

**COMMUTER
EXPRESS**

JULY 2014
PRESENTED BY ILIUM

2014 FINAL REPORT

LADOT

Commuter Express

2014 Survey

- Examine, Trend Travel Characteristics, Rider Characteristics, Service Ratings
- Identify customer satisfaction with TAP and Real Time Information
- Methodology matches prior tri-annual surveys

2014 Survey



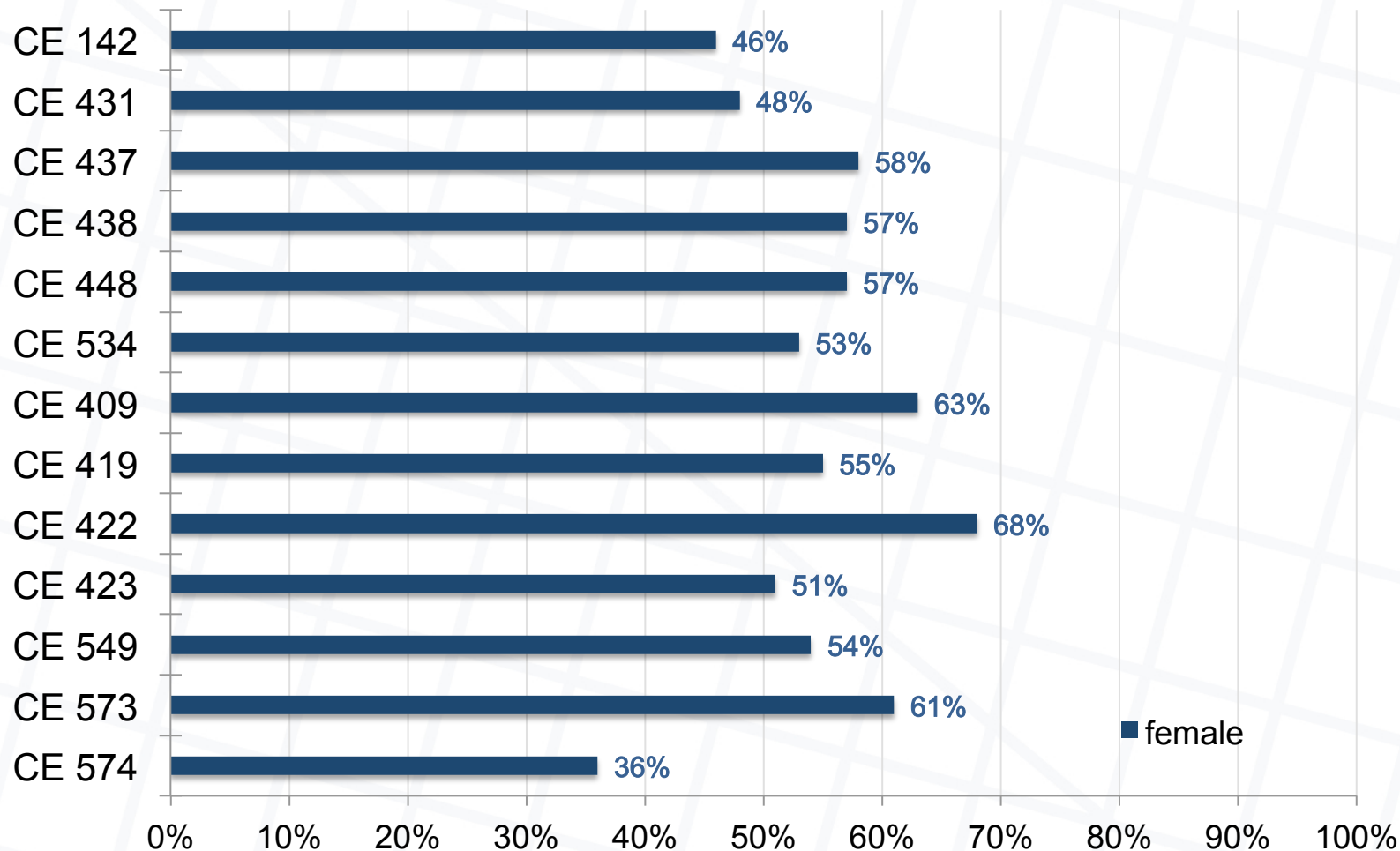
- Conducted April, 2014. 2,914 riders surveyed.
- Census of all trips except CE 142 where trips surveyed are 7AM-6PM.
- Survey Tuesday-Thursday except for CE 142, CE 422.
- Survey in PM except CE 142, CE 534.
- Union Station/Bunker Hill is a separate survey.

Presentation Organization

- Who are the riders
- How do they use the service
- Satisfaction Scores
 - TAP, Real Time Information
- Overall Service Rating by route
- Service Characteristic Ratings by route

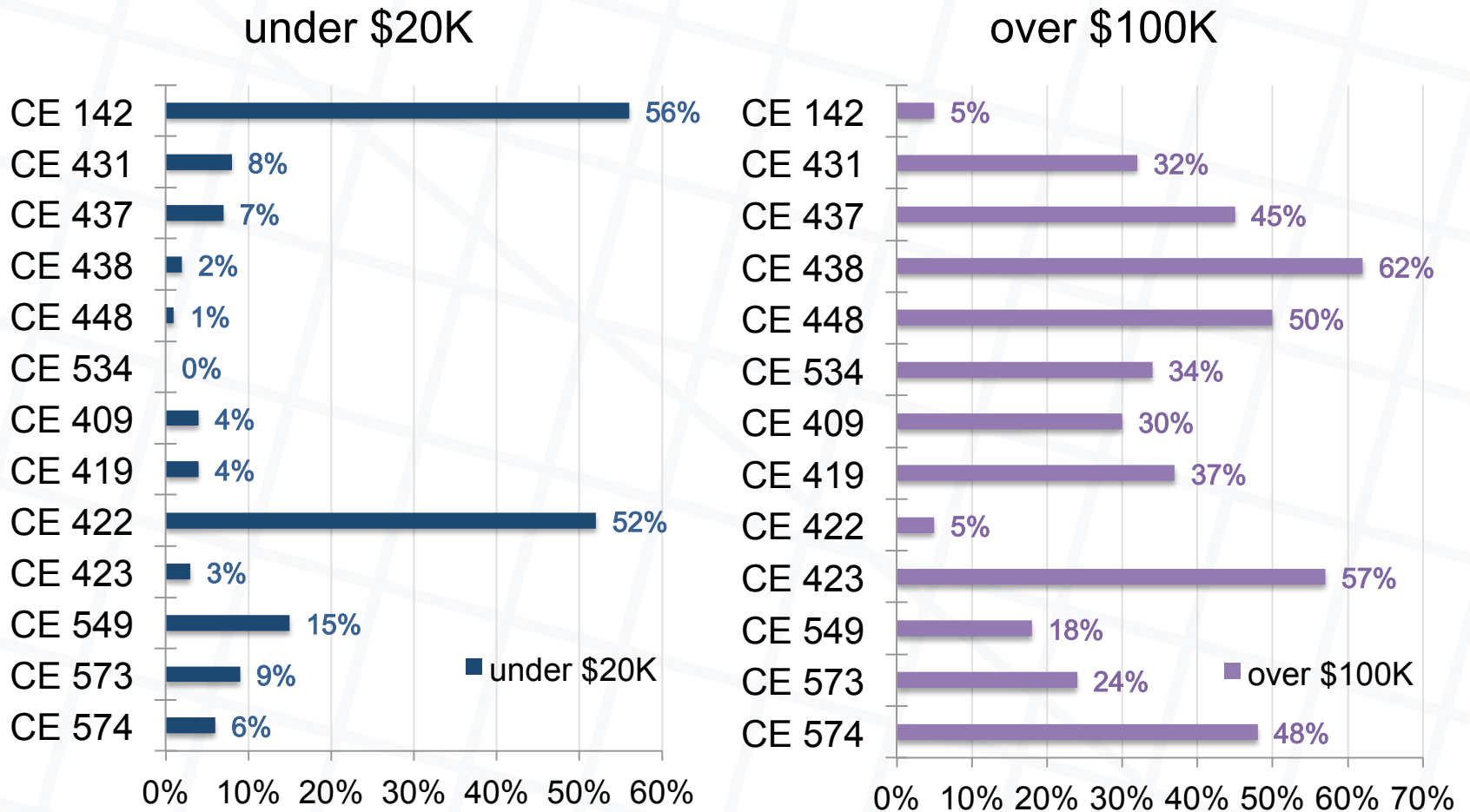
Gender

Percent of female riders by route



Income

Percent of riders with HH incomes under \$20K, over \$100,000 by route



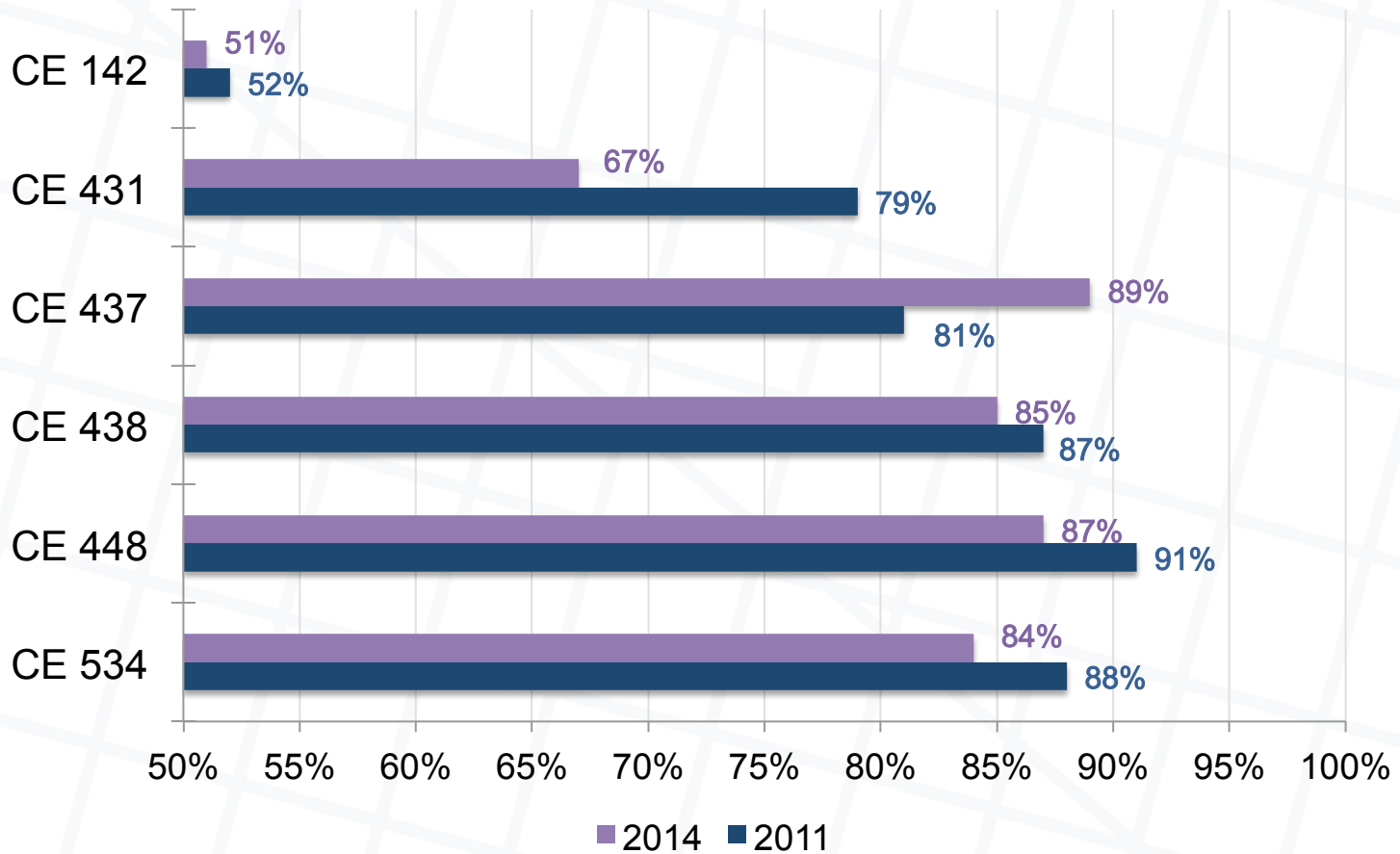
Rider Use of the Service

- Trip Purpose
- Riding Frequency
- Riding History
- Transfer Activity
- Drive to Route
- Parking Convenience
- Employer Fare Payment
- Reason for Riding

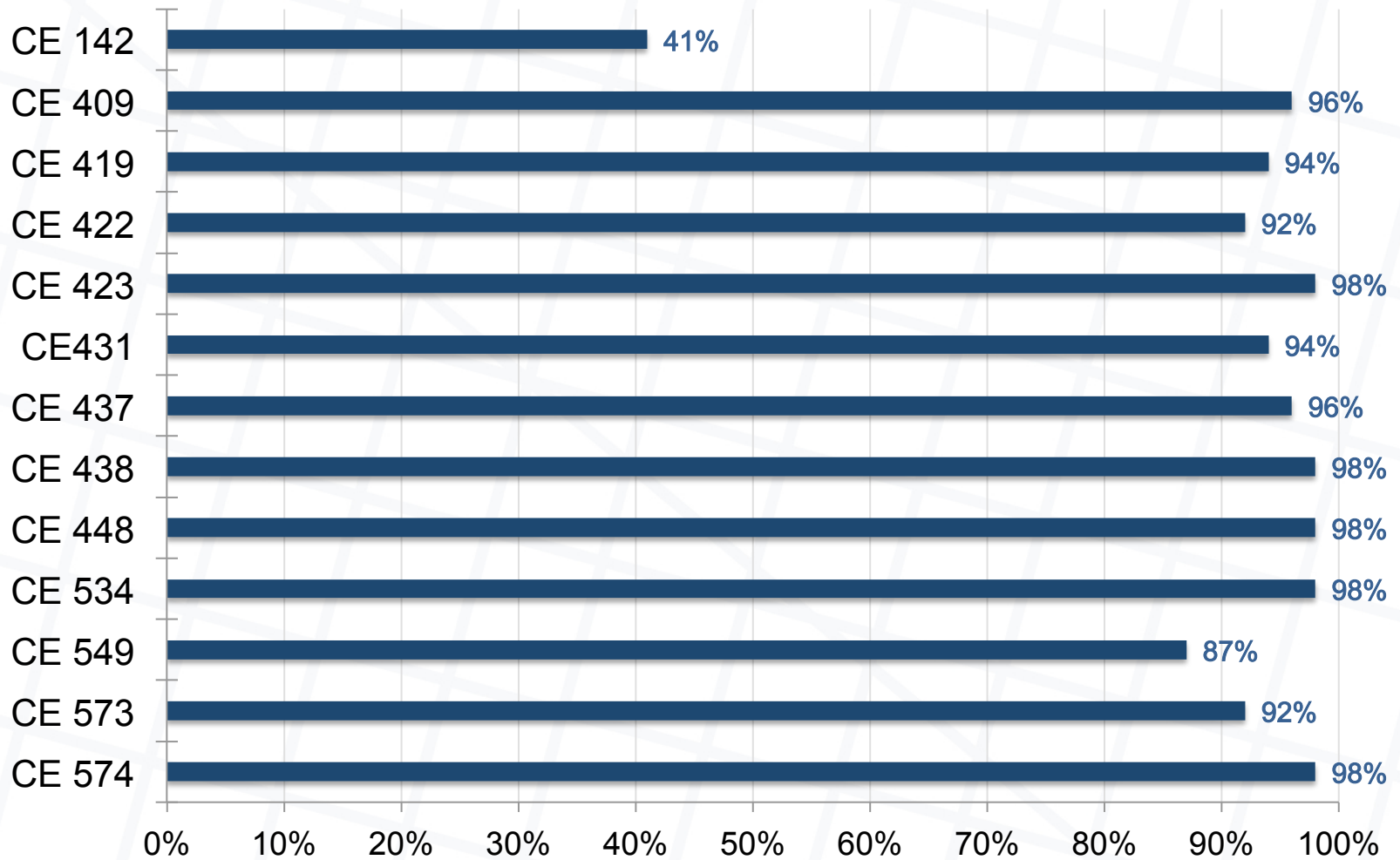
Riding Frequency: 2011/2014



Percentage riding 4+ days a week (South Yard)



