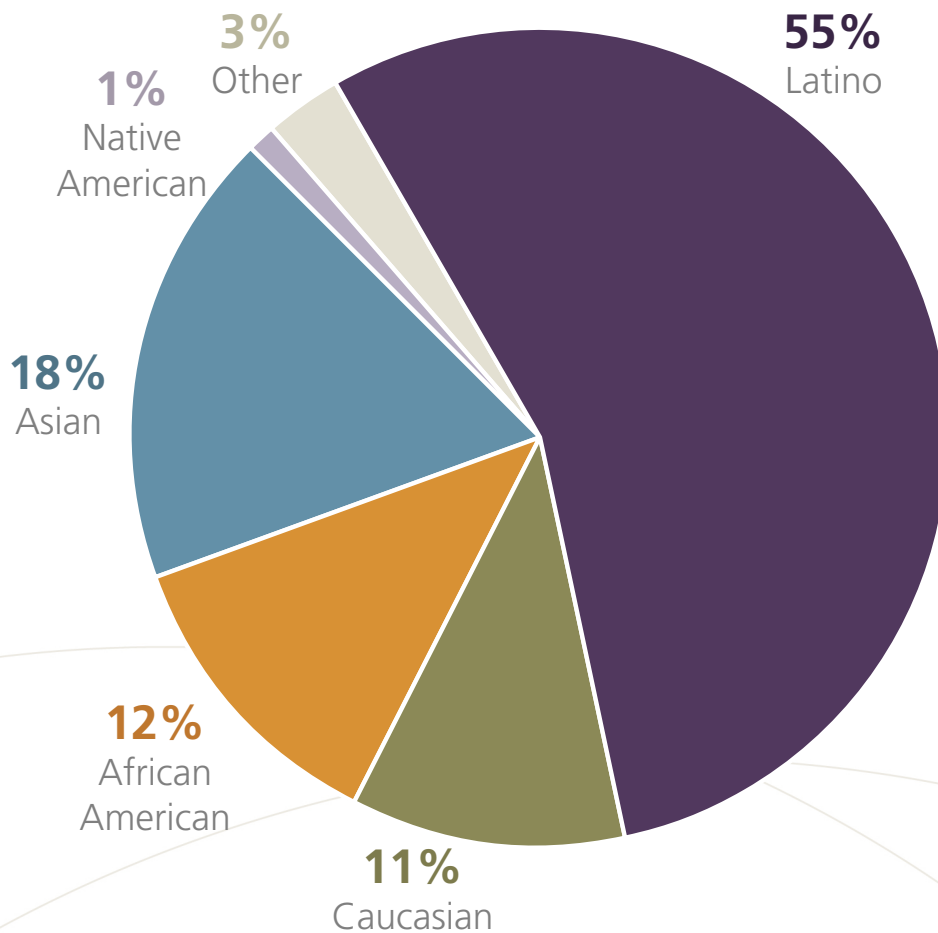
RIDER DEMOGRAPHICS

- More younger (25-44) riders than in prior years
- Majority of ridership remains Latino and close to one-in-five (18%) are Asian
- Wide range of incomes including 18% at \$100,000+
- Vehicle Availability at 28% spanning from 8% (Route E) to 41% (Route B)

