



2016 RIDER SURVEY  
**COMMUTER EXPRESS**

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 LA Mobile App, fare payment, vehicle availability

# SURVEY METHODOLOGY

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- Census of all trips except CE 142 where trips surveyed are 7AM-6PM
- Conducted April, 2016. 2,236 riders surveyed
- Survey Tuesday-Thursday except for CE 142, CE 422
- Survey in PM except CE 142, CE 534
- Union Station Bunker Hill Shuttle is separate survey

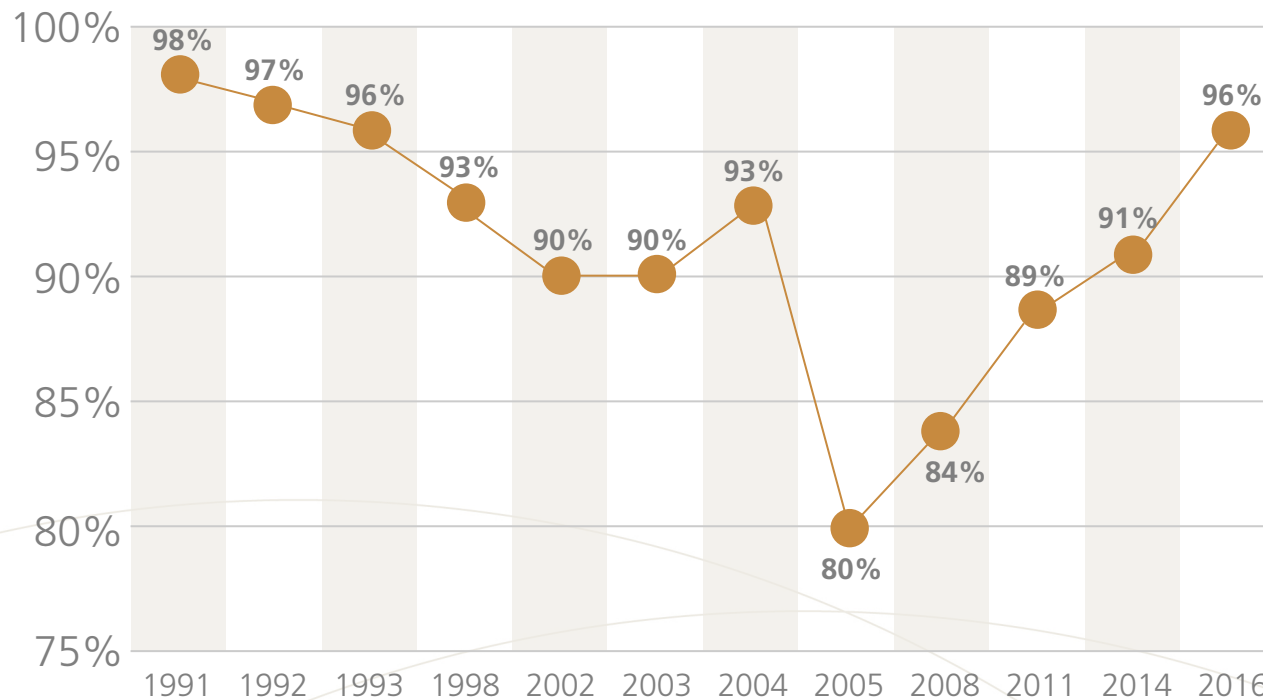
# KEY RESULTS

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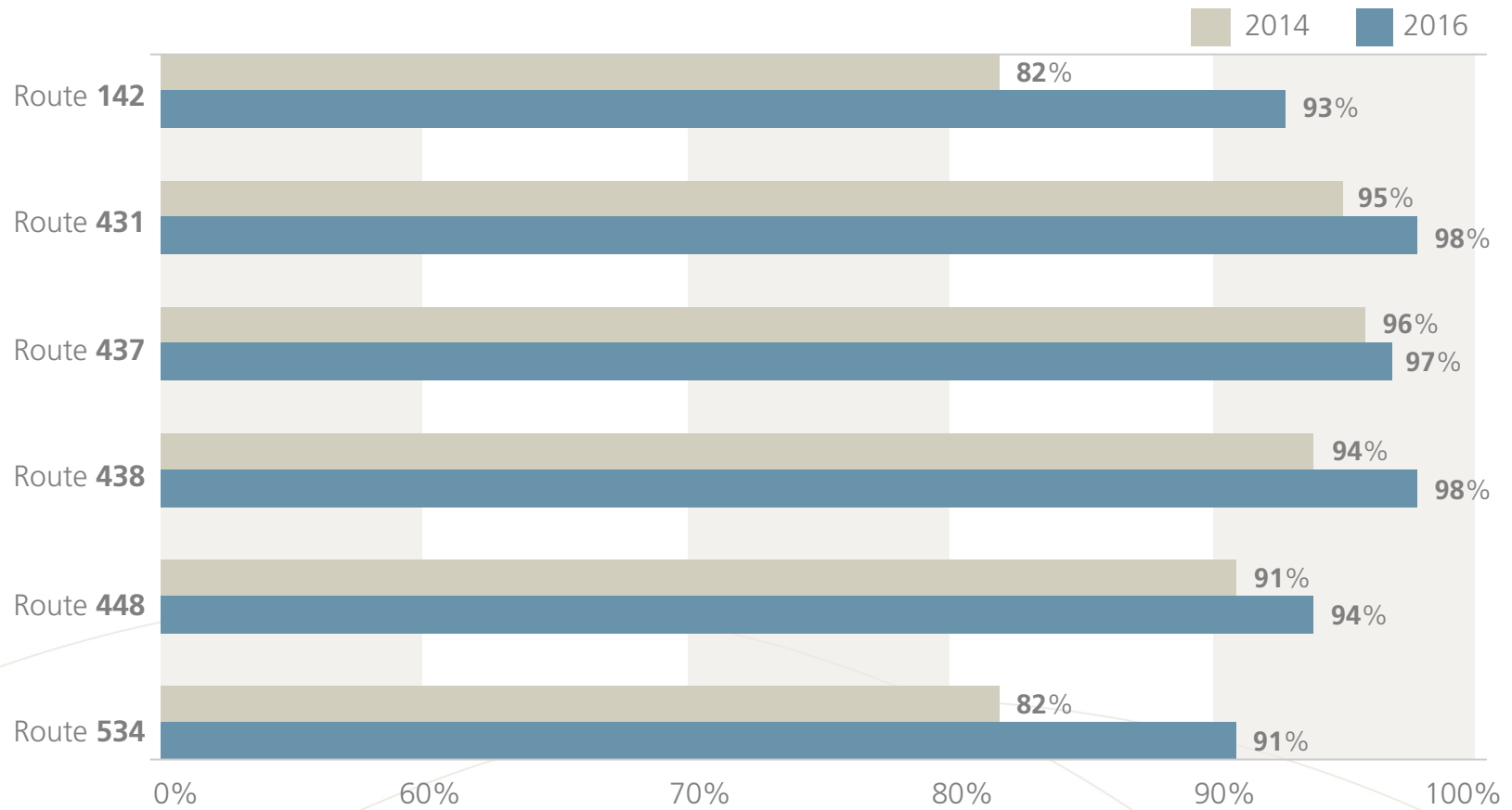
- **Highest Overall Service Rating since 1992**, a 96% rating (Ex/VG/G), a 5% increase from 2014
- 78% of the riders rate the service as Excellent or Very Good, an **increase of 11%** from 2014
- Every route **rated higher in 2016** from 2014