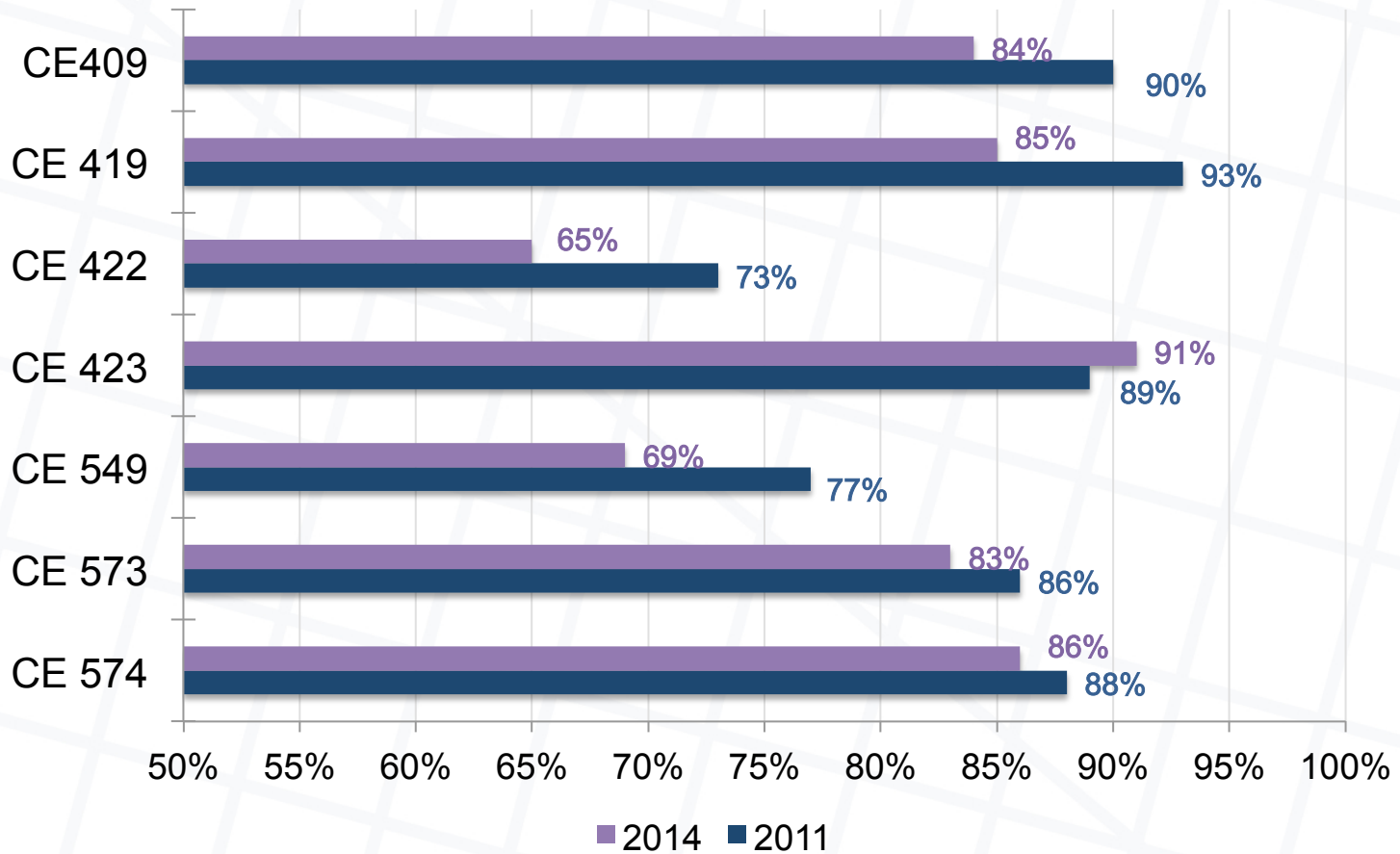
Trip Purpose—Work



Riding Frequency: 2011/2014



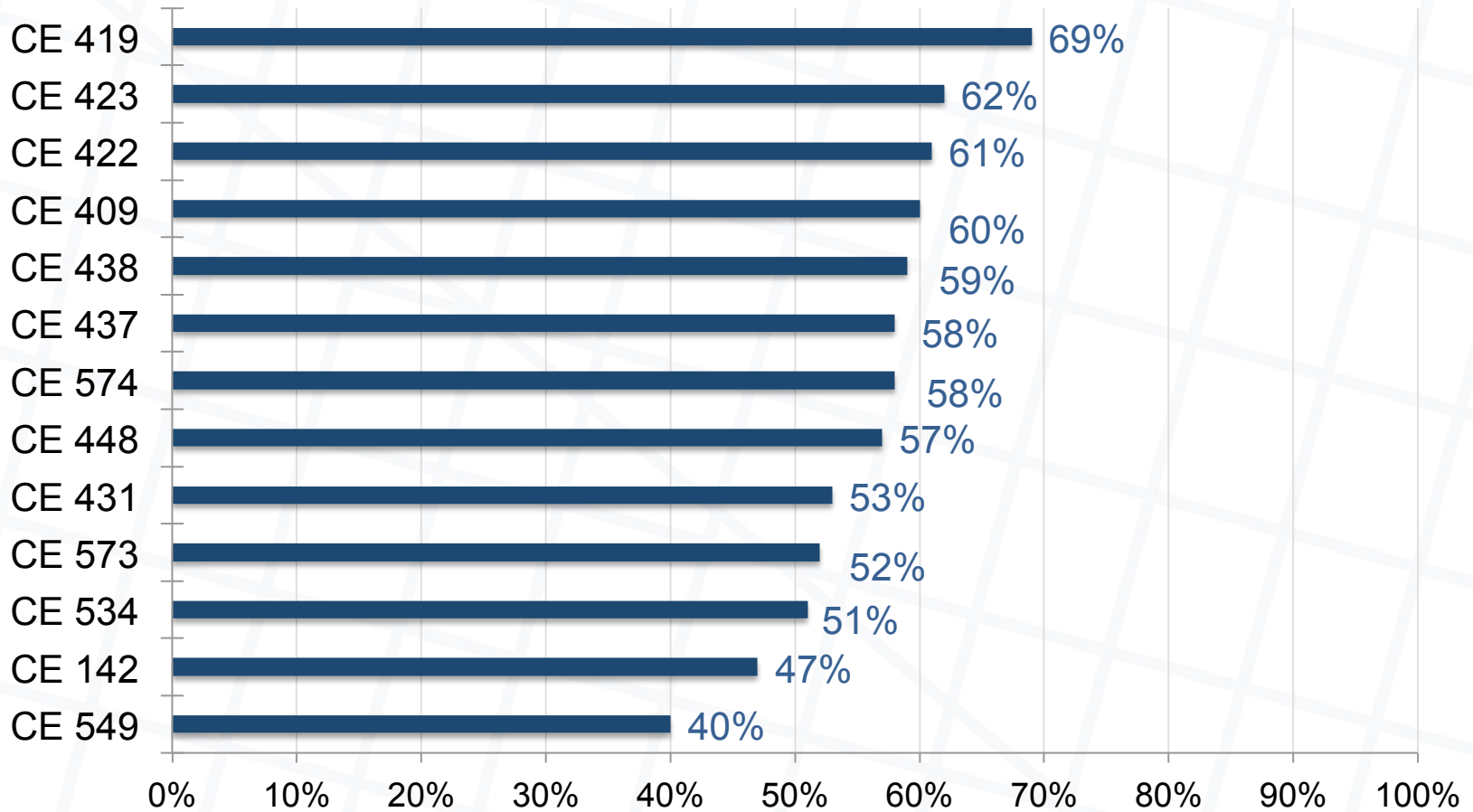
Percentage riding 4+ days a week (North Yard)



Riding History: 2 years or more



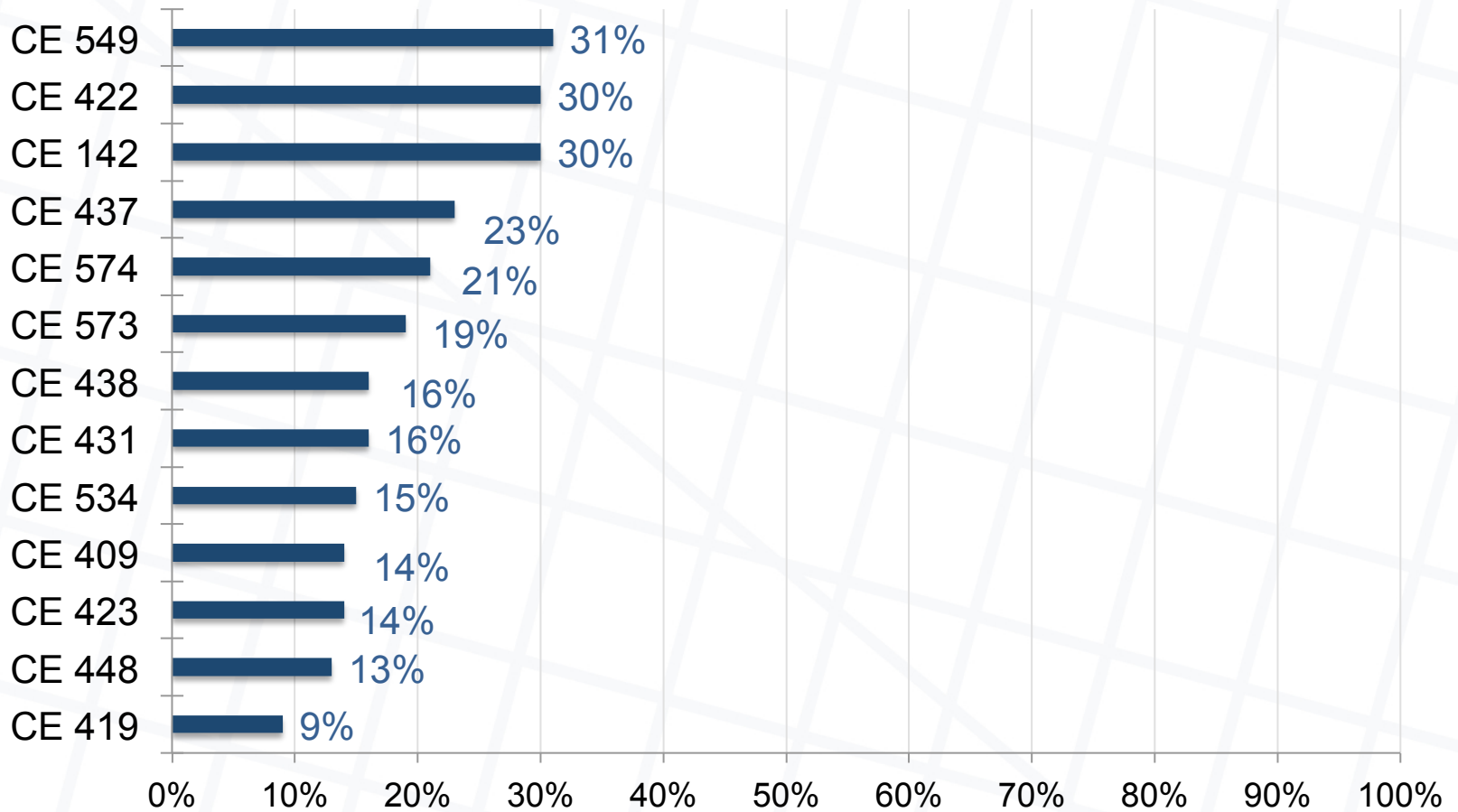
Percentage of total route riders. All routes ranked.



Riding History: 6 months or less



Percentage of total route riders. All routes ranked.