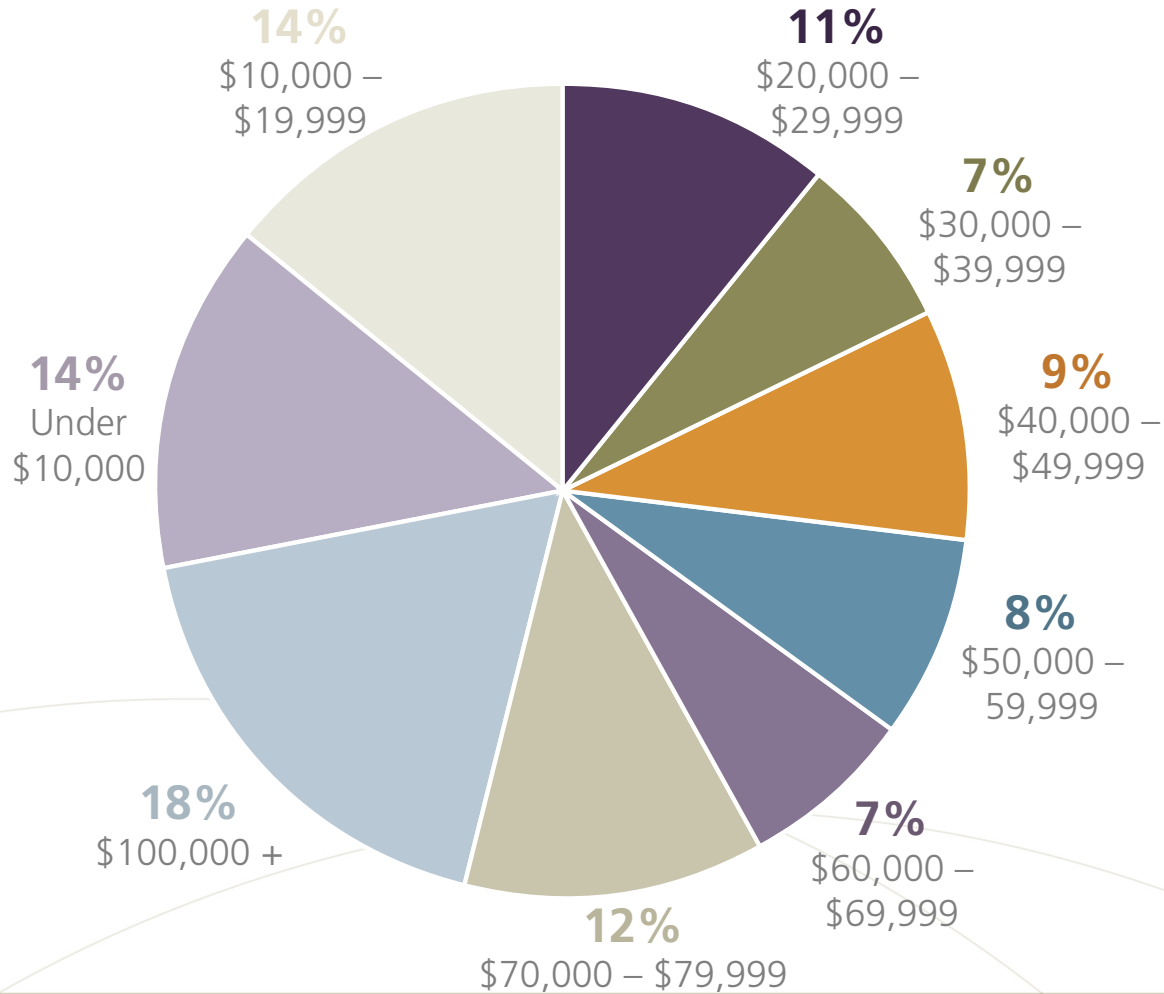
AGE



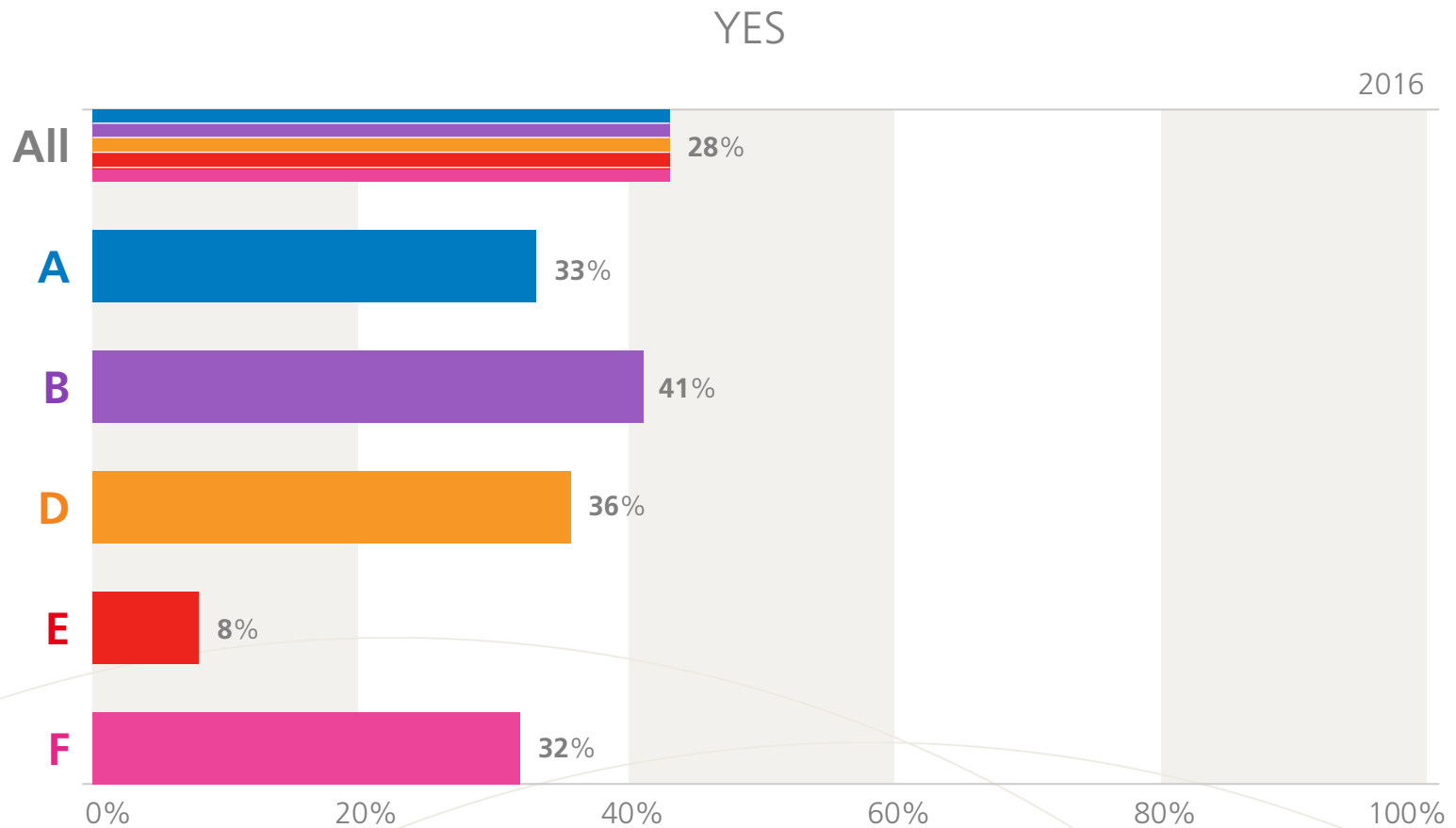
ETHNIC ORIGIN



INCOME



CAR AVAILABILITY



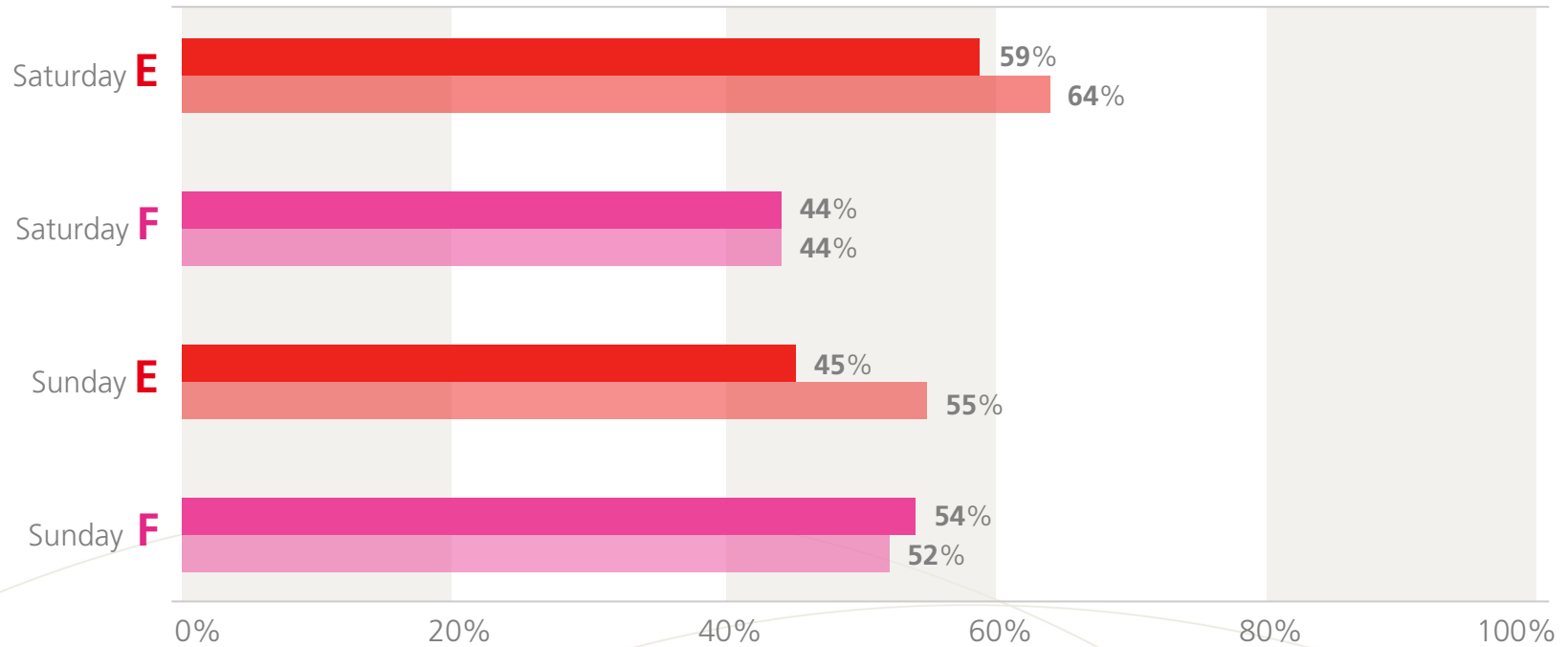
WEEKEND SERVICE

TRIP PURPOSE

- **Route E** changes
 - **Saturday:** 45% work, (56% in 2014) 13% shopping, (26% in 2014)
 - **Sunday:** 46% work, (36% in 2014) 14% shopping, (38% in 2014)
- **Route F** changes
 - **Saturday:** 17% shopping (26% in 2014)