# OVERALL SERVICE RATING 1991-2016

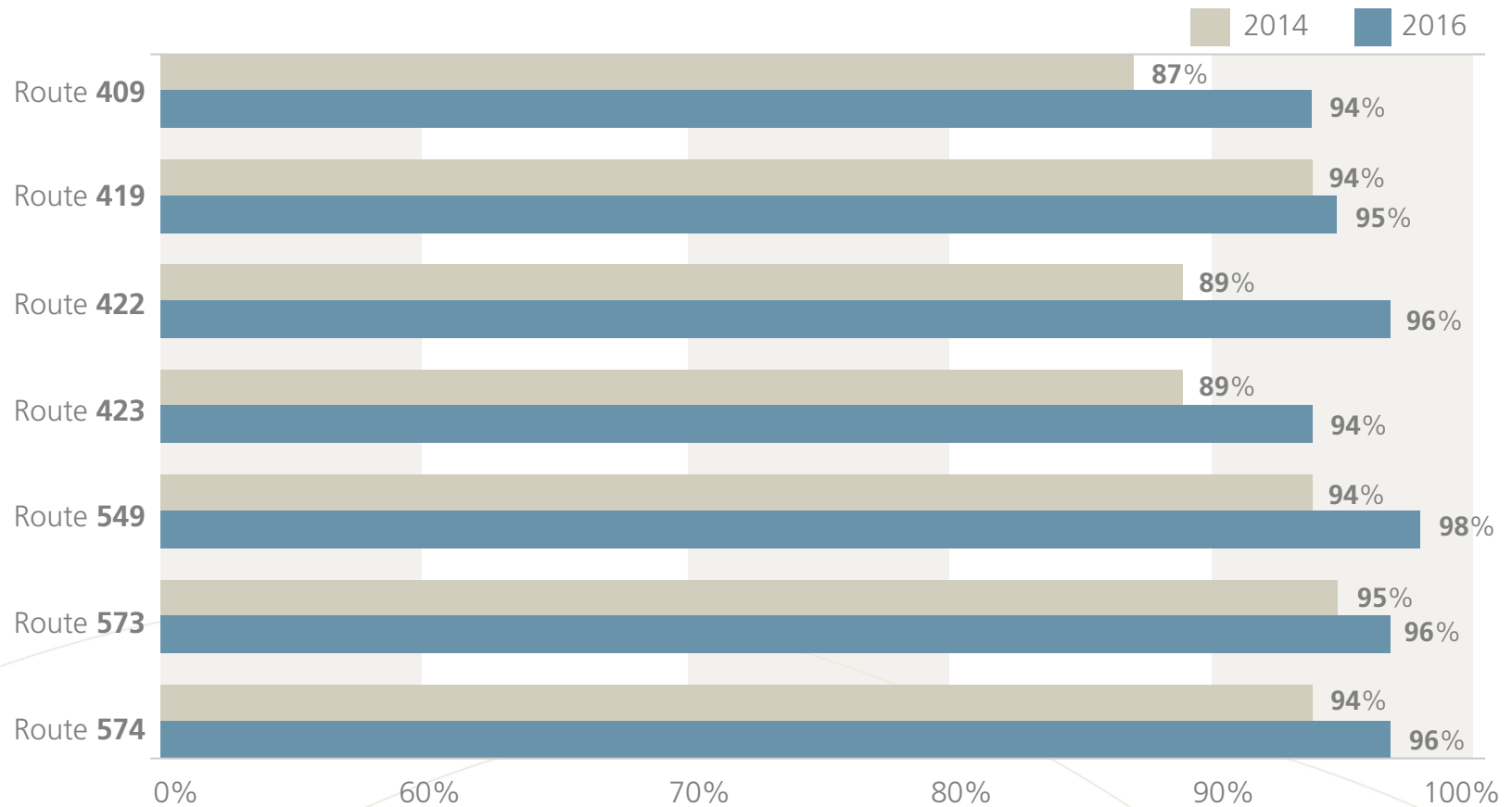
All surveys conducted by Ilium



# OVERALL SERVICE RATING BY ROUTE



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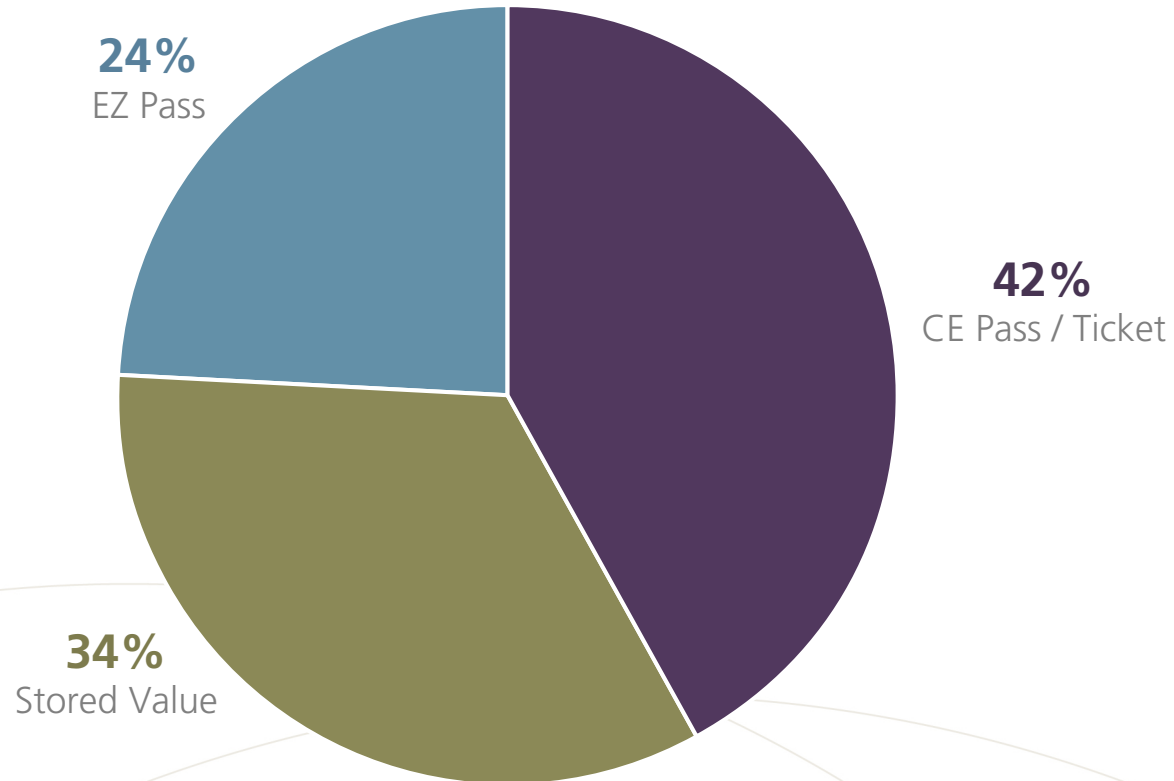
# KEY RESULTS