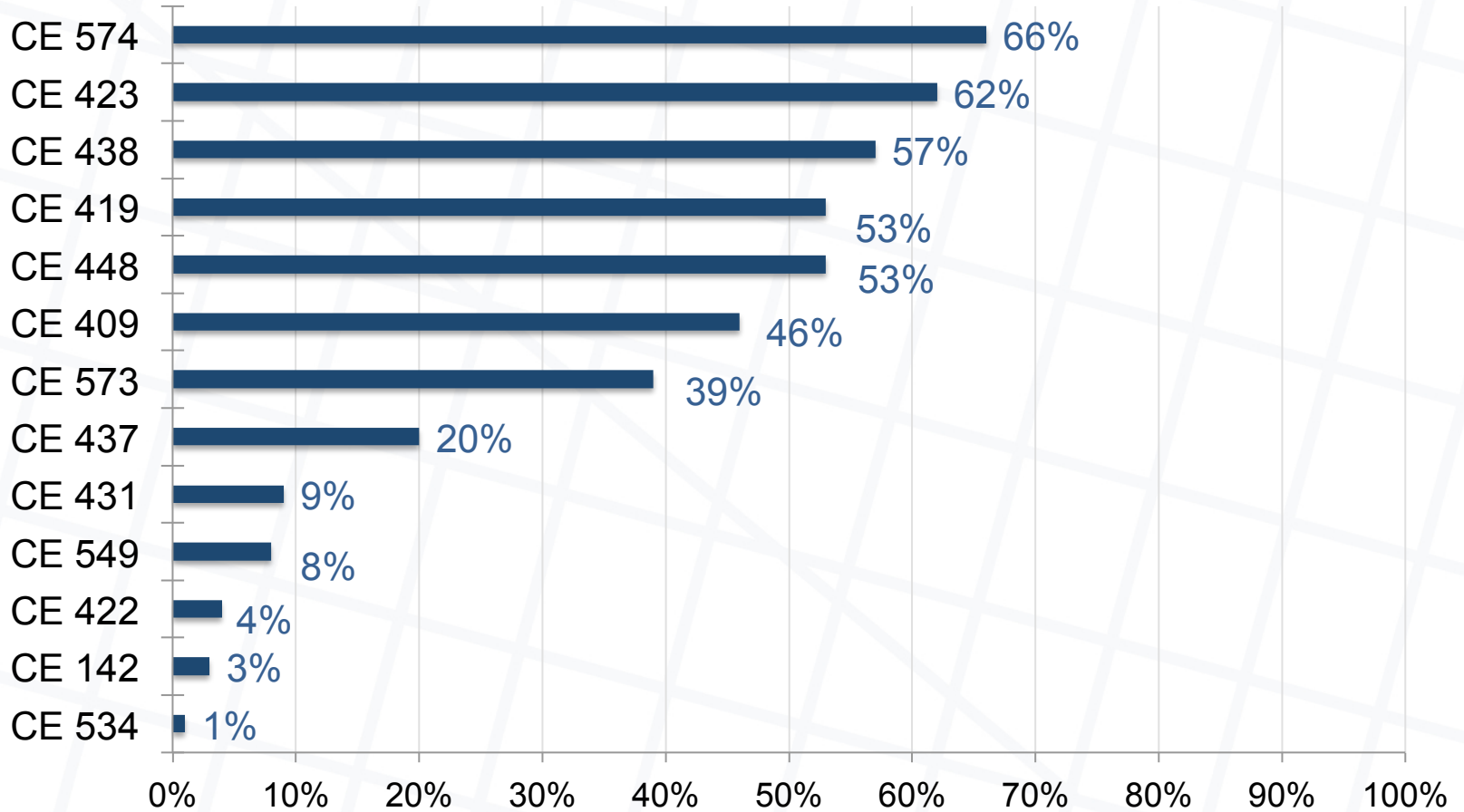
Transfer Activity

Number of riders who transfer to route. Ranked from highest to lowest.

- CE422: 208
- CE142: 108
- CE573: 93
- CE534: 72
- CE549: 60
- CE574: 21
- CE409: 16
- CE437: 16
- CE448: 13
- CE438: 12
- CE419: 12
- CE423: 7
- CE431: 6

Drive to Route

Percentage of route total. Ranked highest to lowest.



Parking Convenience



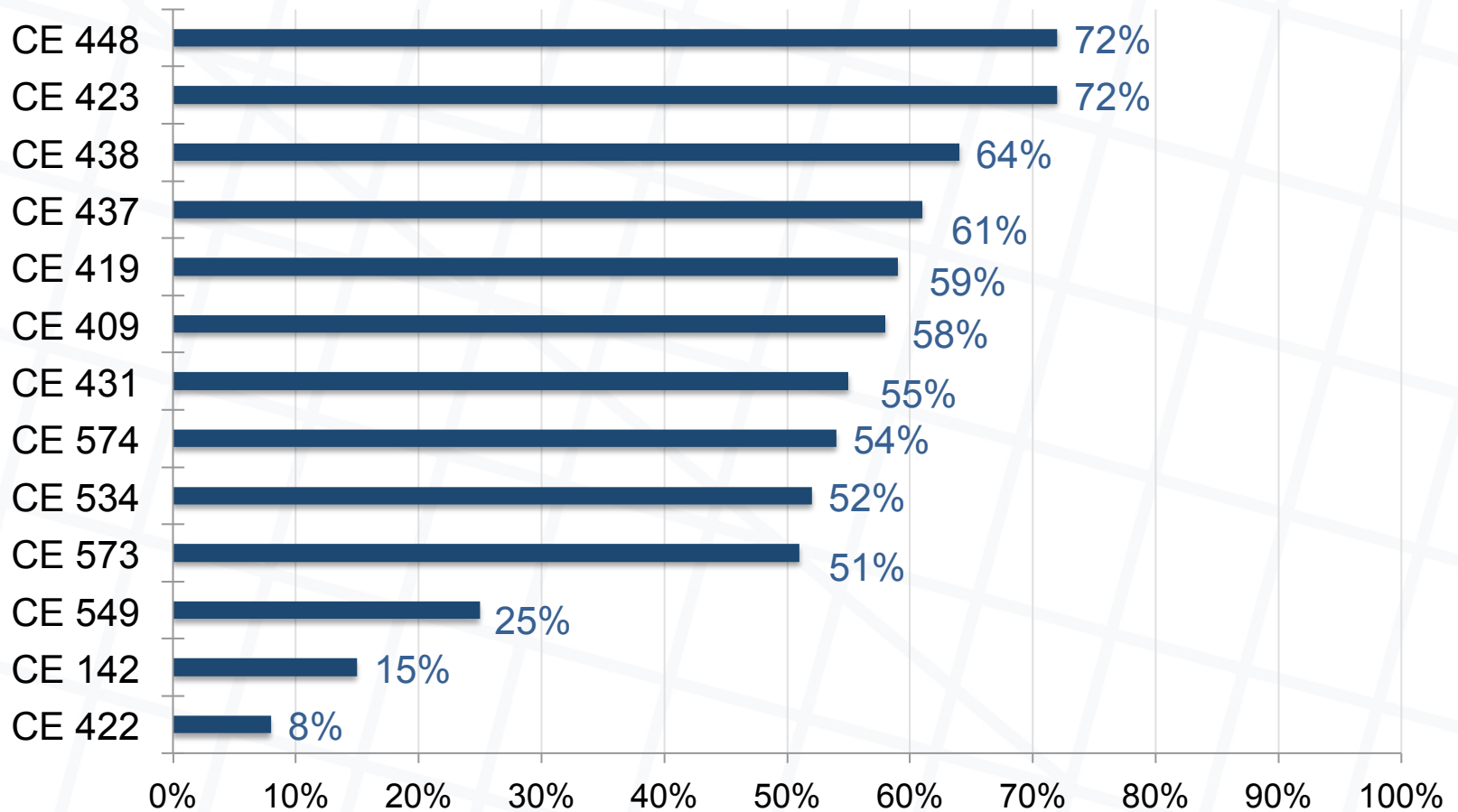
"Parking Not At All Convenient" / Number of Riders, Top 5 Routes

- CE573: 11
- CE448: 9
- CE409: 8
- CE419: 7
- CE423: 5

Employer Pays Portion of Fare



Percentage of total riders by route. Ranked highest to lowest.



- Riders indicated their reasons for taking Commuter Express with multiple reasons accepted
- Results displayed show top 3 reasons
- Relative difference in scores also important

Code: NC=No car available for trip. \$\$=Bus less expensive than driving
DD=Dislike driving in commute time traffic CD=Cannot drive Pro=Use
commute time productively

Ride Reason

South Yard

- CE142: NC 51% \$\$ 26% CD 25%
- CE431: DD 40% \$\$ 38% Pro 33%
- CE437: DD 59% \$\$ 48% Pro 39%
- CE438: DD 69% \$\$ 67% Pro 48%
- CE448: DD 72% \$\$ 57% Pro 45%
- CE534: DD 71% \$\$ 49% Pro 43%

Ride Reason

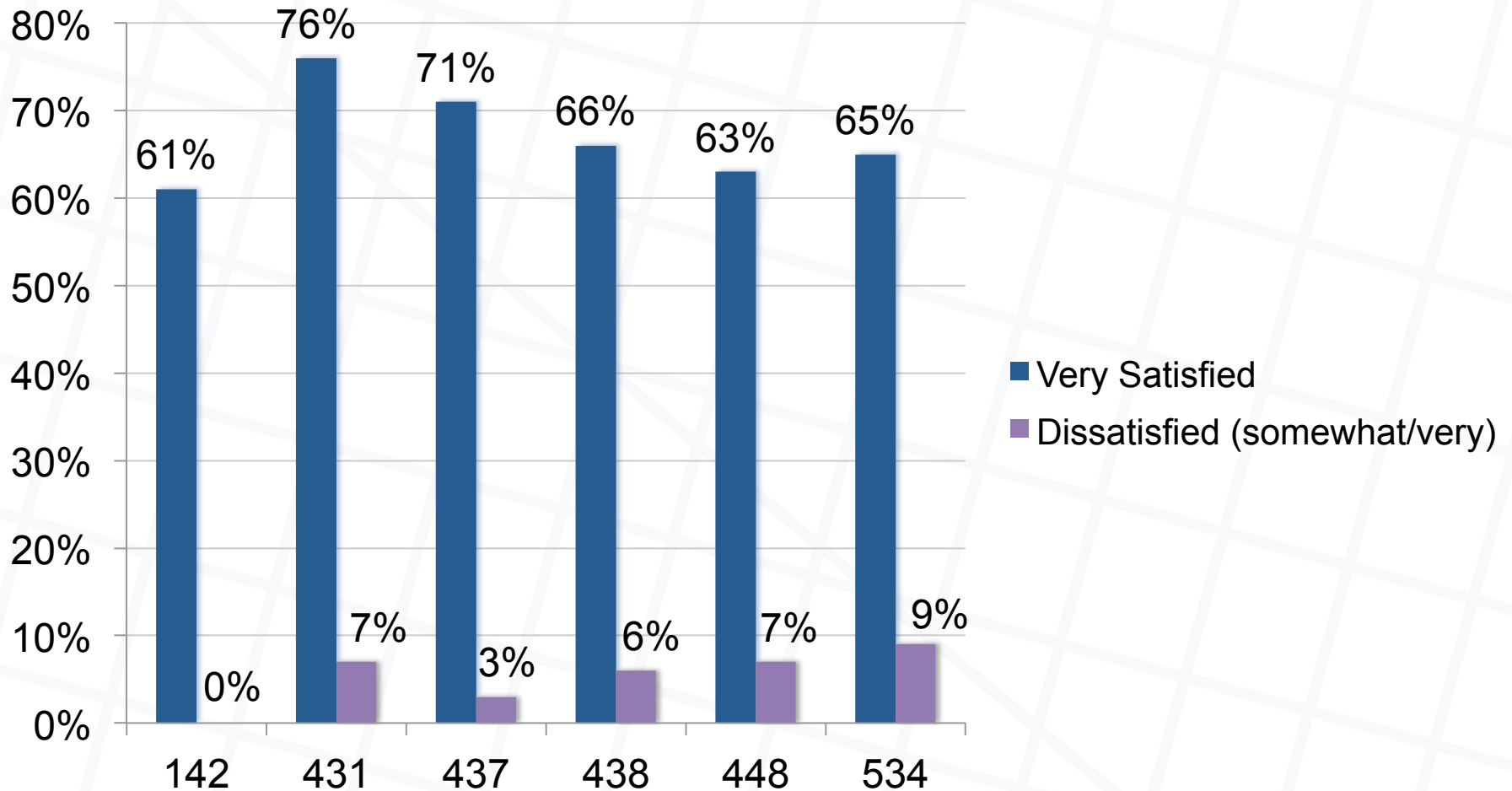
North Yard

- CE409: \$\$ 56% DD 49% Pro 32%
- CE419: DD 61% \$\$ 51% Pro 45%
- CE422: CD 41% \$\$ 33% NC 17%
- CE423: DD 70% \$\$ 57% Pro 44%
- CE549: \$\$ 38% NC 29% DD 26%
- CE573: \$\$ 54% DD 52% Pro 35%
- CE574: DD 72% \$\$ 57% Pro 46%

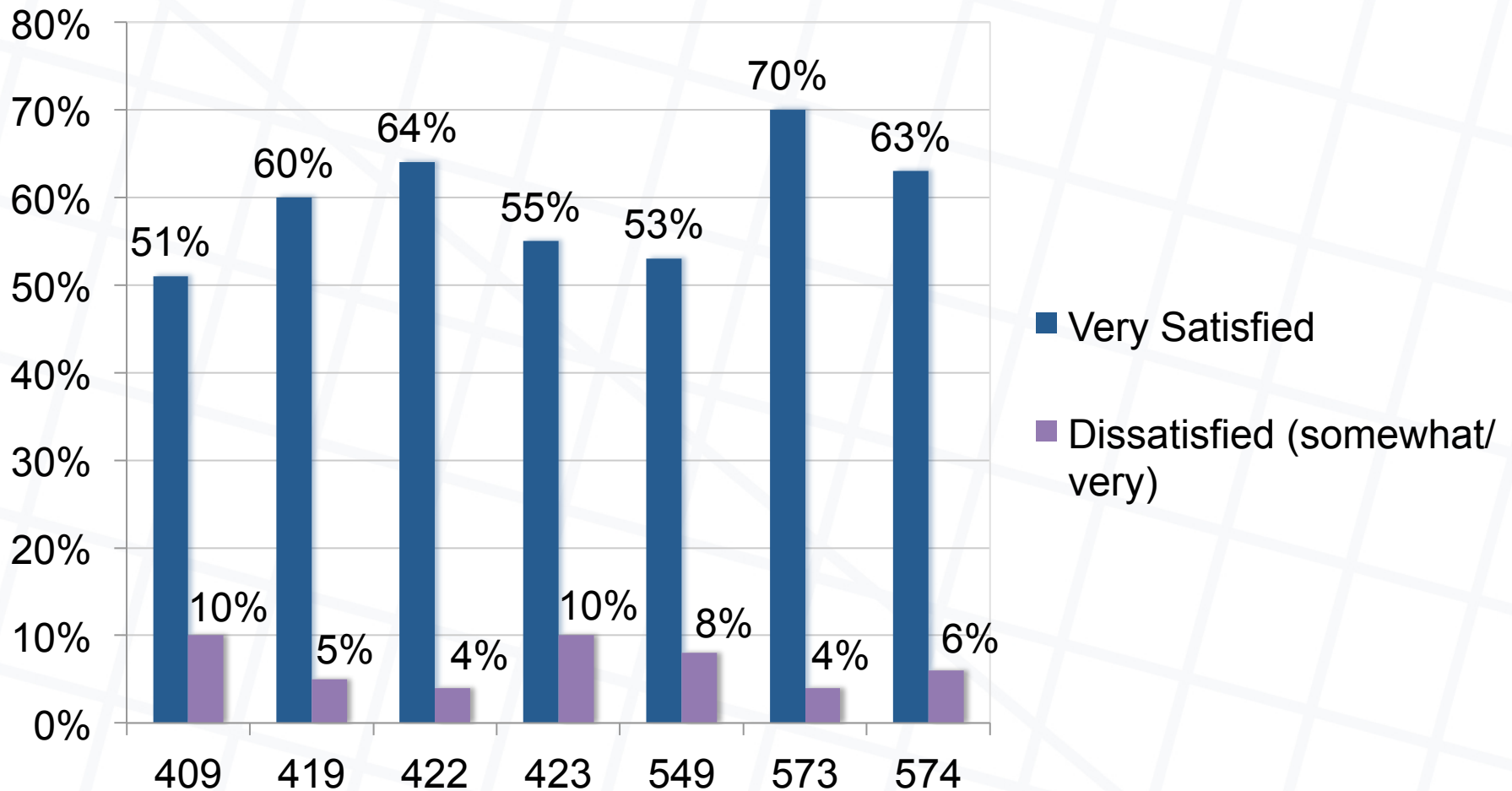
Service Ratings

- TAP Card Satisfaction
- Real Time Information Satisfaction
- Service Improved/Declined
- Service Rating
- Service Characteristic Ratings