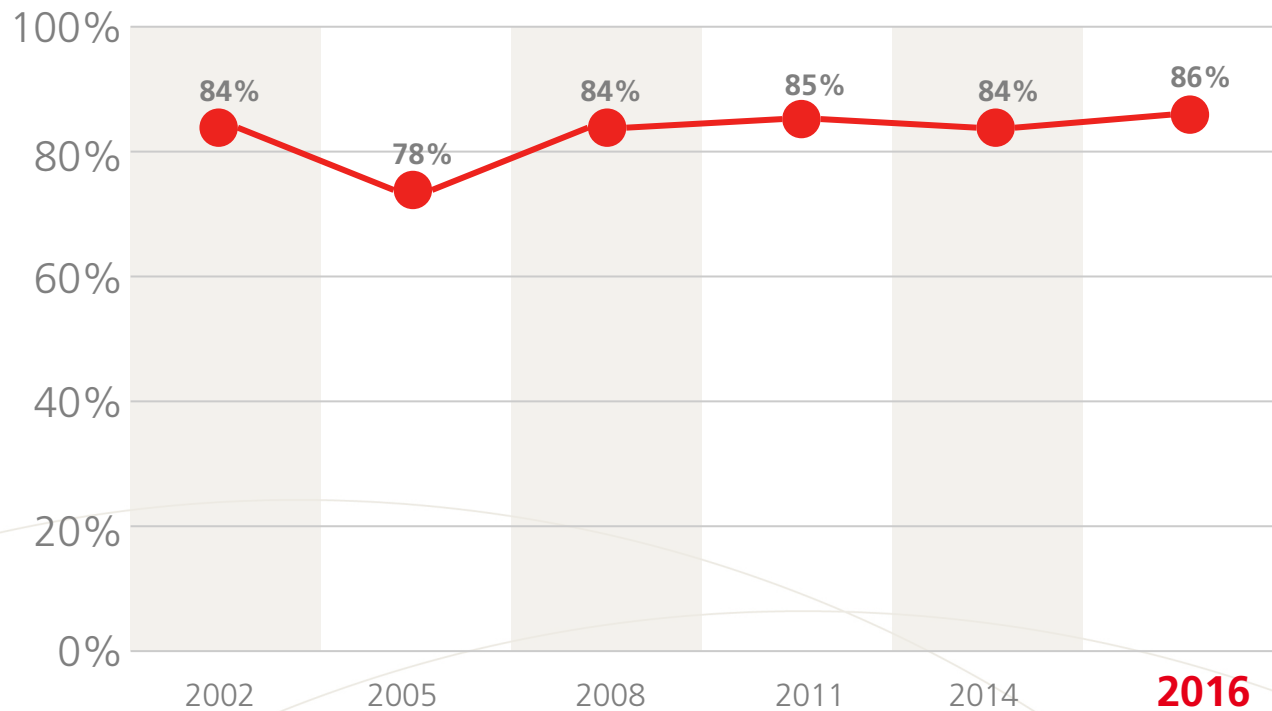
TRAVEL FREQUENCY

upper bar 2016 / lower bar 2014



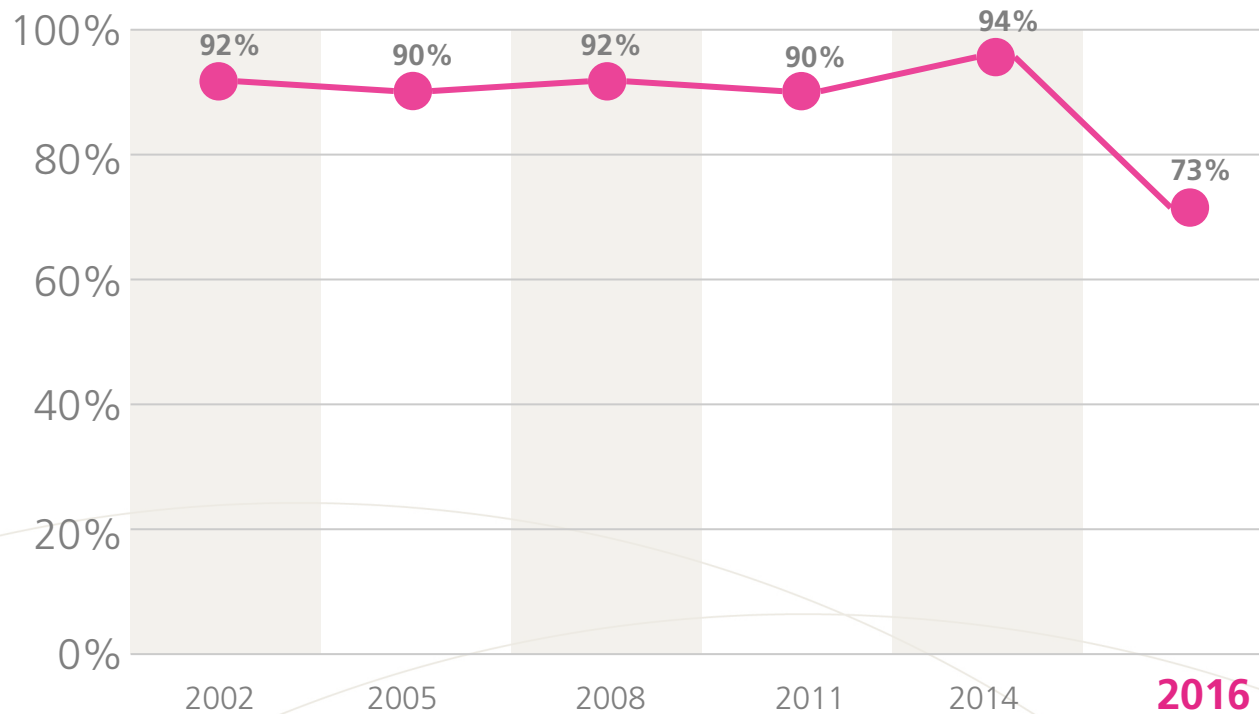
SERVICE RATING

ROUTE **E** Saturday



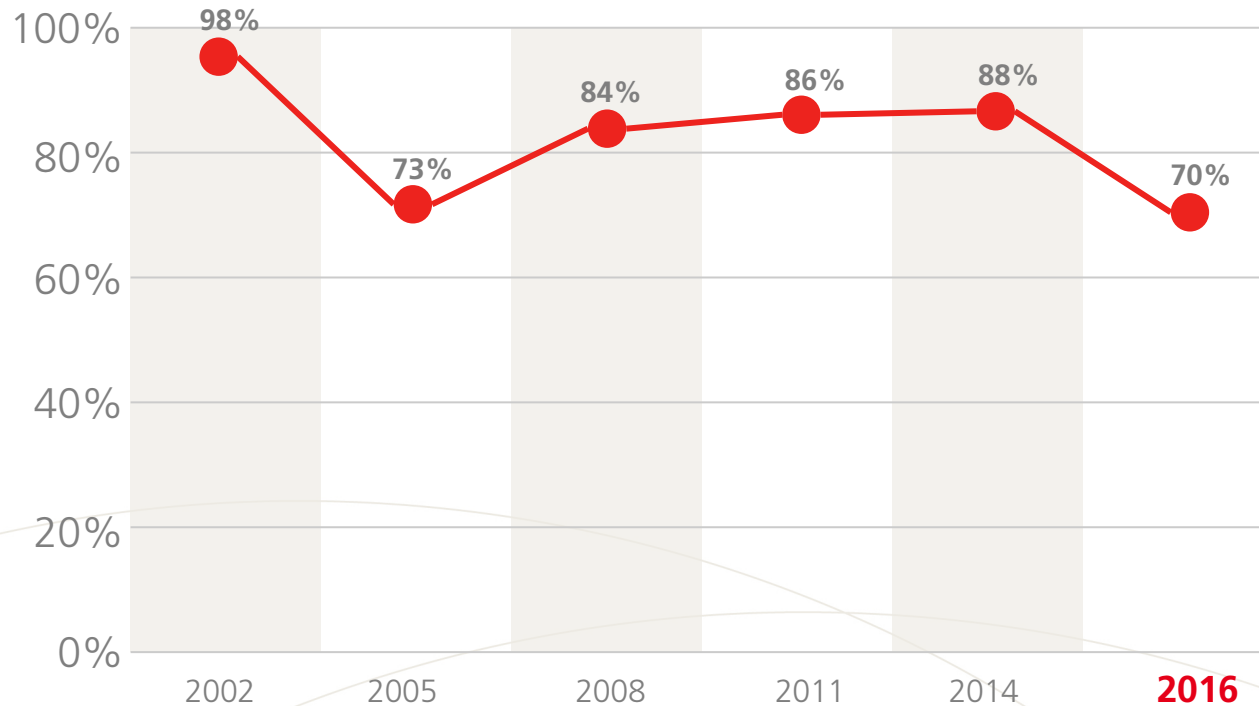
SERVICE RATING

ROUTE **F** Saturday



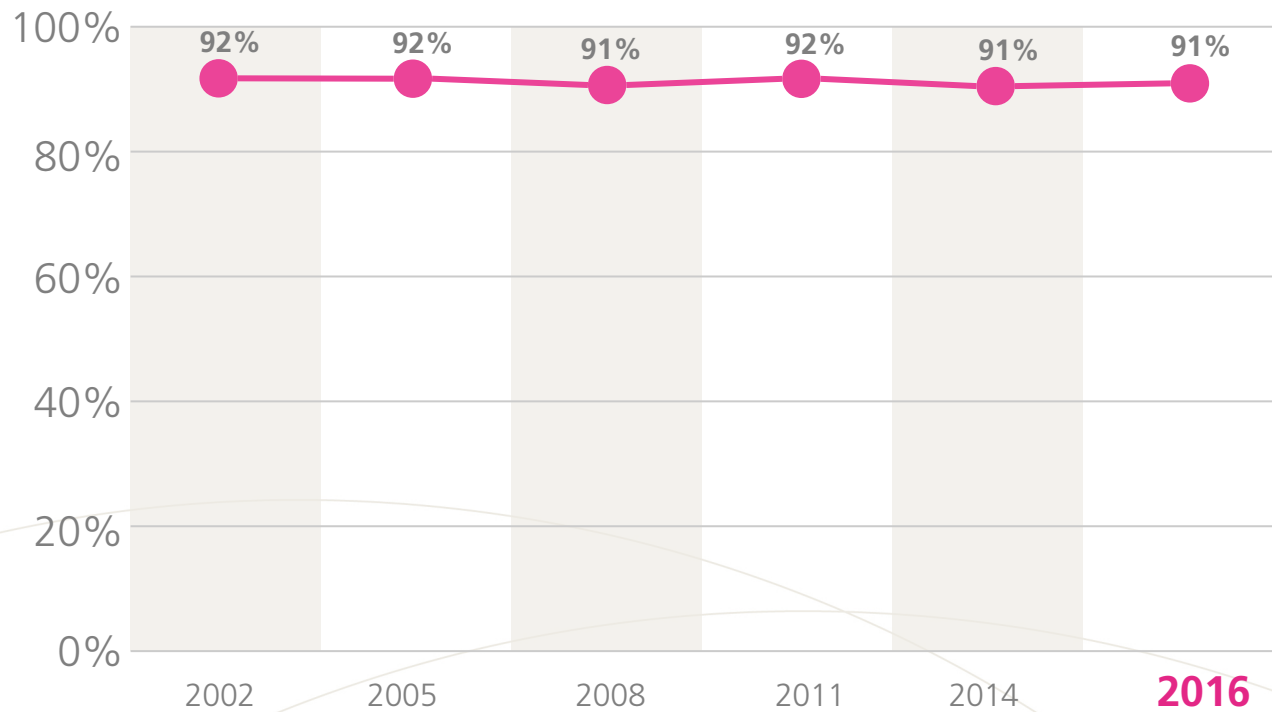
SERVICE RATING

ROUTE **E** Sunday



SERVICE RATING

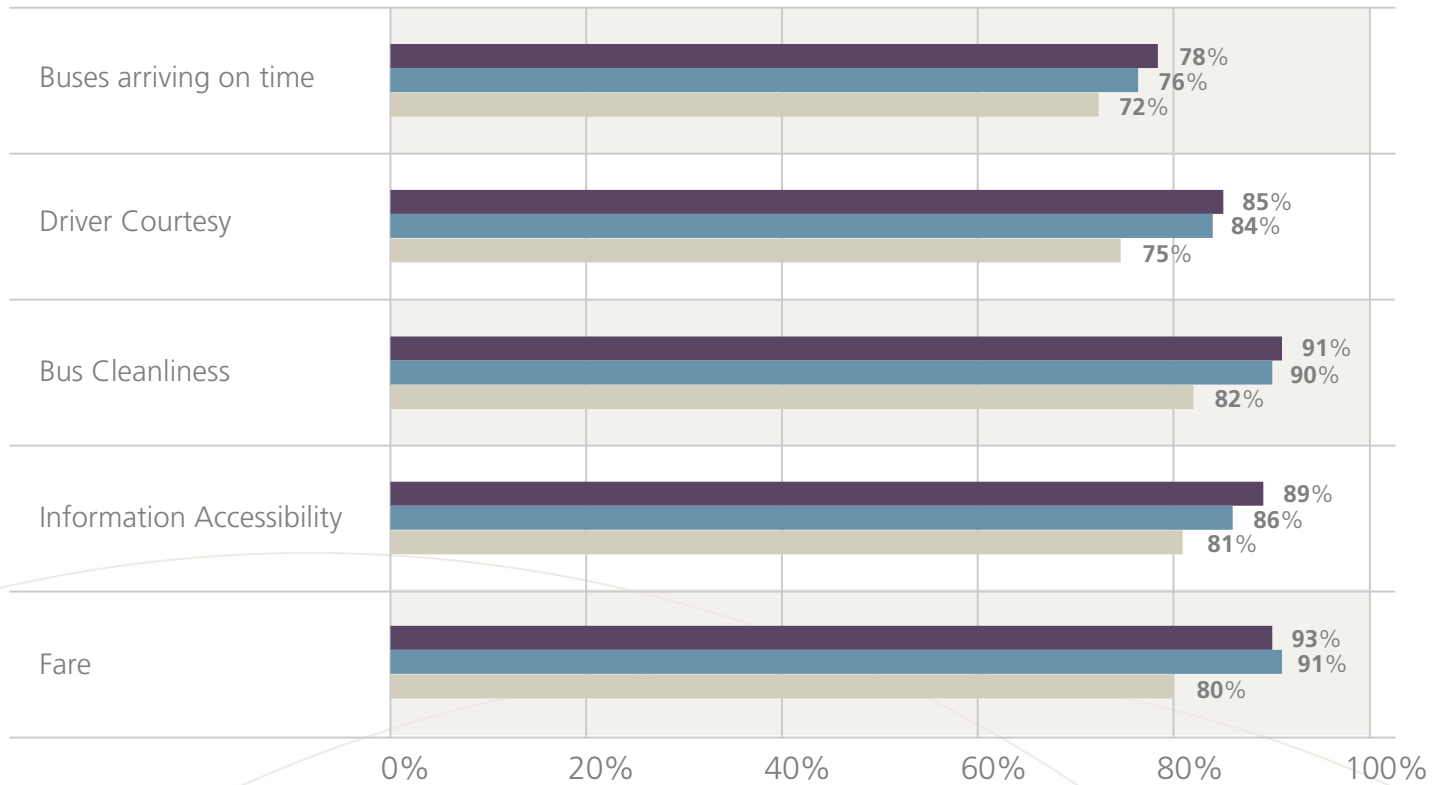
ROUTE **F** Sunday