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- **Key service characteristics** including on-time performance, driver courtesy, service frequency, information availability, fare, safety were all rated higher
- **Real Time Information:** A majority of riders on every route use RTI. Overall use is 71%. 88% are either Very Satisfied or Satisfied with the service
- **LA Mobile app:** 55% of all riders are aware of the app. 15% of all riders have used LA Mobile to pay their fare
- **TAP card:** 77% of CE riders have one, a majority of each route except CE 142



# TAP CARD FARE PAYMENT

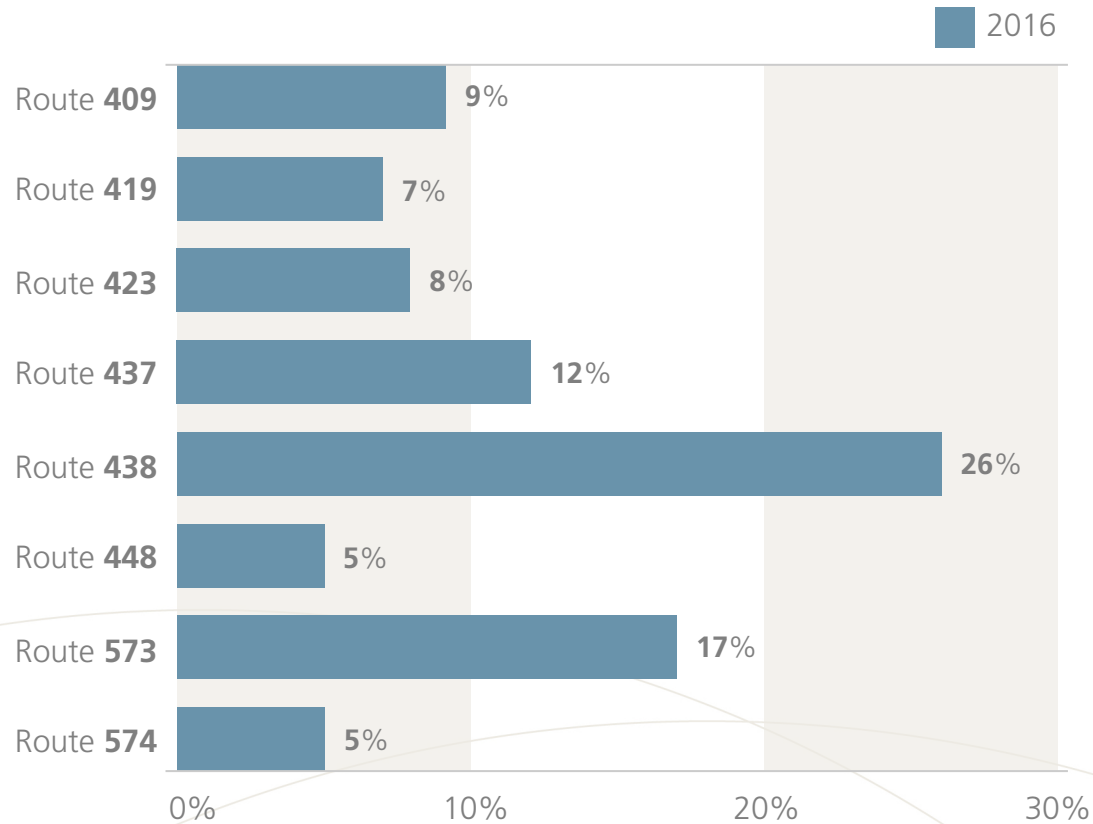


# KEY RESULTS

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- Service access via driving and parking has increased by 4%. Four routes show notable increases: CE 573 (8%), CE 423 (7%), CE 409 (6%) and CE 448 (4%)
- 13% increase in riders stating parking convenience is 'Not at all convenient'