TAP Card Satisfaction

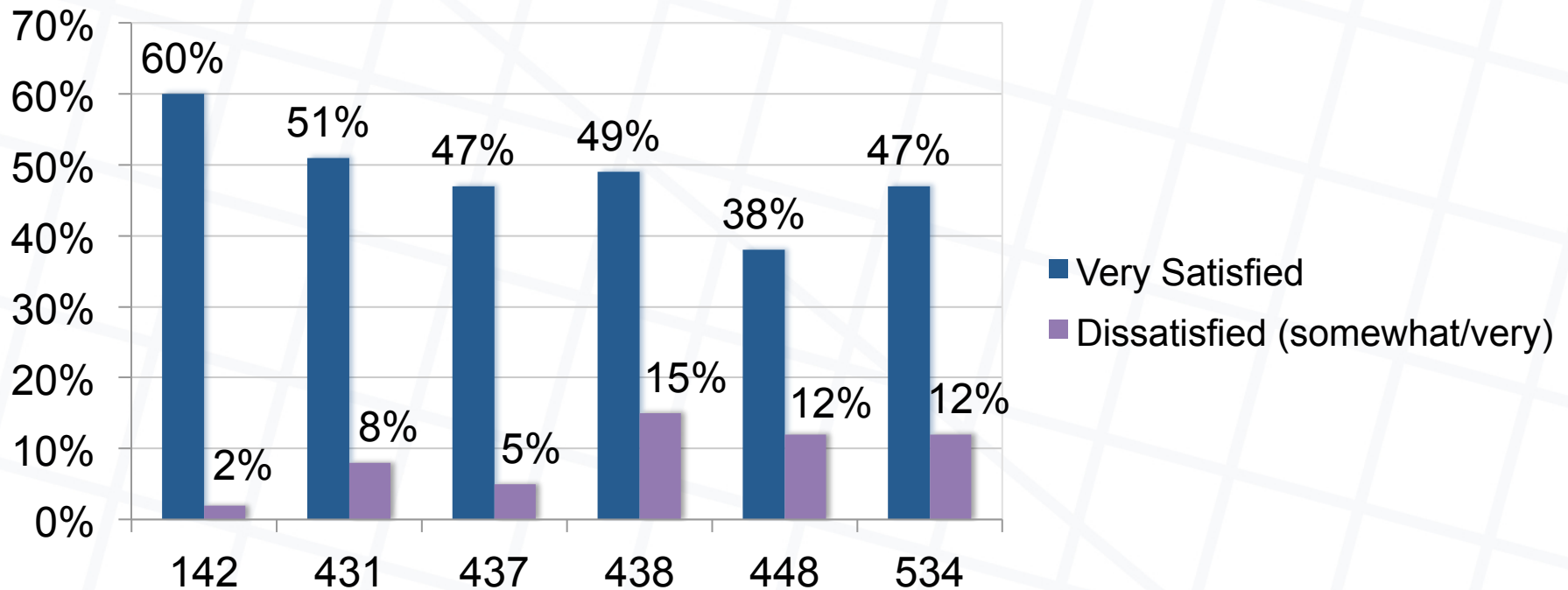


TAP Card Satisfaction

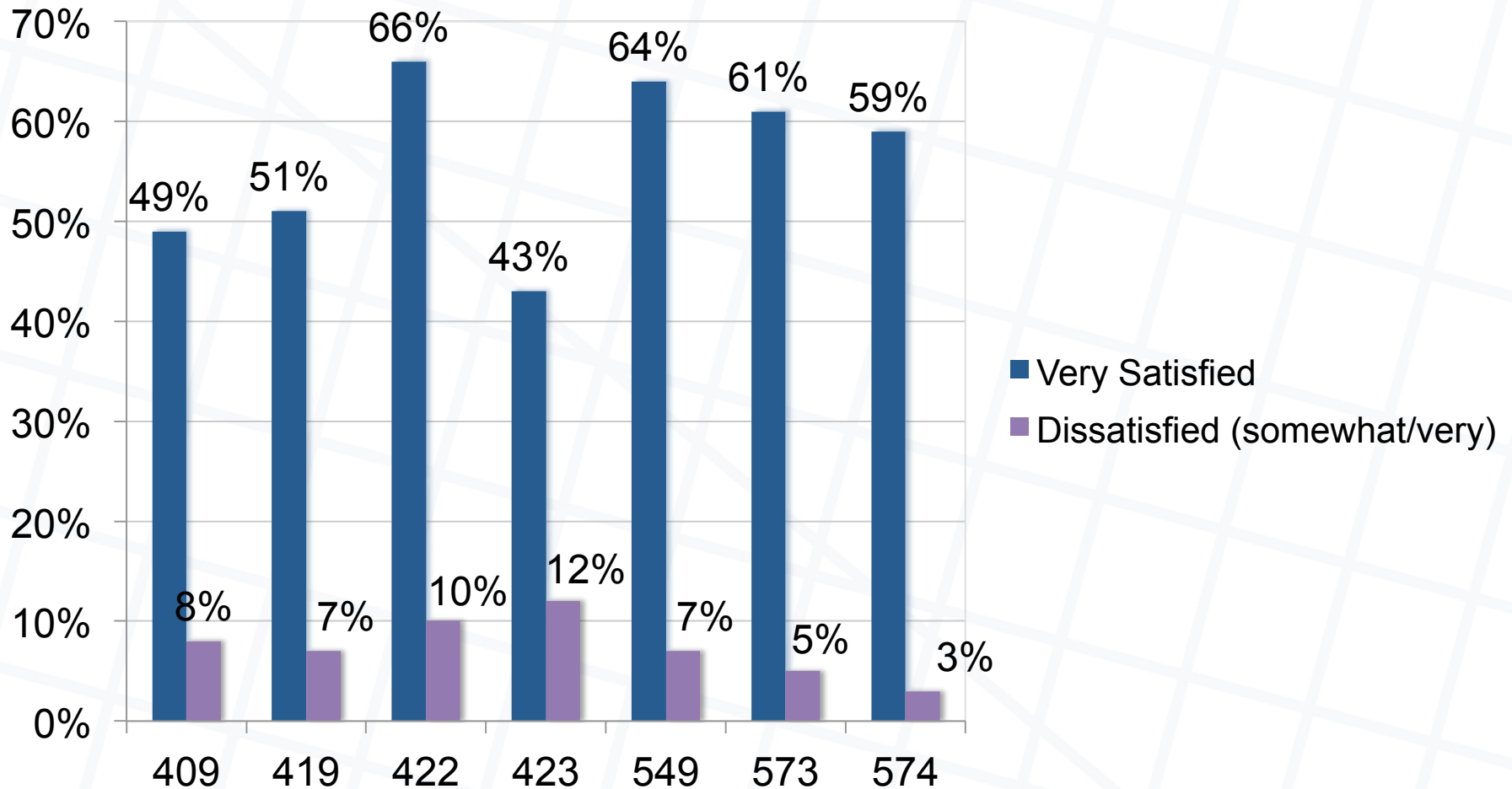


Real Time Information

- While relatively few riders have tried it (18%-45%), initial results are very positive.



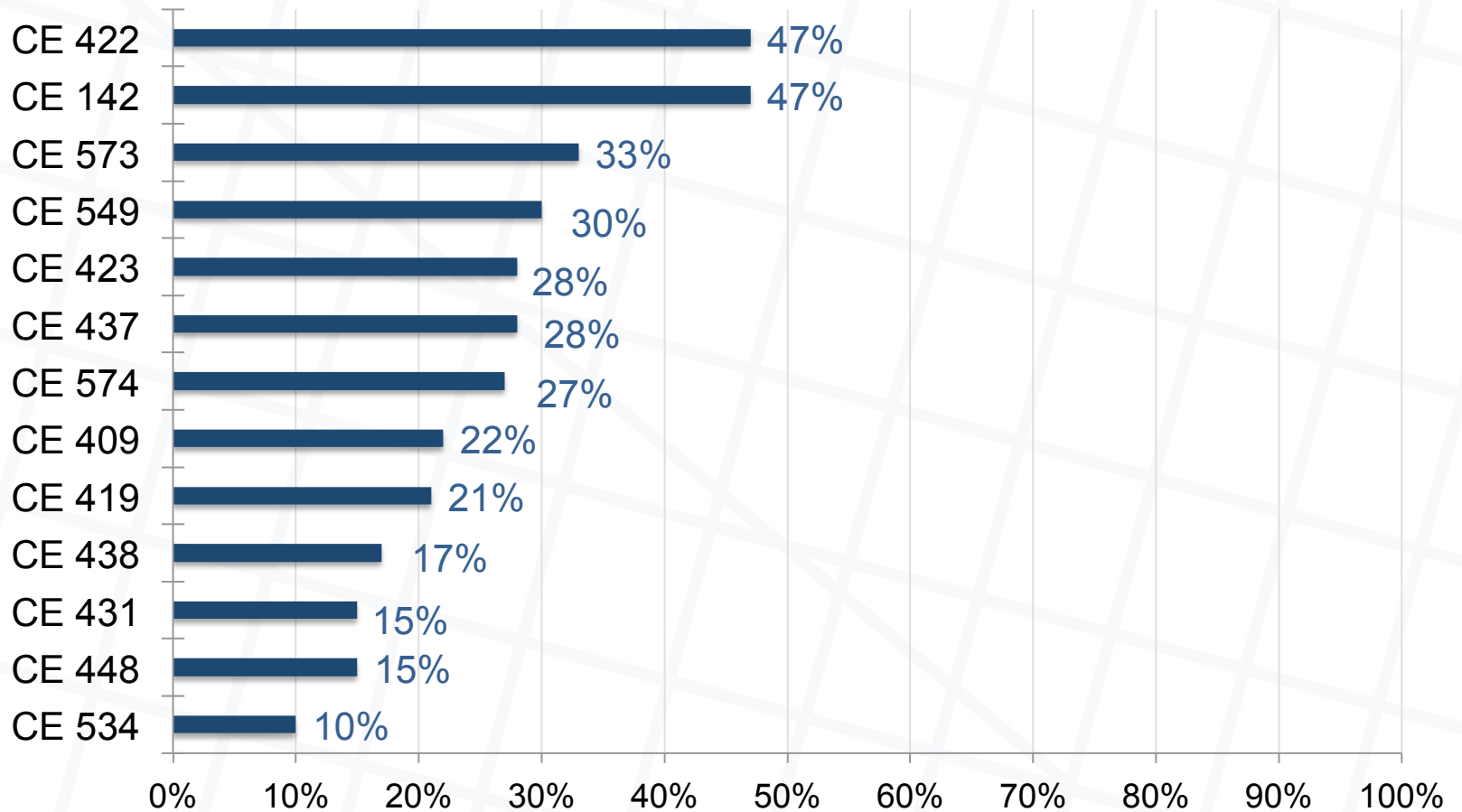
Real Time Information



Service Improved Last 6 Months

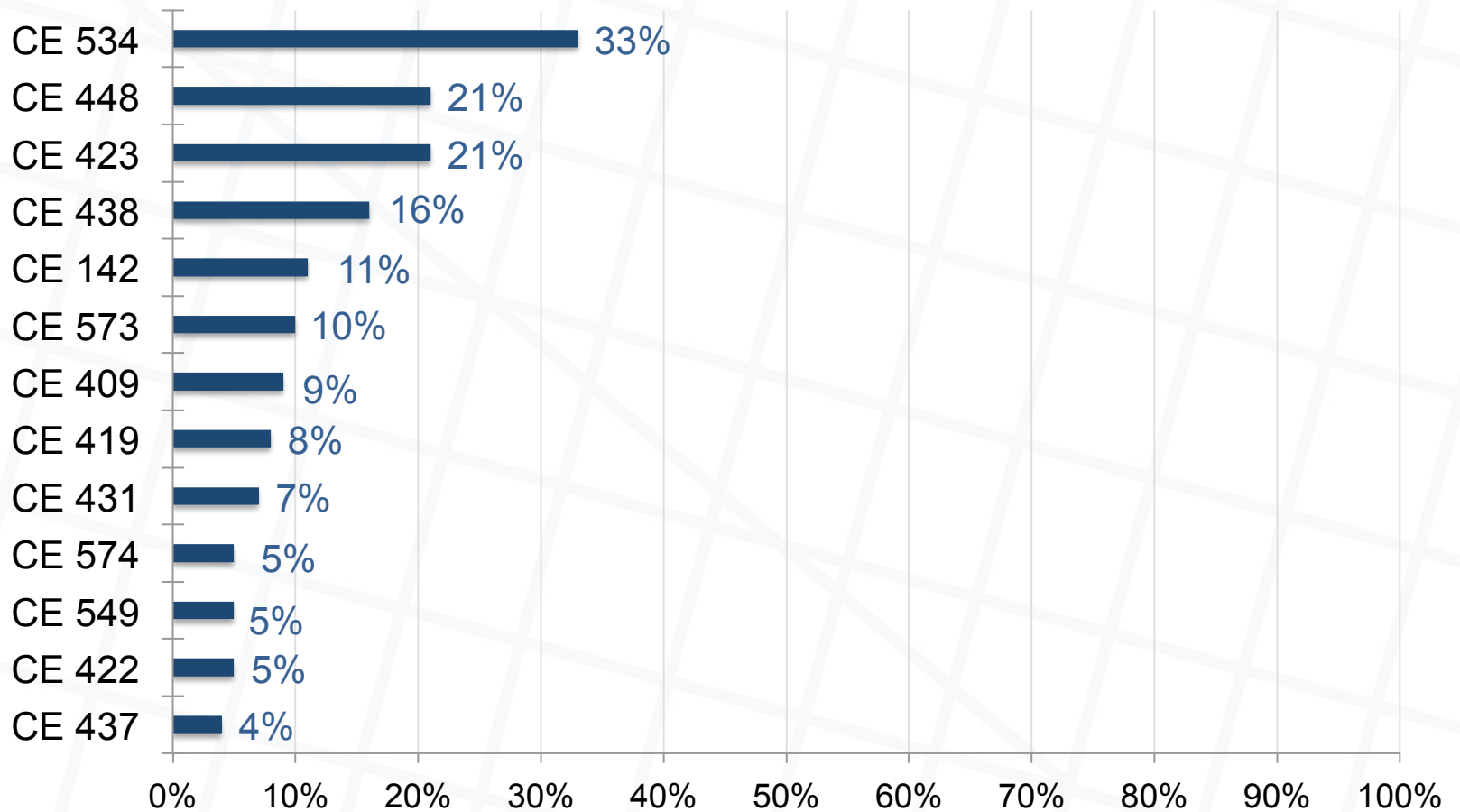


Percentage of total riders on route. All routes ranked.