SERVICE CHARACTERISTIC RATINGS

ROUTE **E** Saturday

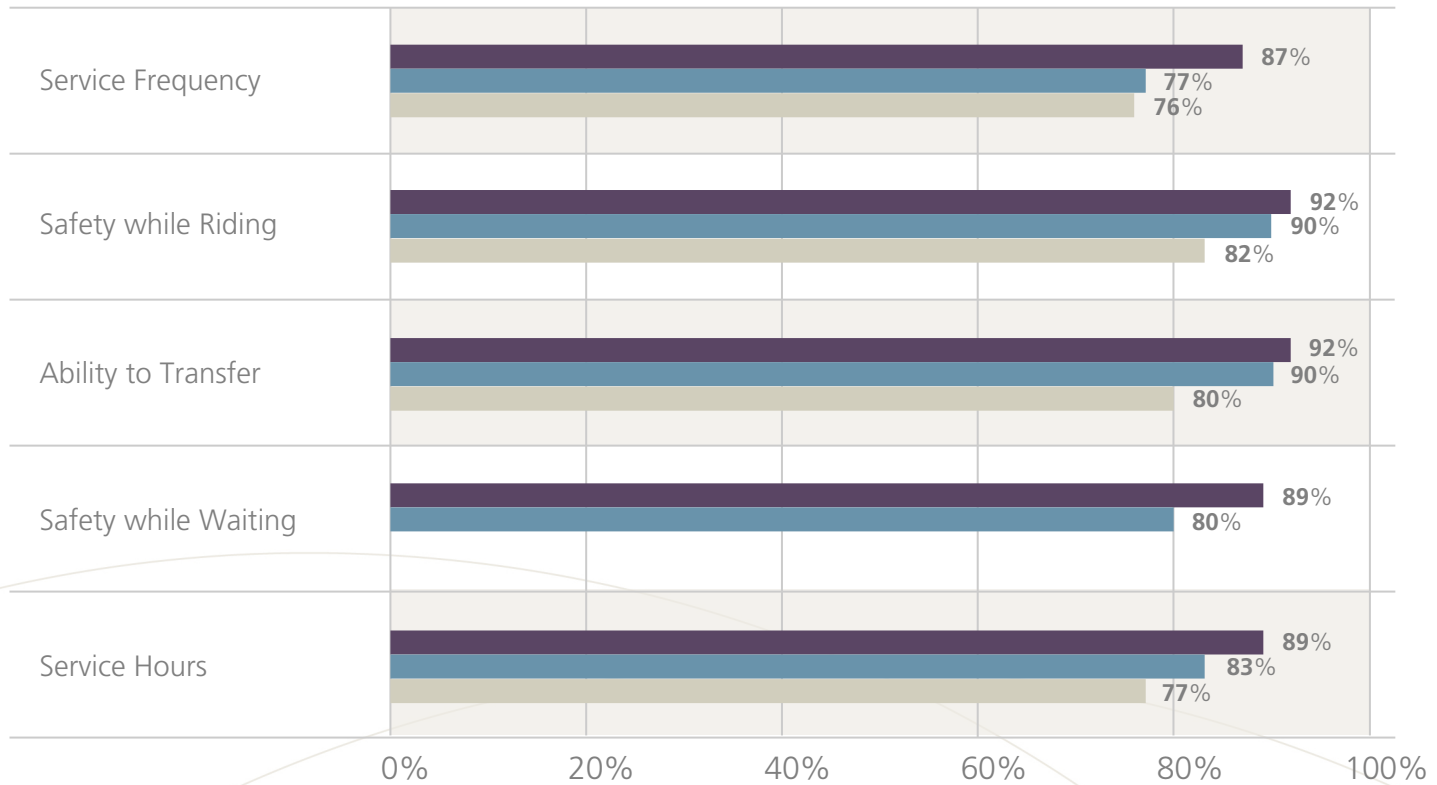
2016 2014 2011



SERVICE CHARACTERISTIC RATINGS

ROUTE **E** Saturday continued

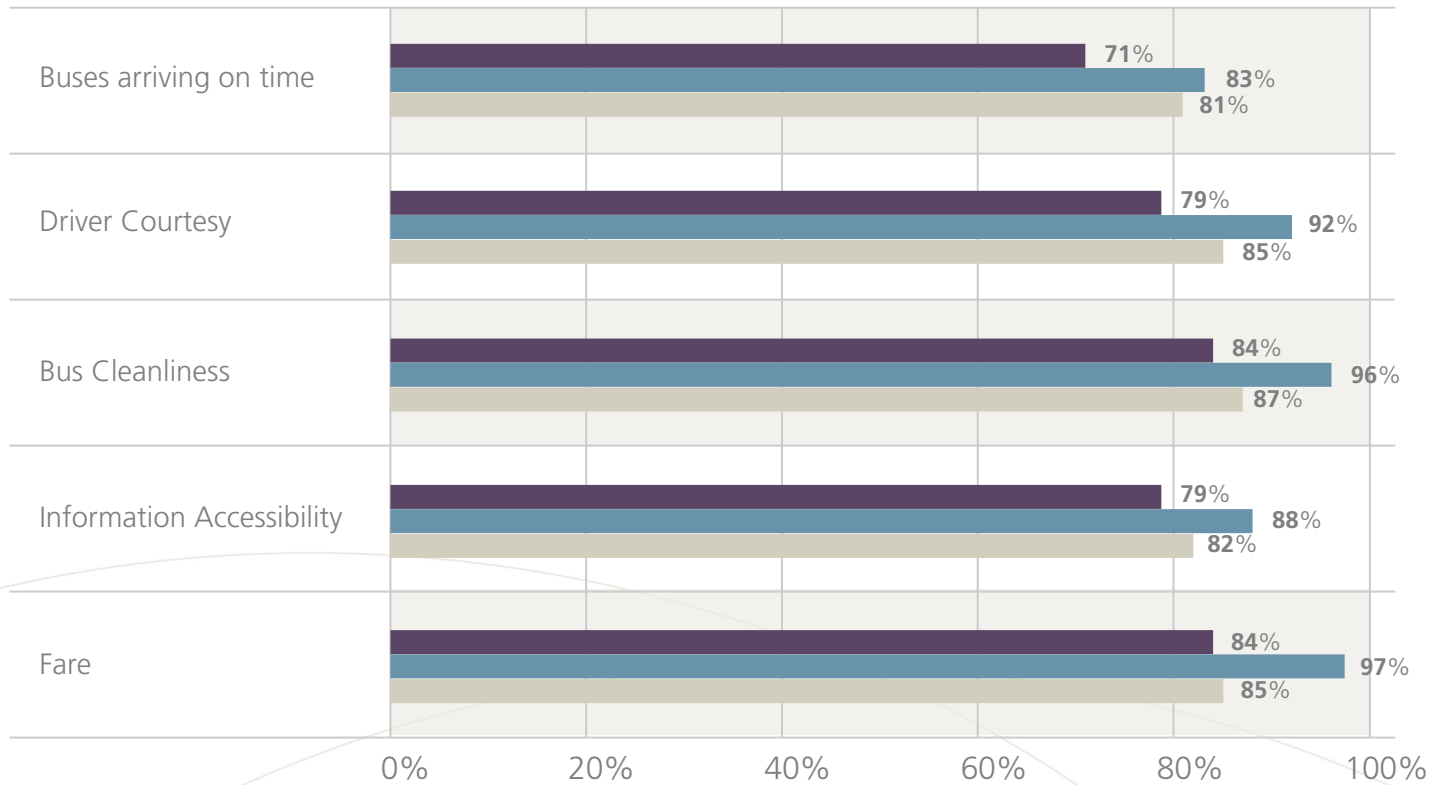
2016 2014 2011



SERVICE CHARACTERISTIC RATINGS

ROUTE **F** Saturday

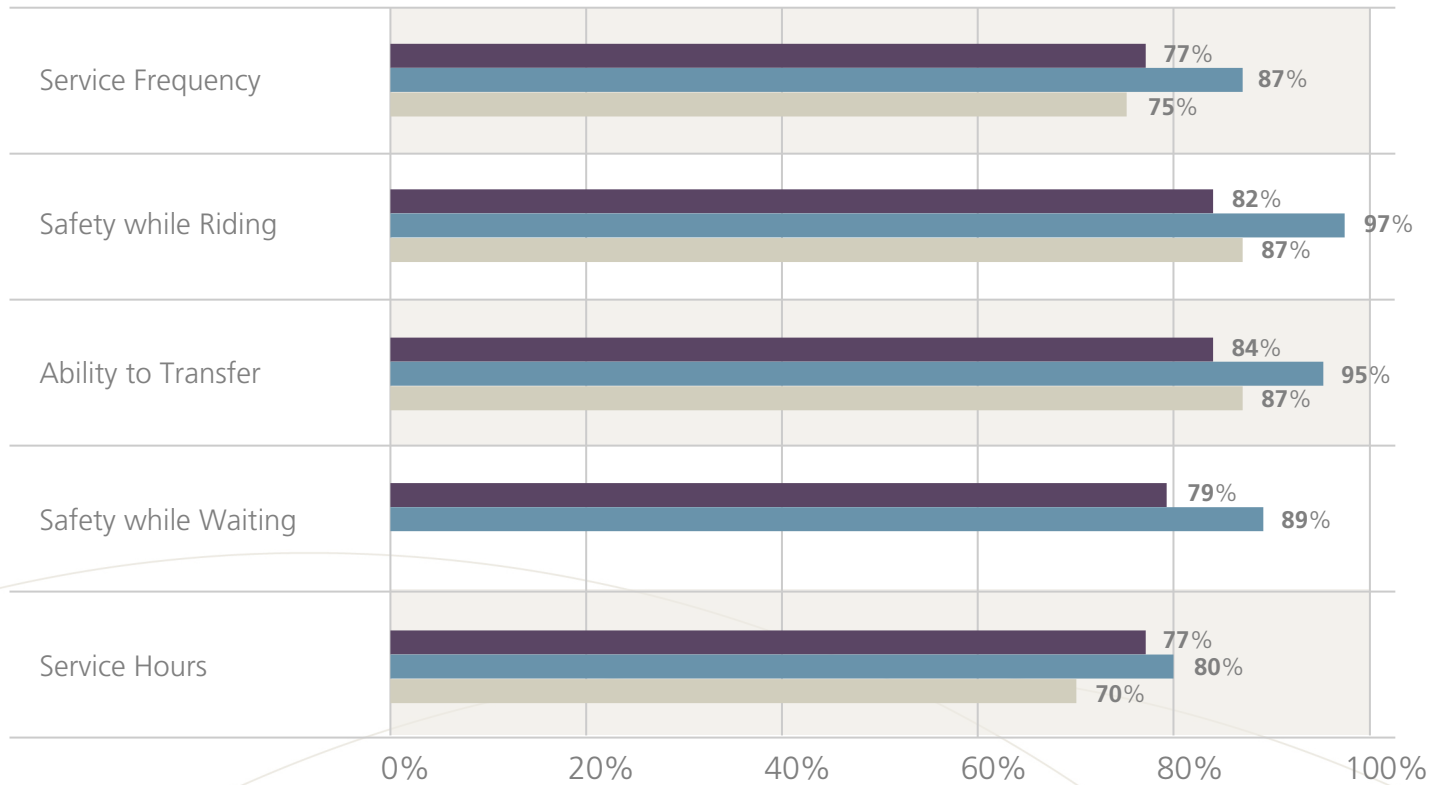
2016 2014 2011



SERVICE CHARACTERISTIC RATINGS

ROUTE **F** Saturday continued

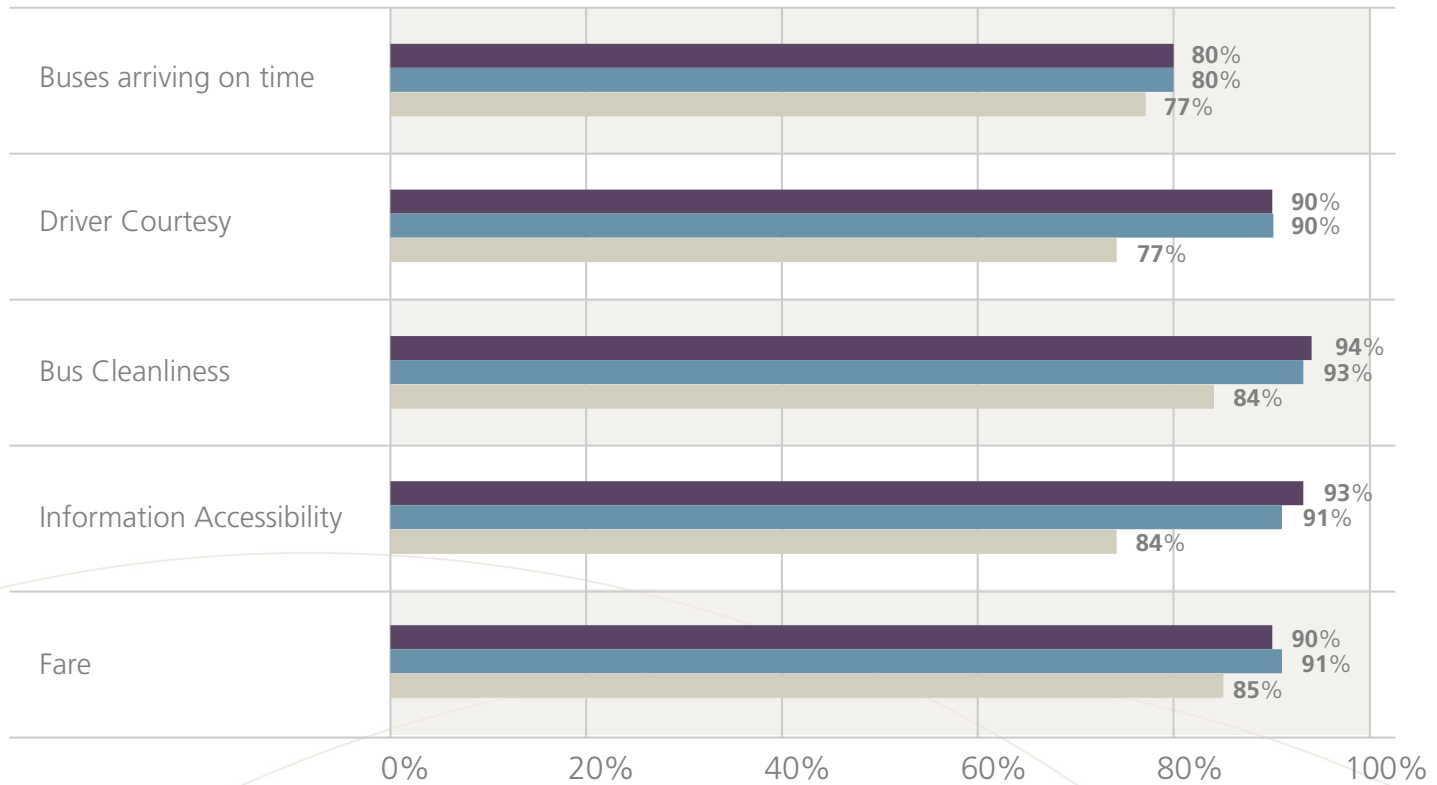