Service Declined Last 6 Months

Percent of total route riders. All routes ranked.



Overall Service Rating



Combination of Excellent, Very Good, Good scores.

South Yard

CE142: 82% **-6%**

-Ex/VG +6%

CE438: 94% **+2%**

-Ex/VG +9%

CE431: 95% **+17%**

-Ex/VG +18%

CE448: 91% **+3%**

-Ex/VG +7%

CE 437: 96% **+17%**

-Ex/VG +29%

CE534: 82% **-10%**

-Ex/VG -17%

Overall Service Rating



Combination of Excellent, Very Good, Good scores.

North Yard

CE409: 94% **+4%**

-Ex/VG +9%

CE419: 94% **+5%**

-Ex/VG +13%

CE 422: 89% **-2%**

-Ex/VG +14%

CE423: 89% **+8%**

-Ex/VG +21%

CE549: 94% **-3%**

-Ex/VG +3%

CE573: 95% **+1%**

-Ex/VG +6%

CE574: 94% **+2%**

-Ex/VG +18%

Service Characteristic Ratings

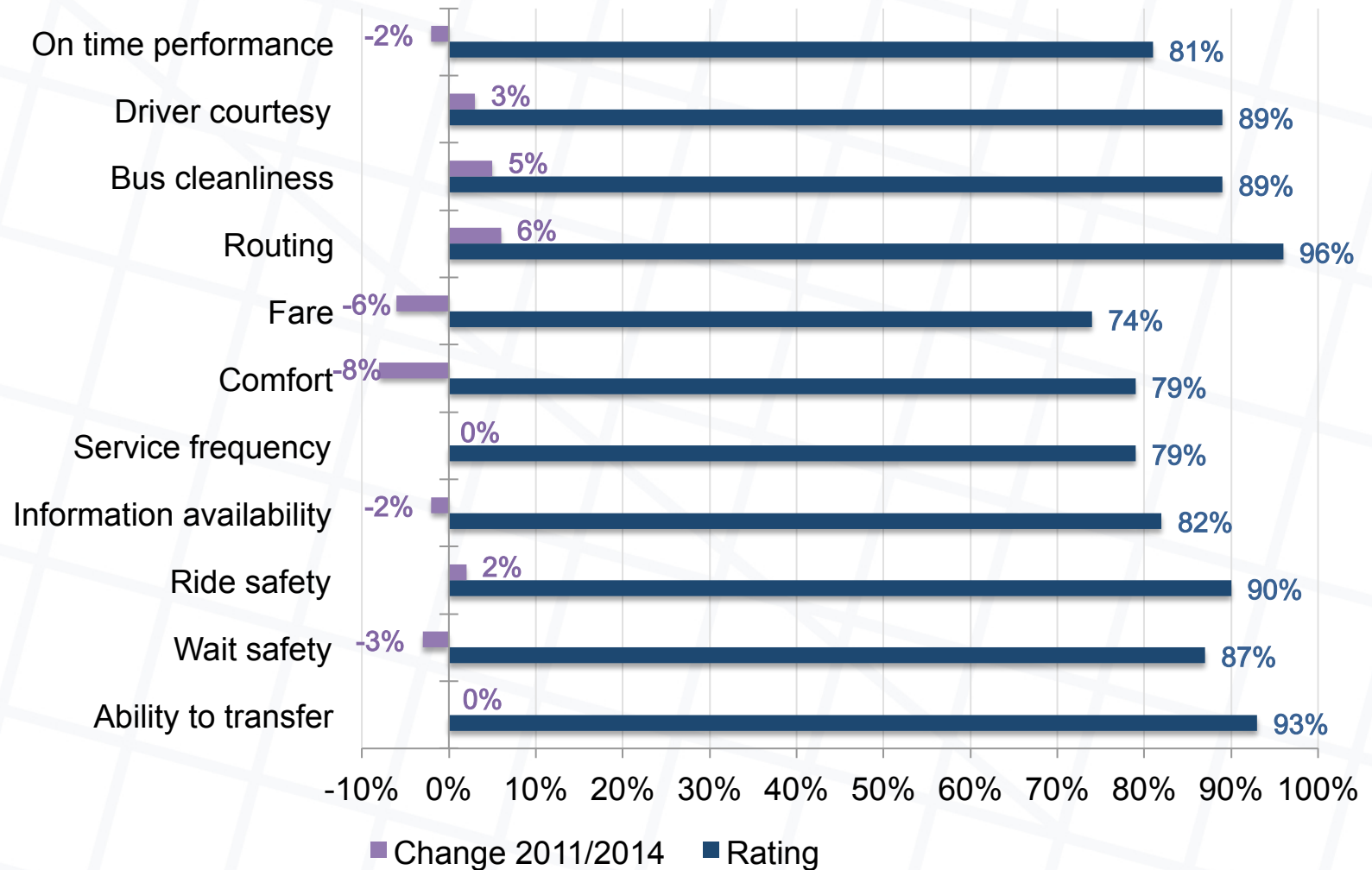


- By route, by garage
- Comparison to 2011

The weekday results for 2014 show an odd mix of scores:

- A slight decline of 2% in the rating for On Time Performance (81%)
- Issues with Comfort as the rating declined by 8%.
- Driver Courtesy was positively rated at 89%, a 3% improvement.
- Routing was the highest rated at 96%.
- Also highly rated was Ability to Transfer at 93%.
- The rating for Service Frequency did not change at 79%.
- Ride Safety was rated at 90%, 2% better than in 2011.
- The rating for Fare declined by 6% to 74%.

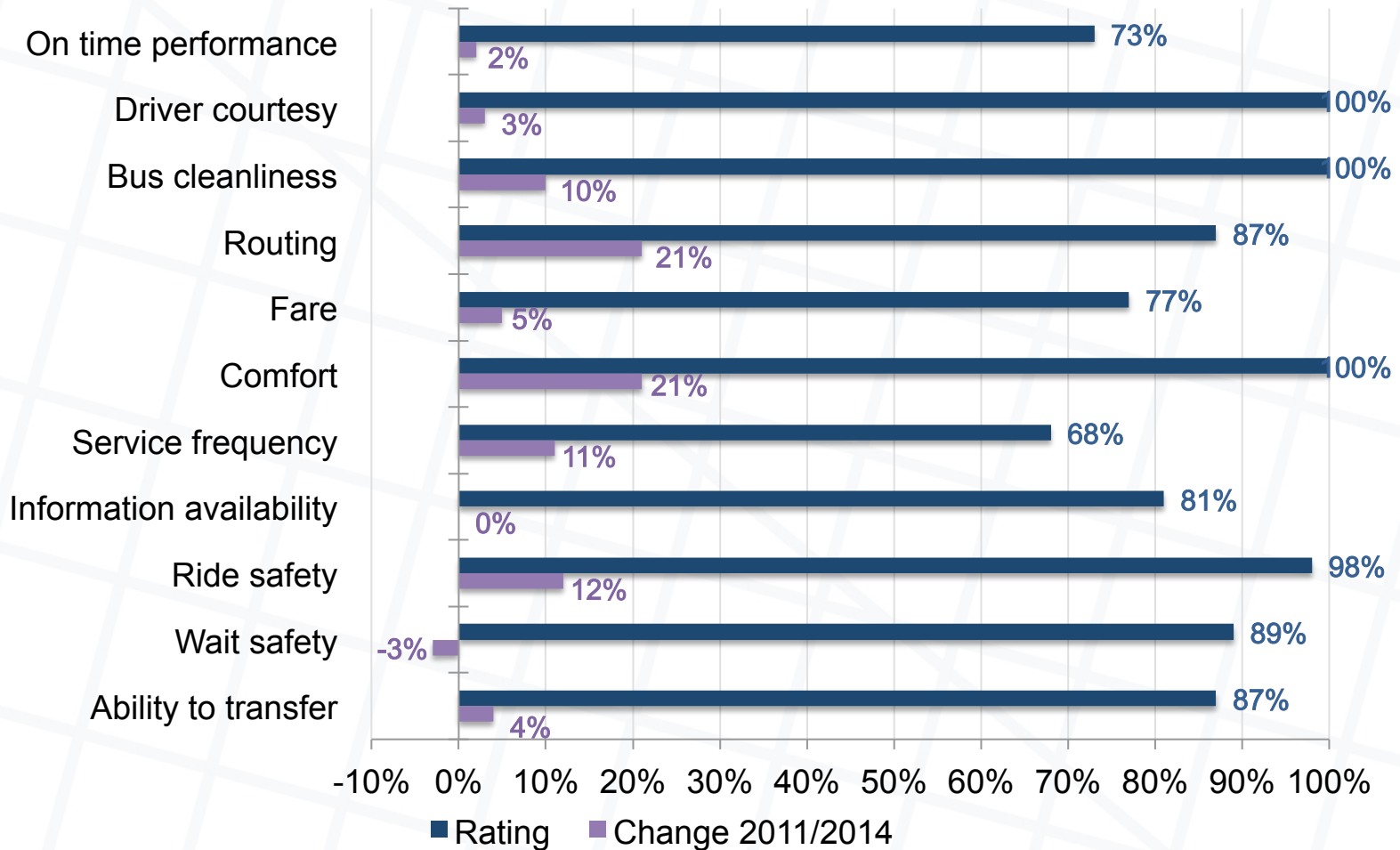
Route 142



The 2014 scores show dramatic improvement in a number of areas as well as in the percentage of Excellent/Very Good scores. Three characteristics were rated at 100% (Driver Courtesy, Bus Cleanliness and Comfort).

- Routing showed a dramatic increase from 2011 as the positive service score increased by 21% to 87%. The 2008 score was 88%.
- On time performance improved by only 2% to 73% but the Excellent/Very Good combination increased by 12%.
- Fare also had a notably large improvement with Excellent/Very Good scores increasing by 22%.
- Service Frequency improved by 11% to 68% and Ride Safety increased by 12% to 98%.
- The only decline in scores was by only 3% for Wait Safety.

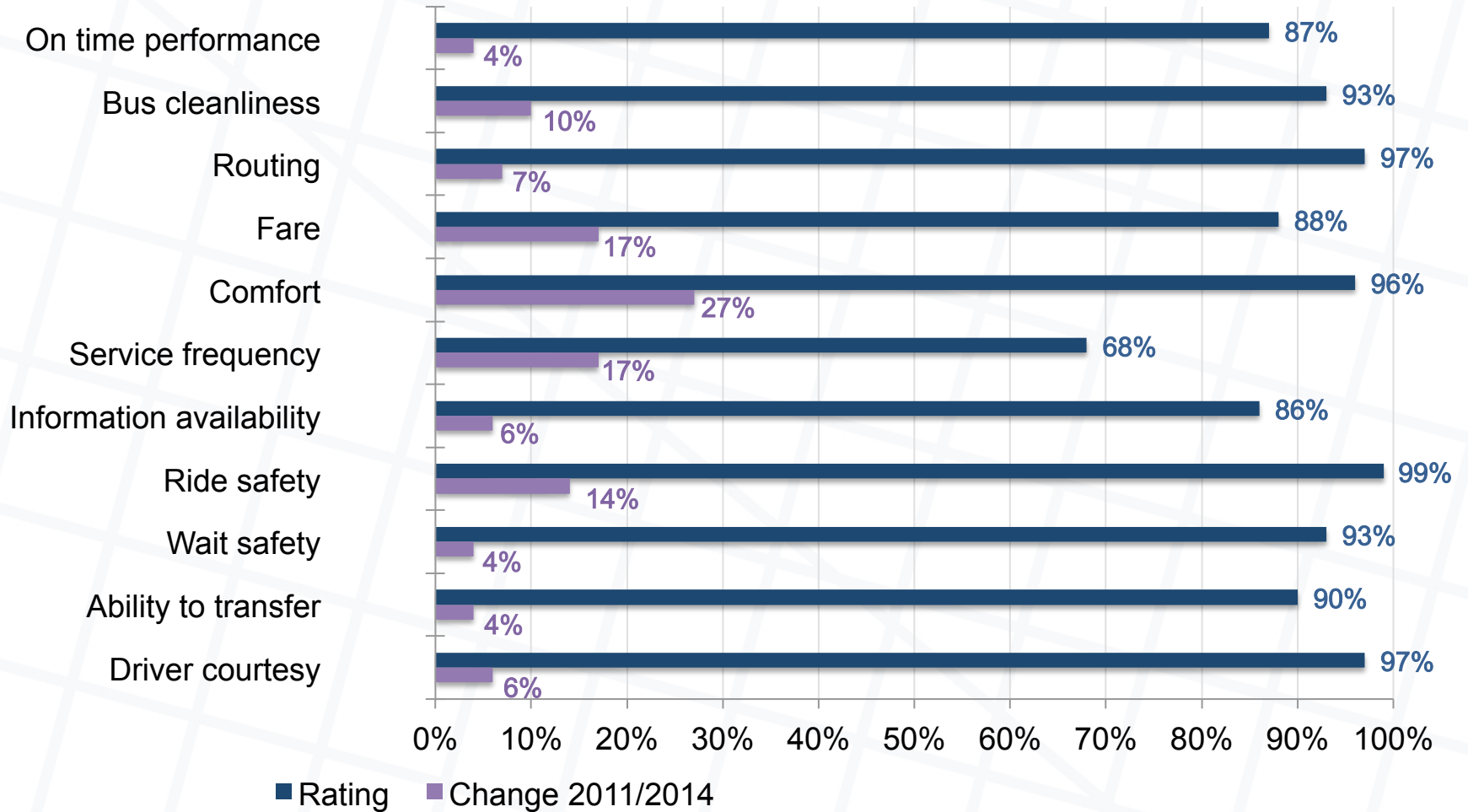
Route 431



The 2014 results show dramatic improvements for several service characteristics and all characteristics being rated higher than in 2011. Seven characteristics were rated at 90% or better with Ride Safety the highest at 99%.

- The largest increase was for Ride Comfort that improved to 96%, a 27% gain from 2011.
- Fare was rated at 88%, a 17% increase from 2011.
- Service Frequency jumped 17% to 68%. This was the highest rating for this characteristic over all the survey periods.
- On Time Performance improved by 4% to 87%.
- Routing gained 7% to 97% (the highest ever).
- Driver Courtesy was rated at 97%, up 6%.

Route 437

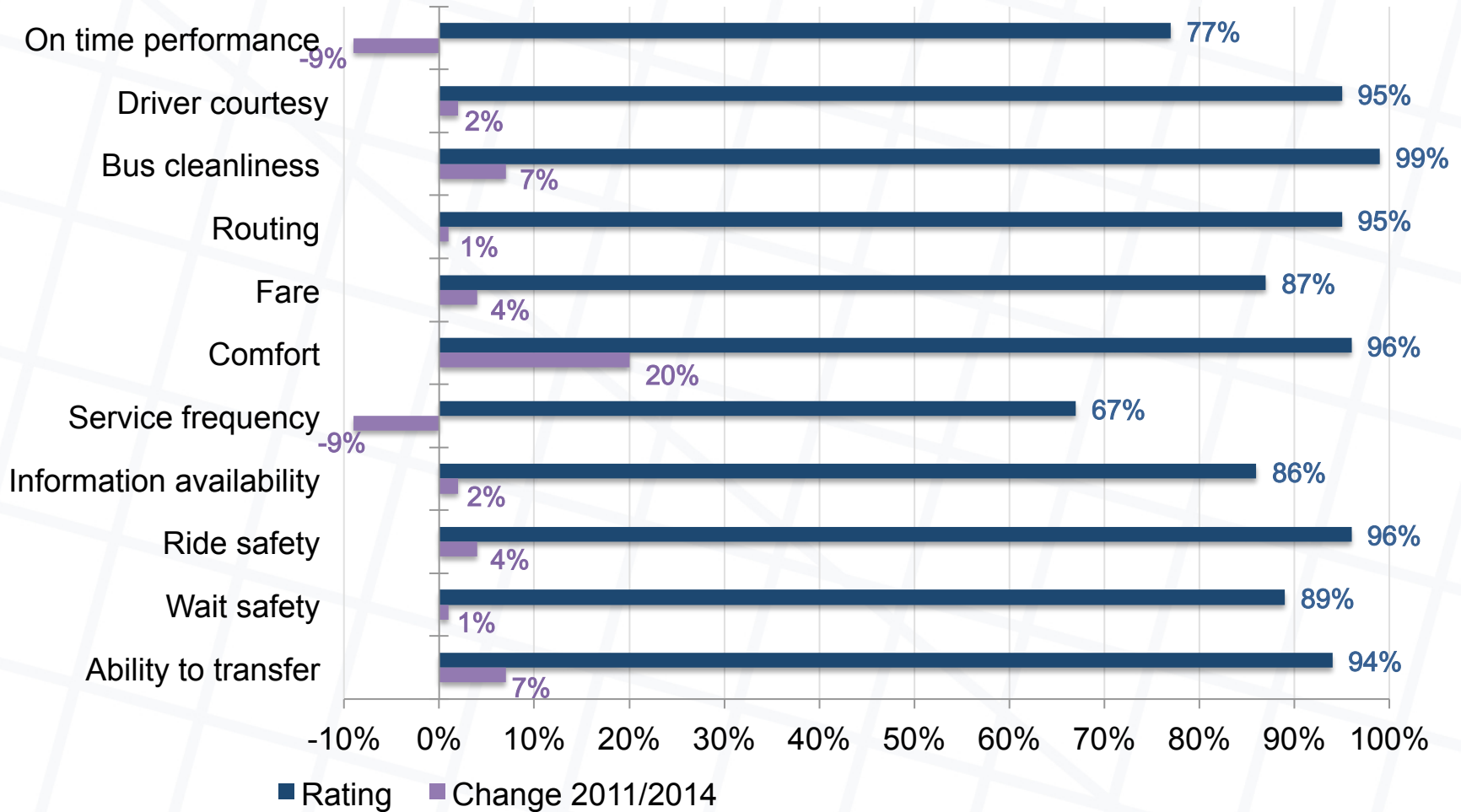


Route 438

While Route 438 riders rate six of the characteristics above 90% they do not rate On Time Performance positively. The On Time Performance score declined by 9% to 77%. Not surprisingly ratings for Service Frequency also declined, also by 9%.

- Driver Courtesy, Bus Cleanliness, Comfort and Ride Safety were all rated at 95% or better.
- Fare improved by 4% to 87%.
- Ability to Transfer improved by 7% to 94%.

Route 438

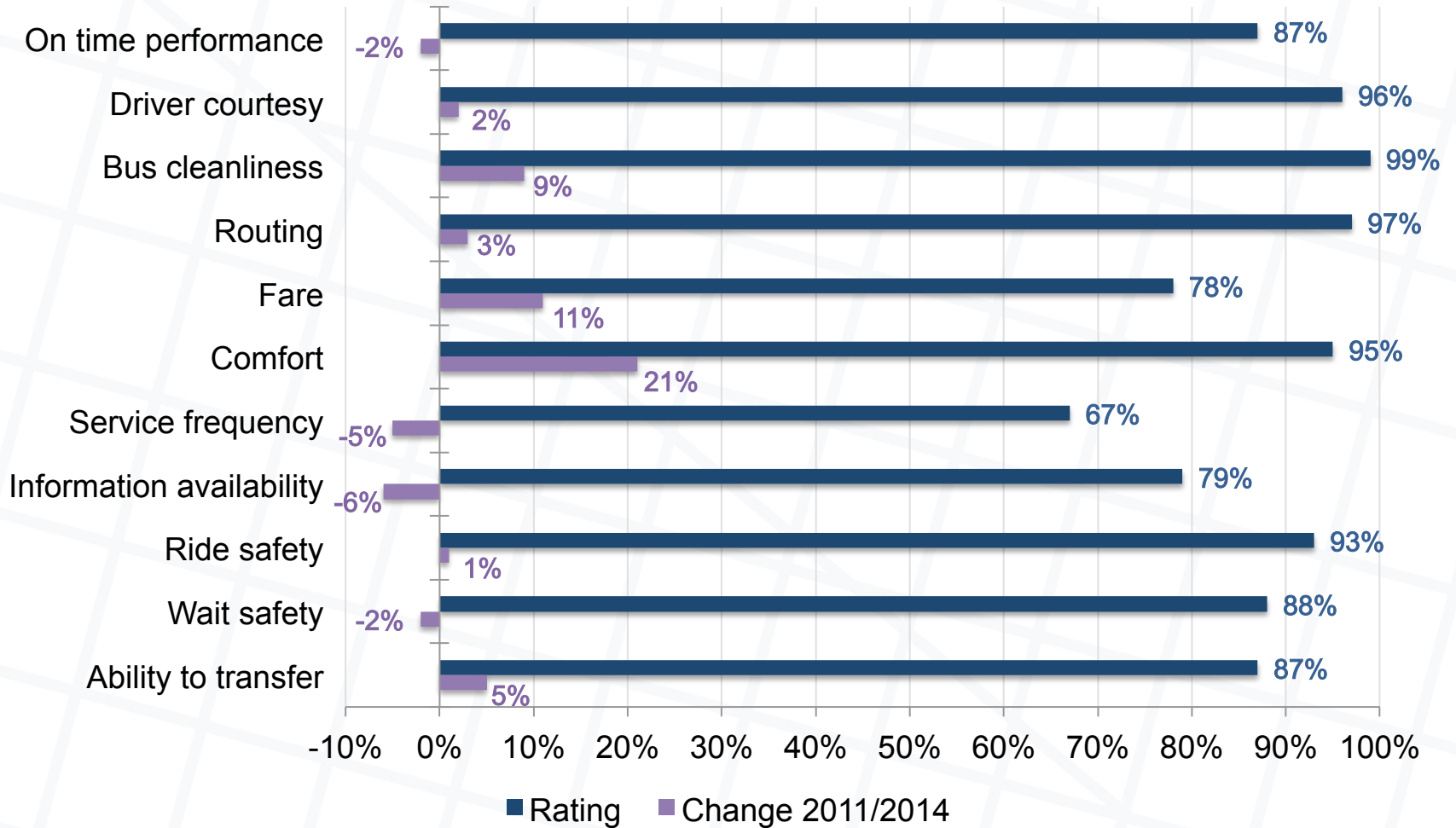


Route 448

The 2014 results a combination of very high scores and a concern for Service Frequency.

- Five characteristics were rated at 90% or better including Driver Courtesy at 96%.
- Bus Cleanliness was the highest at 99%.
- Ride Comfort had the largest increase, a dramatic improvement of 21%.
- Service Frequency was rated at only 67% a decline of 5%.
- The score for Fare improved by 11% but remained relatively low at 78%.
- Information Availability declined by 6% to 79% with the decline possibly connected to the rider comments on overcrowded buses and pass-ups.
- Ability to Transfer improved by 5% to 87%.

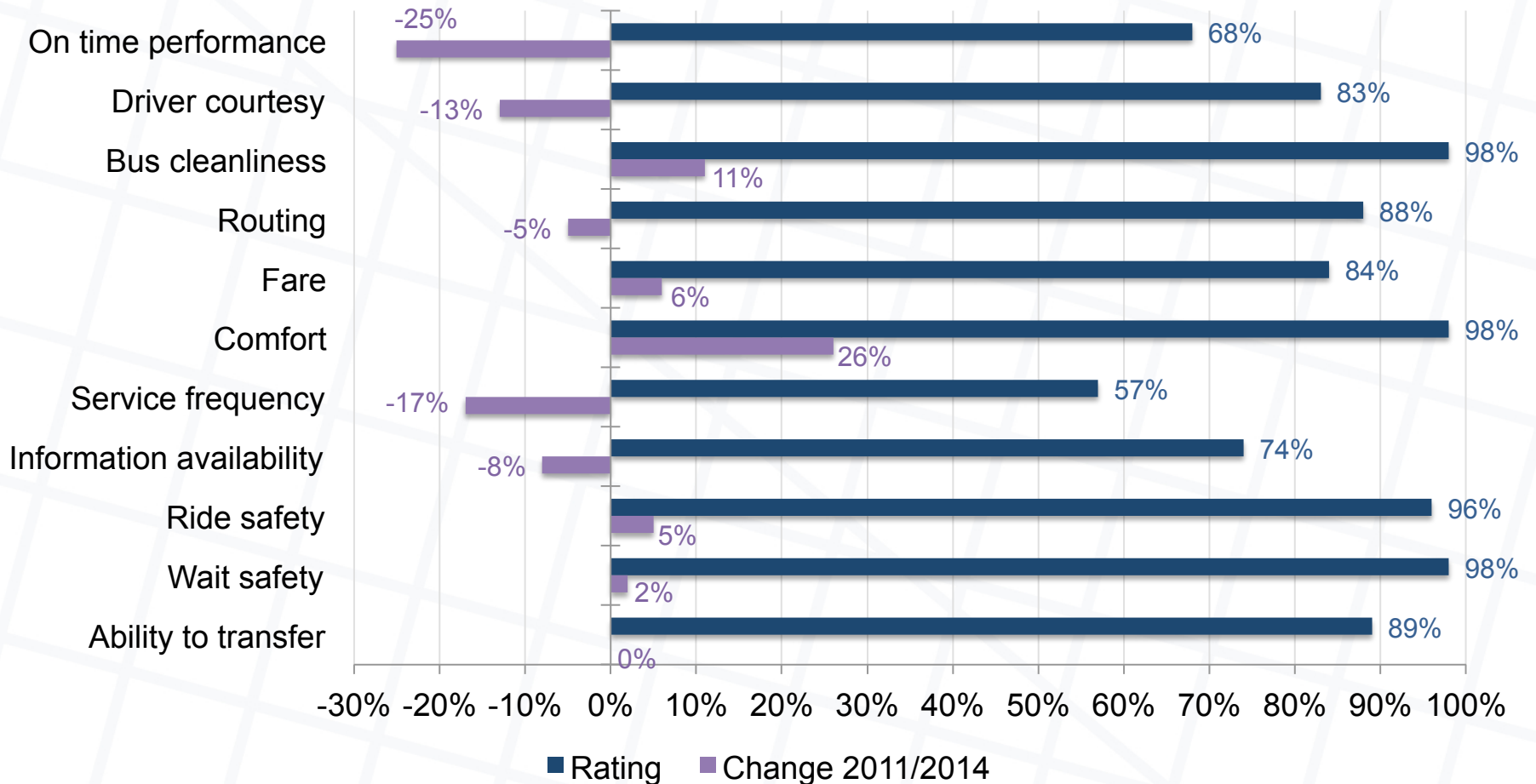
Route 448



The route has a major issue with on time performance. The rating for this service characteristic declined by 25% to just 68%. The mean score was the lowest ever reported. The rating decline for timeliness is contrasted with the significant increases in scores as result of the new buses.

- Ride Comfort improved by 26% to 98%.
- Bus Cleanliness increased by 11% to 98%.
- Ride Safety was rated at 96%, a 5% improvement.
- Also of concern is Driver Courtesy. This rating dropped to 83% a decline of 13%.
- Another large decline, possibly linked to on time performance (or missed trips), was the rating for Service Frequency. It was rated at only 57% a decline of 17% from 2011.
- Despite the issues with operational performance the rating for fare improved by 6% to 84%.