2016 2014 2011



SERVICE CHARACTERISTIC RATINGS

ROUTE **E** Sunday

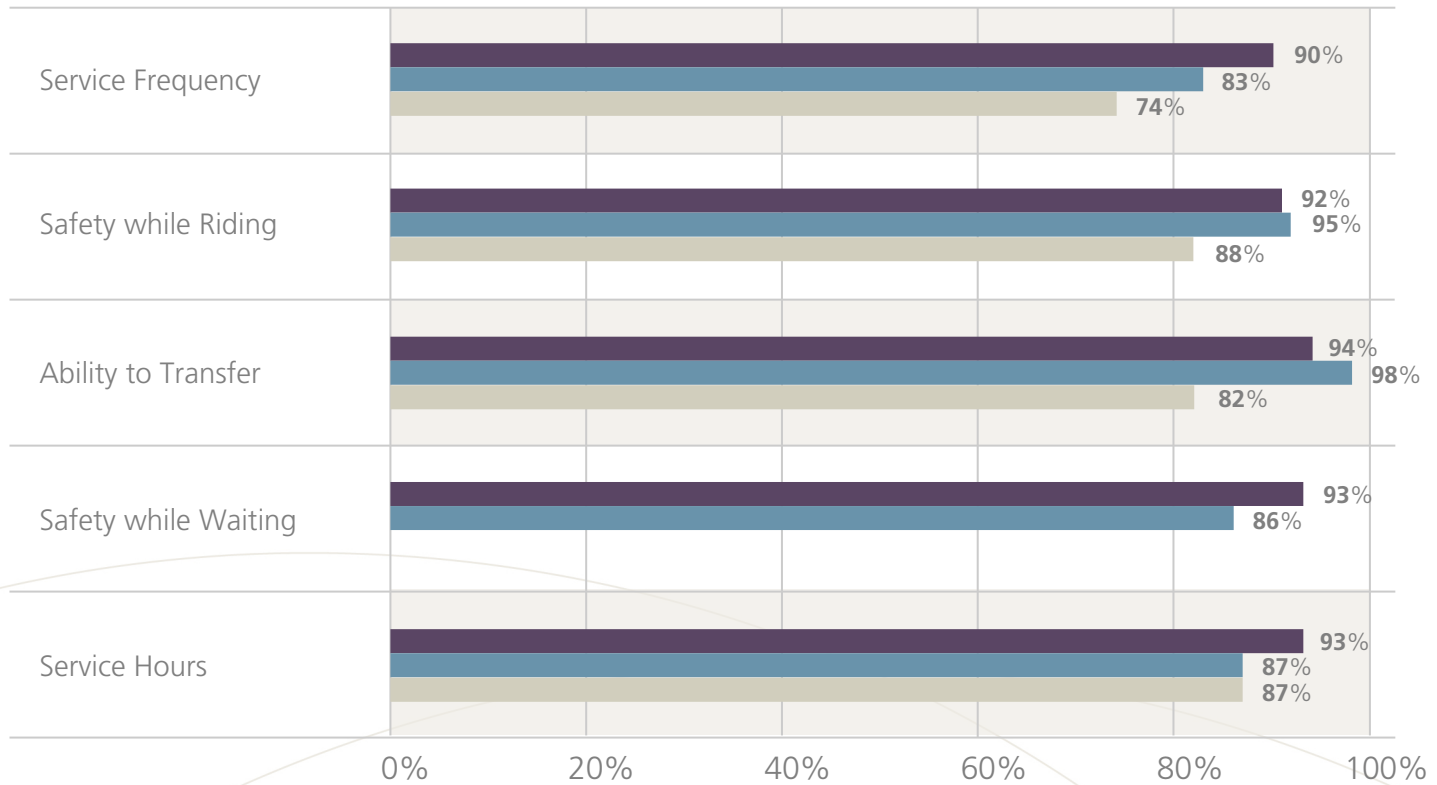
2016 2014 2011



SERVICE CHARACTERISTIC RATINGS

ROUTE **E** Sunday continued

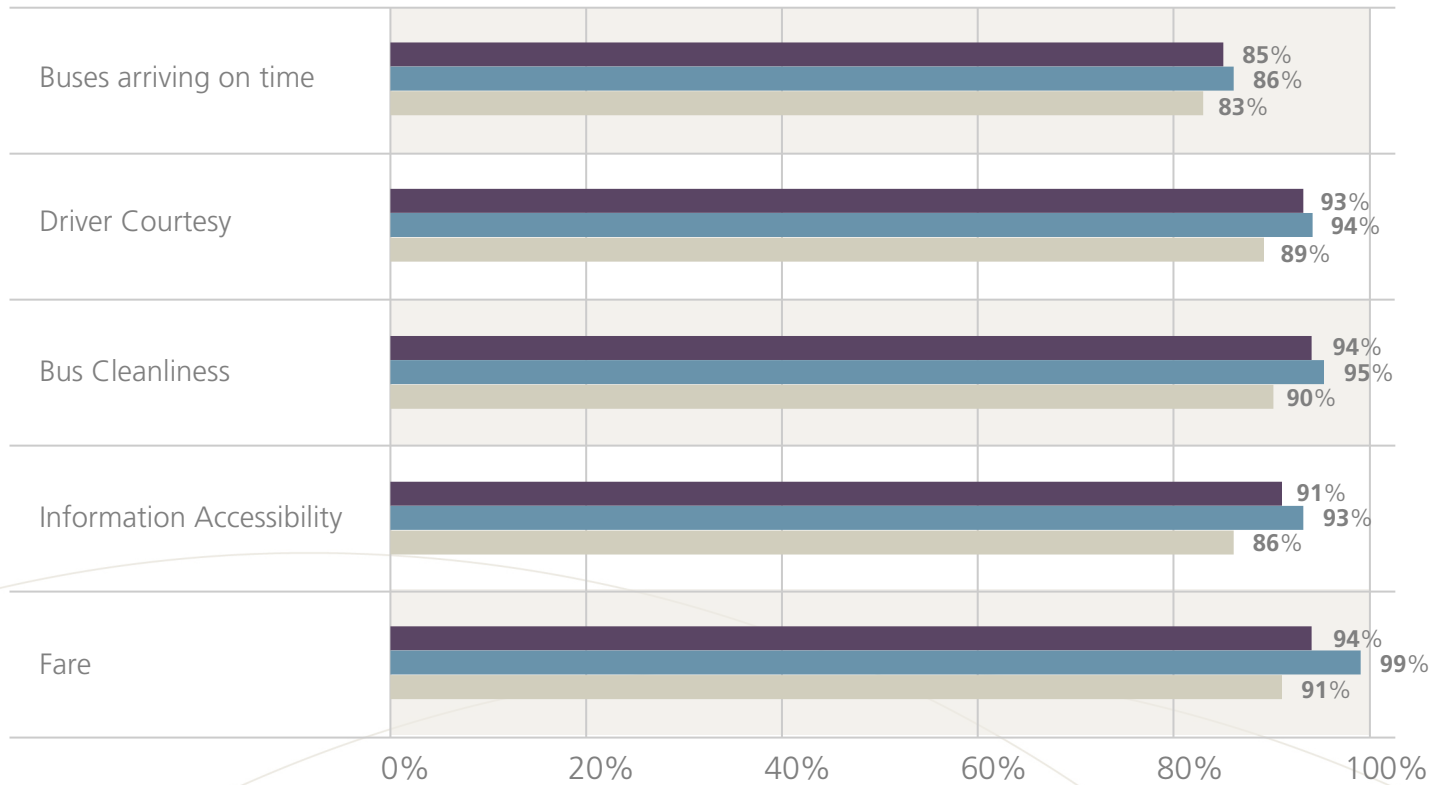
2016 2014 2011



SERVICE CHARACTERISTIC RATINGS

ROUTE **F** Sunday

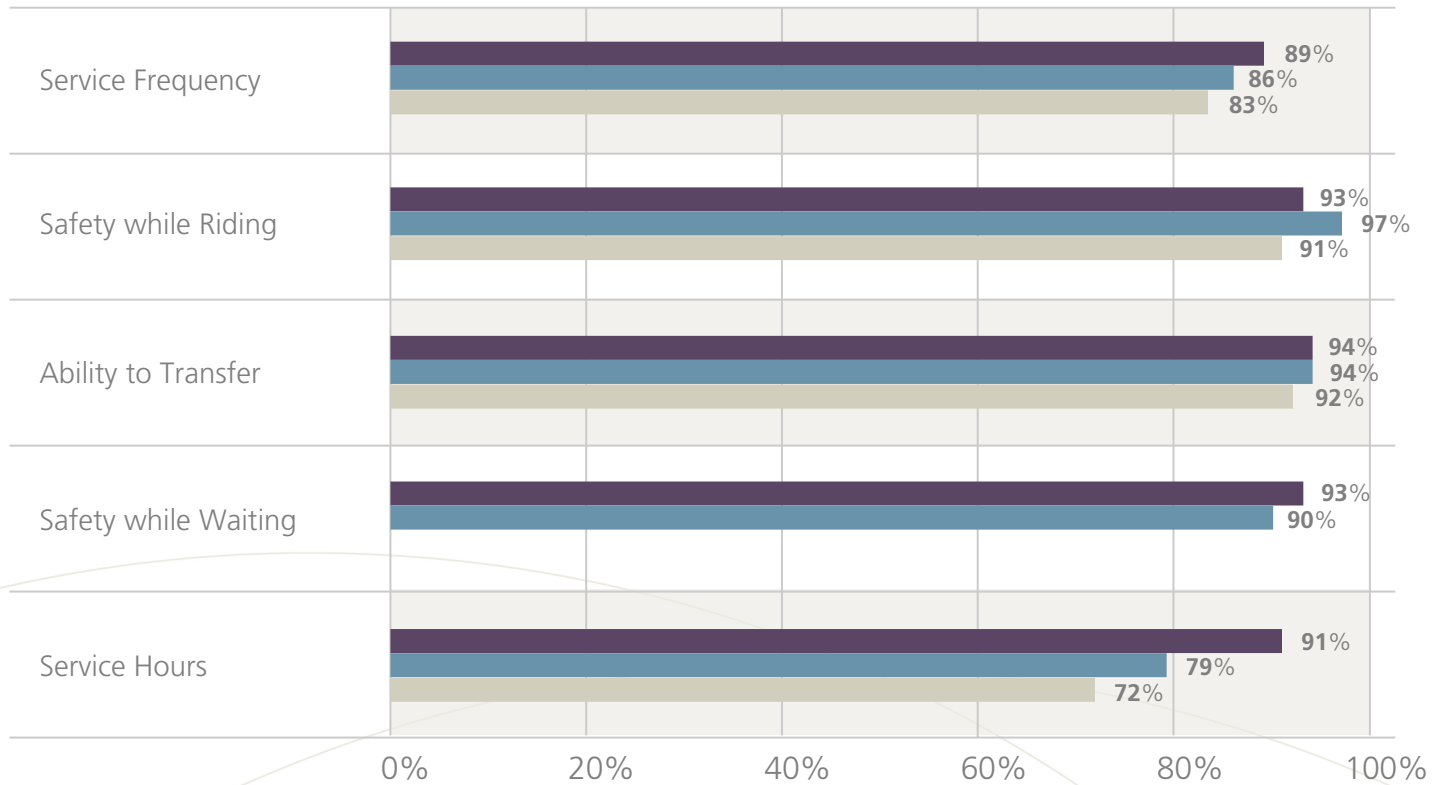
2016 2014 2011



SERVICE CHARACTERISTIC RATINGS

ROUTE **F** Sunday continued

2016 2014 2011



ACTION ITEMS / NEXT STEPS

Address service quality declines now

- While rating decline is not steep, it is a cause for concern; share survey results with contractor
- Come up with action plan to address concerns about those characteristics identified by riders
- Focus on on-time adherence

Make increasing the frequency of DASH Downtown the #1 priority

- Increasing frequency is a guaranteed way to increase ridership

ACTION ITEMS / NEXT STEPS

Promote use of TAP

- Despite the discount, riders still have issues with TAP; conduct focus group research with riders to identify major issues
- Push the free use of Metro pass on TAP until June, then promote the LADOT Transit electronic incentive fares
- Involve drivers as part of campaign

Gain thorough understanding of the new DASH Downtown market

- Promote DASH to the 'New Downtown'

ACTION ITEMS / NEXT STEPS

Address decline in five day a week use

- Create new campaigns that promote the use of DASH for every trip purpose
- Arrange cooperative promotions with Downtown merchants

Increase the number of shelters and benches

- Meet with Outfront/DeCaux

Inconsistency in Weekend service ratings

- Big drops in ratings for each route but only on one day, shows need for more street supervision