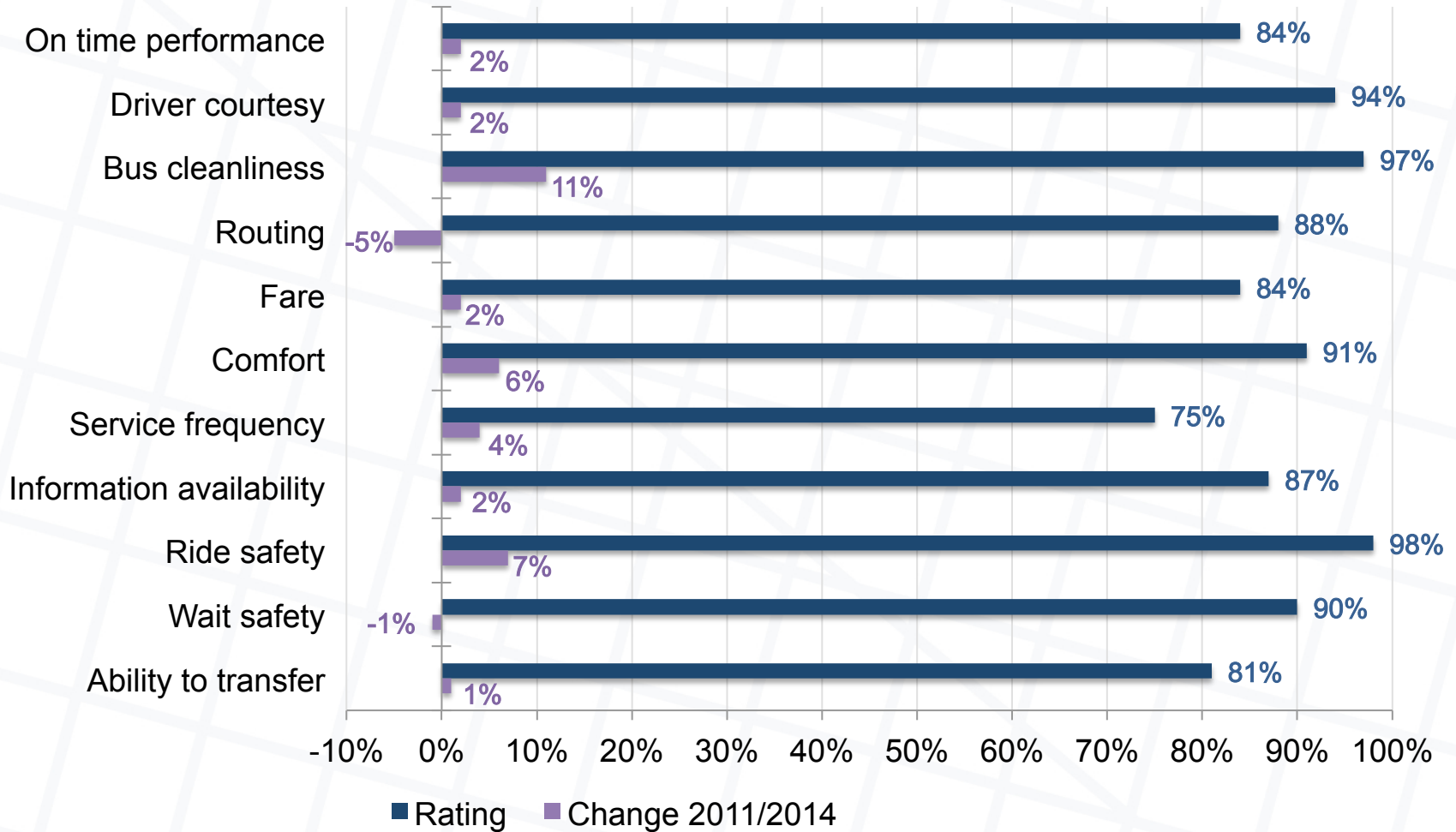
Route 534



The 2014 ratings are very positive with all but two characteristics given a positive service rating higher than in 2011, and the two exceptions were a decline of 5% for Routing (still very positively rated at 88%) and a 1% decline for Wait Safety (90%).

- Bus Cleanliness had the largest improvement, an 11% increase to 97% of the rider group.
- Even though the positive service score for On Time Performance increased by 2%, the mean score declined by 10% to a relatively low 3.24.
- A majority of the riders rated Fare as either Excellent or Very Good (52%) while 84% provided a positive service score.
- Ride Safety was the highest rated characteristic at 98%.

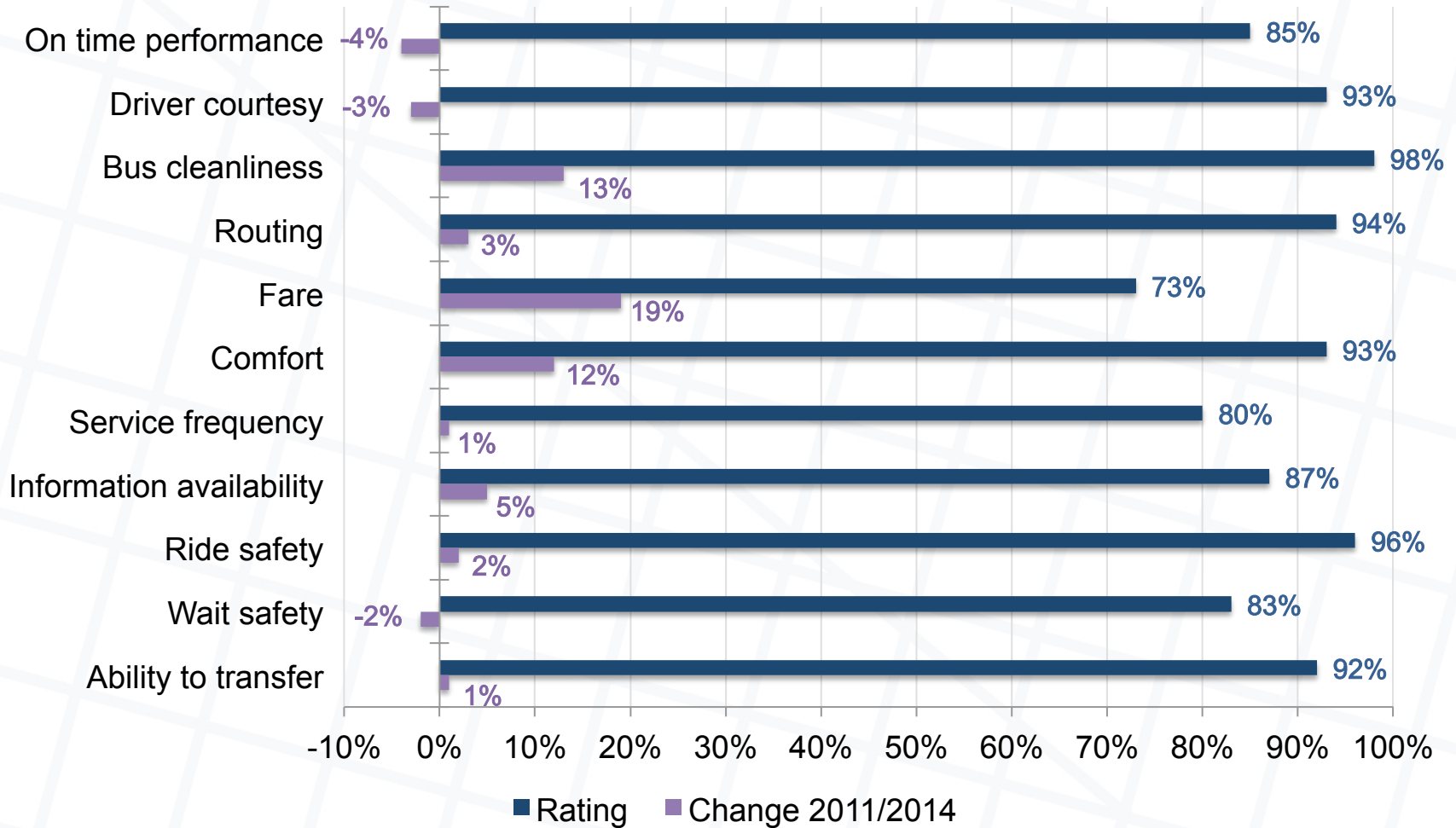
Route 409



The results show six of the eleven rated at 90% or better with the highest Bus Cleanliness at 98%. The lone issue is On Time Performance showing a decline of 4% to 85%. While still high by most standards the mean score showed a larger decline of 7% to 3.48.

- The score for Fare jumped by 19% from 54% in 2011 to 73% in 2014. The score for Fare returned to be comparative to the scores from 2008, 2006 and 2002.
- Bus Cleanliness and Comfort also showed large improvements, as expected with the new buses. Cleanliness increased by 13% to 98% and Comfort to 93% from 81%.
- Driver Courtesy remained very high at 93%.
- Information Availability increased by 5% to 87%.
- Ride Safety was rated very high at 96% while Wait Safety showed some concern with an 83% rating, a 2% decline from 2011.
- Routing remained at above 90%.

Route 419

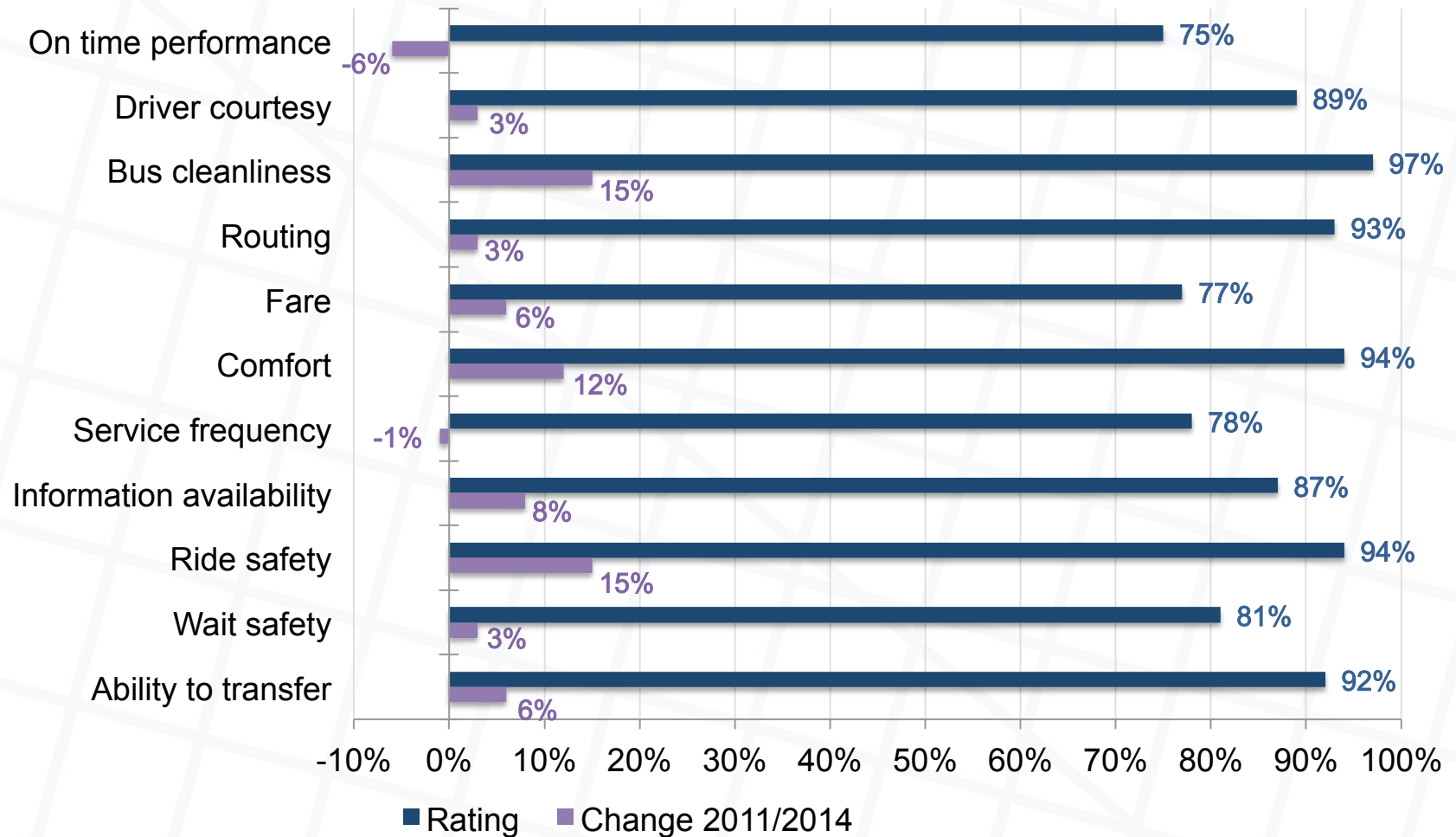


Route 422



- The drop in On Time Performance, from 81% to 75%, was somewhat mitigated by the mean score effectively staying the same (actually moving up by .02 to 3.58 and a majority of riders (55%) rating On Time Performance as either Excellent or Very Good.
- Five of the characteristics were rated at 90% or higher with Bus Cleanliness at 97%. Bus Cleanliness gained 15% from 2011.
- Another significant gain was in Ride Safety (+15%) and Comfort (+12%).
- Drivers continued to be positively rated at 89% a 3% improvement from 2011.
- Another large gain was for Information Availability, a gain of 8% to 87%. This may be the result of the large number of riders who are using the real time information service.
- Fare gained 6% to 77%. While a gain, a 77% score shows the sensitivity of this rider group as compared to most of the other Commuter Express routes to fares.

Route 422

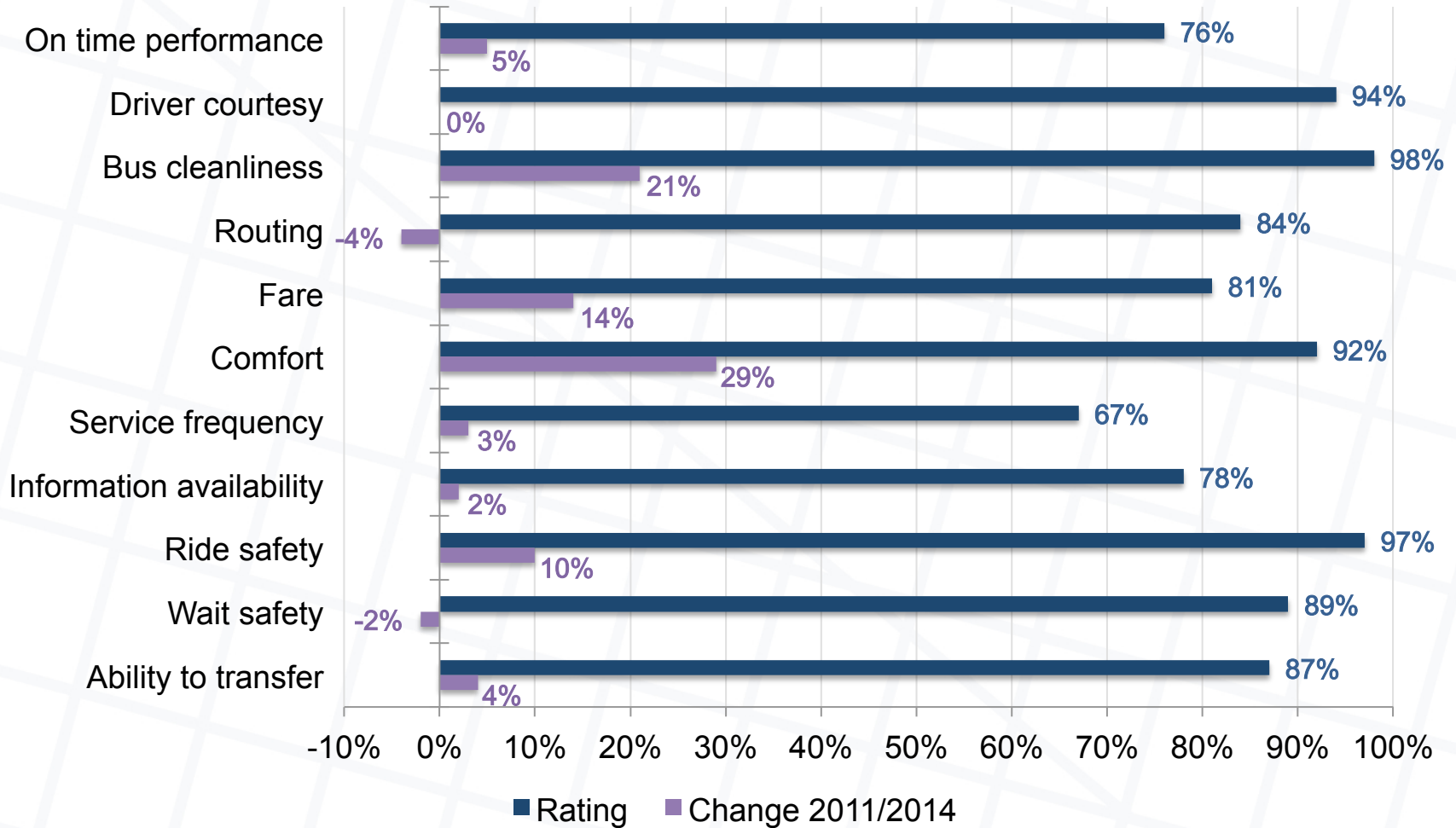


Route 423



- The ratings show the impact of the new buses with Comfort improving by 29% to 92%, Bus Cleanliness rated at 98% and Ride Safety at 97%, a 10% improvement.
- Driver Courtesy continued to be very highly rated at 94% (no change from 2011)
- The score for Routing declined by a relatively small rate of 4%.
- The score for On Time Performance improved by 5% but remained at a relatively low level of 76%.
- Fare was rated 14% higher, 81%.
- Ability to Transfer improved by 4% to 87%.

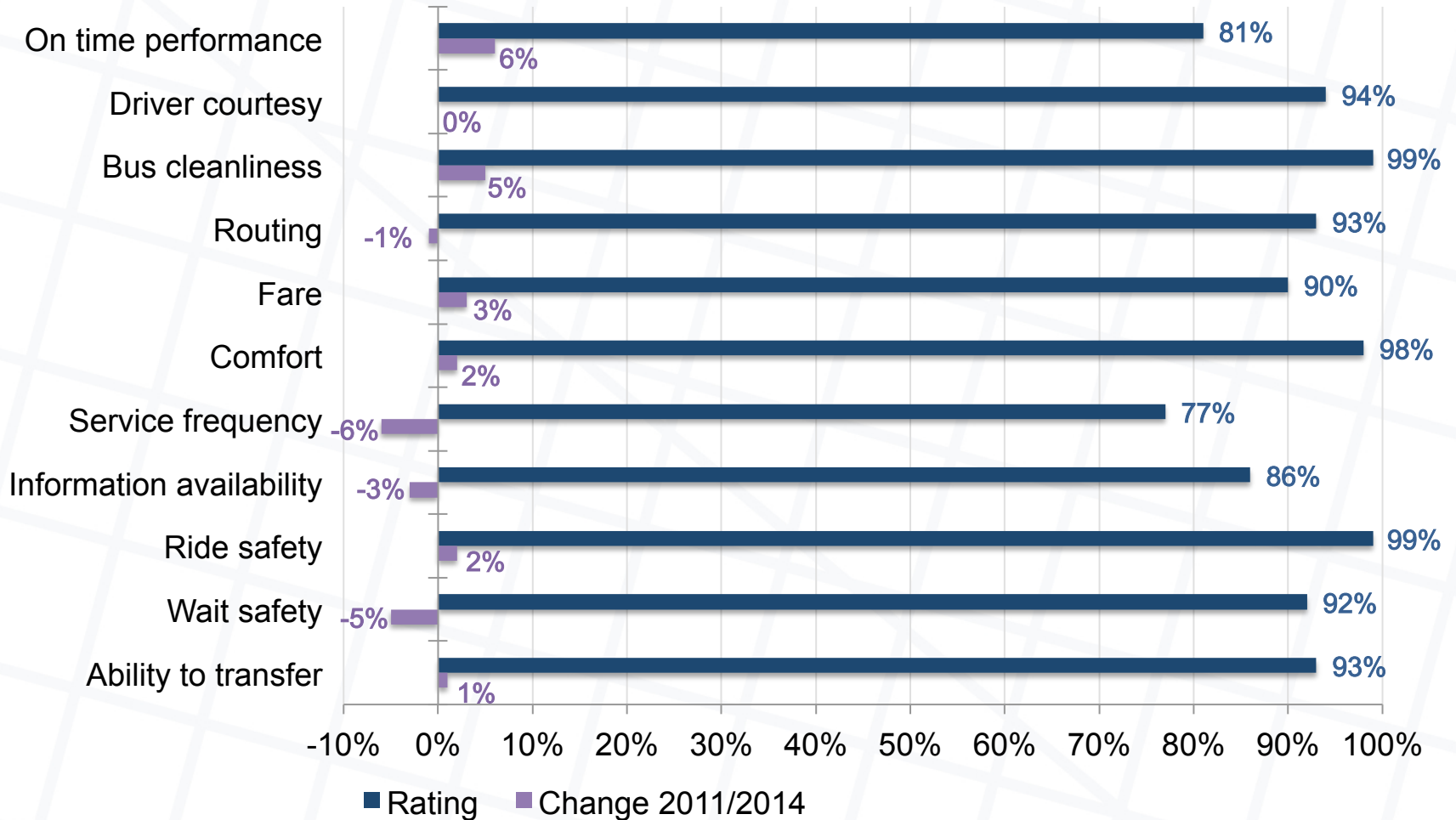
Route 423



With the exception of on time performance this route has some of the best scores of any Commuter Express route. Three characteristics (Bus Cleanliness, Comfort and Ride Safety) were rated at either 98% or 99%. Driver Courtesy was rated at 94%, Routing at 93%, Ability to Transfer at 93%, Wait Safety at 92% and Fare at 90%.

- While so many of the characteristics are rated so positively, on time performance remains an issue. It was rated at 81% in 2014 a 6% decline from 2011.
- Scores for on time performance almost always impact service frequency ratings and 2014 is no exception. Service Frequency ratings declined by 6% to 77%.
- While Wait Safety was rated above 90% (at 92%) the score did drop by 5% from 2011.

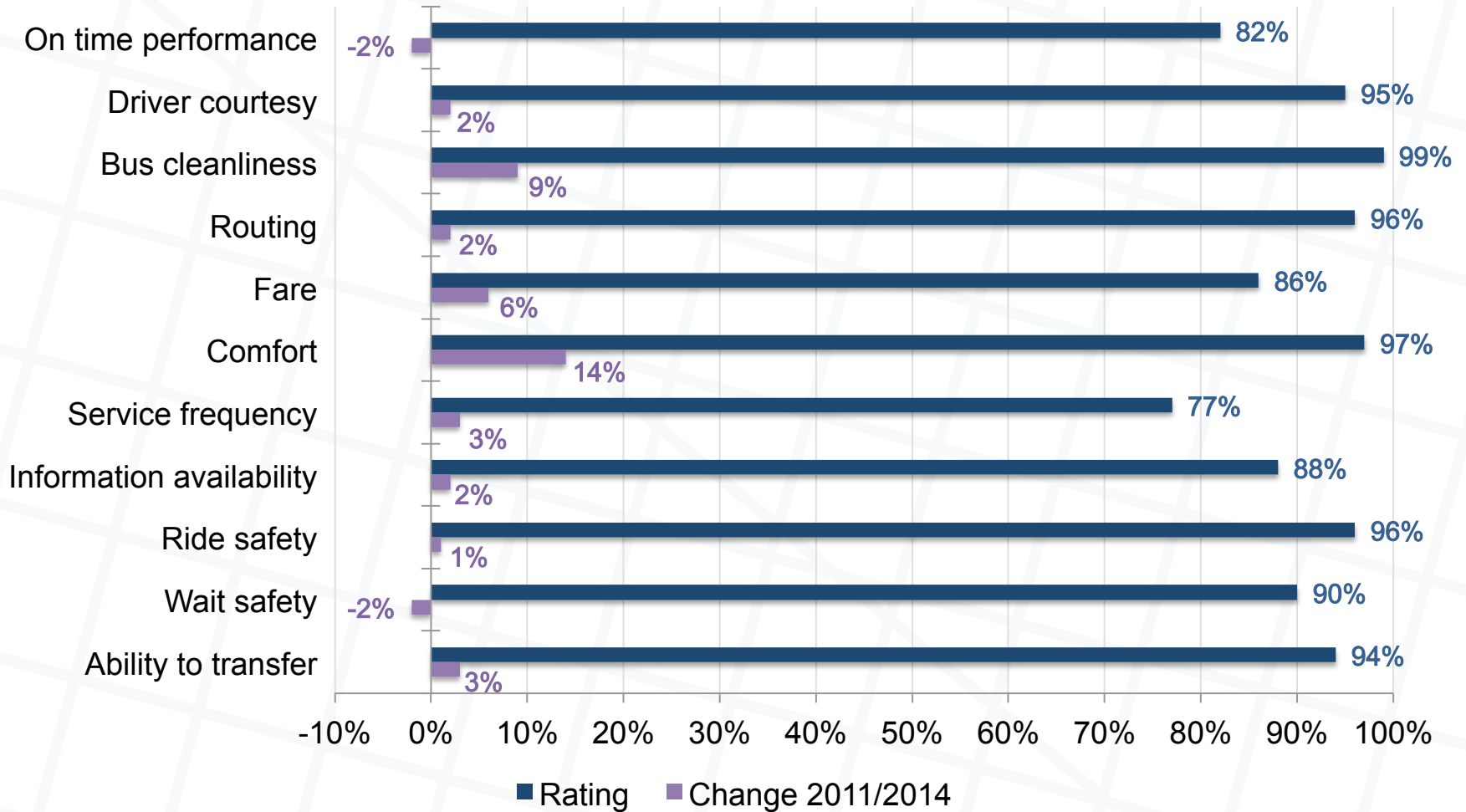
Route 549



This route continues to receive very, very positive scores as seven of the eleven characteristics are rated at 90% or higher.

- Five of the characteristics are rated at 95% or higher with Bus Cleanliness at 99%, Comfort at 97%, Routing and Ride Safety at 96% and Driver Courtesy at 95%.
- All but two of the characteristics were rated higher than in 2011. The two declines were small, both 2% for On Time Performance (82%) and Waiting Safety (90%).
- Comfort had the highest rating gain at 14%, followed by Bus Cleanliness at 9%.
- The lowest rated was Service Frequency at 77%.

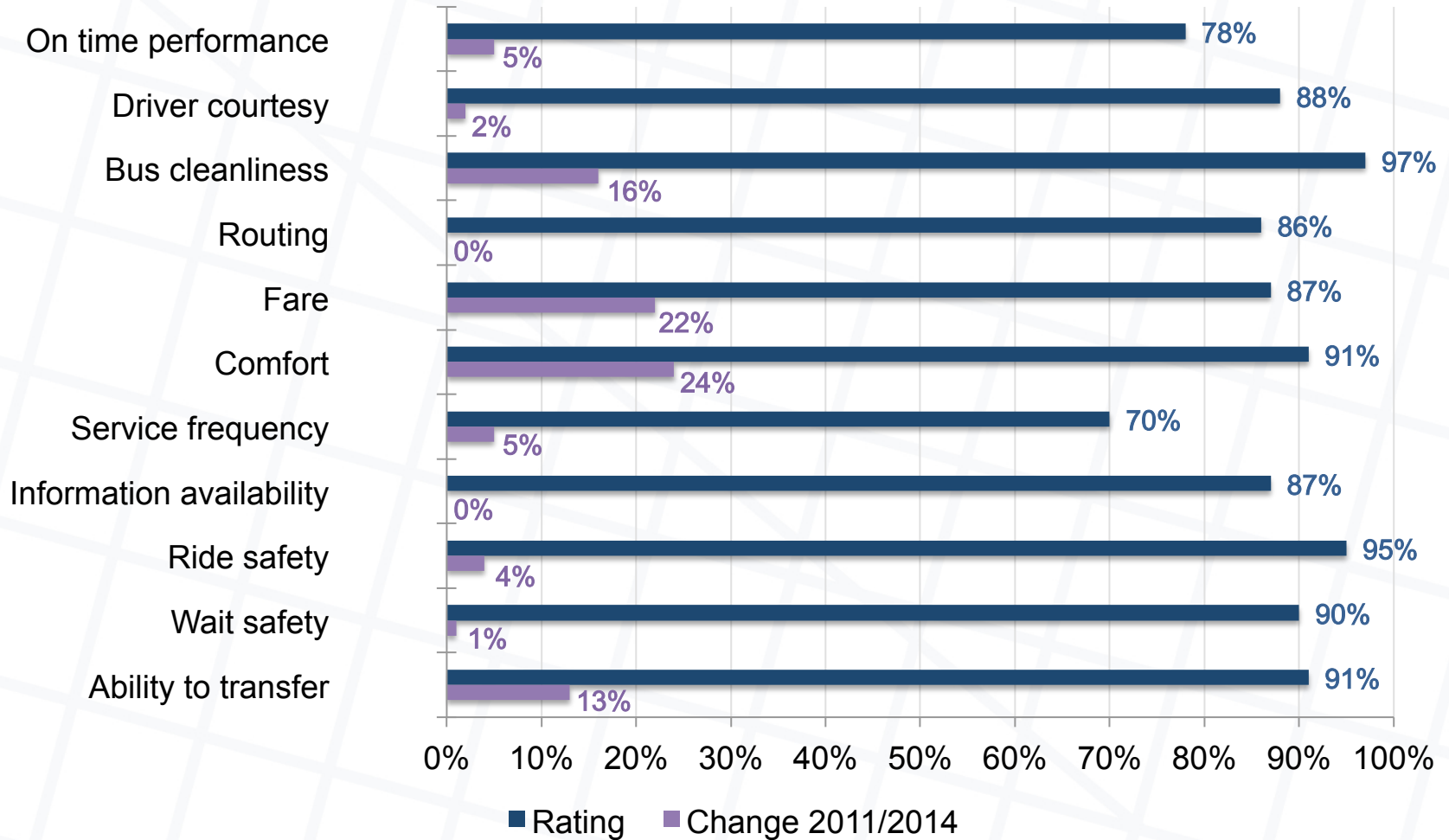
Route 573



The scores for 2014 show how the new buses have positively influenced the riders:

- Ride Comfort soared by 24% to a score of 91%.
- Bus Cleanliness increased by double-digits (16%) to 97%.
- Ride Safety improved by 4% to 95%.
- The new buses also positively influence score for Fare. The score for Fare improved by 22% from 65% to 87%. The 2014 score is nearly the same as the scores from 2008 and 2006.
- Another characteristic that dramatically improved was Ability to Transfer, up by 13% to 91%.

Route 574



Key Results/Implications

- Overcrowding a concern on some routes; any added bus is highly appreciated.
- Fasttrack, increased traffic has negatively influenced travel time.
- Very positive satisfaction scores for TAP Card.
- Many riders have already used Real Time Information and like it.
- CE 534 the one route with significant issues.
- Excellent/Very Good Scores up significantly.