# PARKING 'NOT AT ALL CONVENIENT'

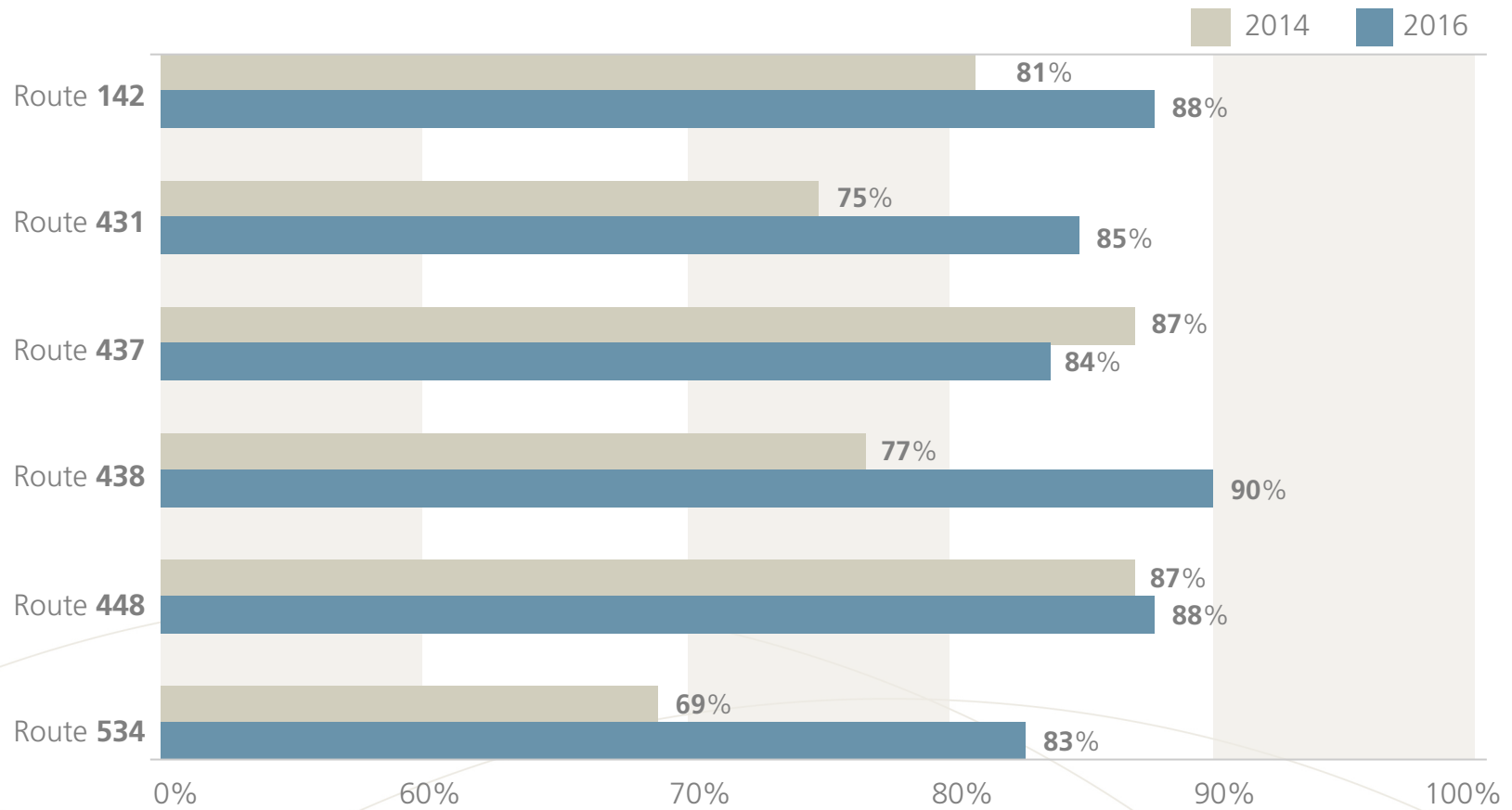


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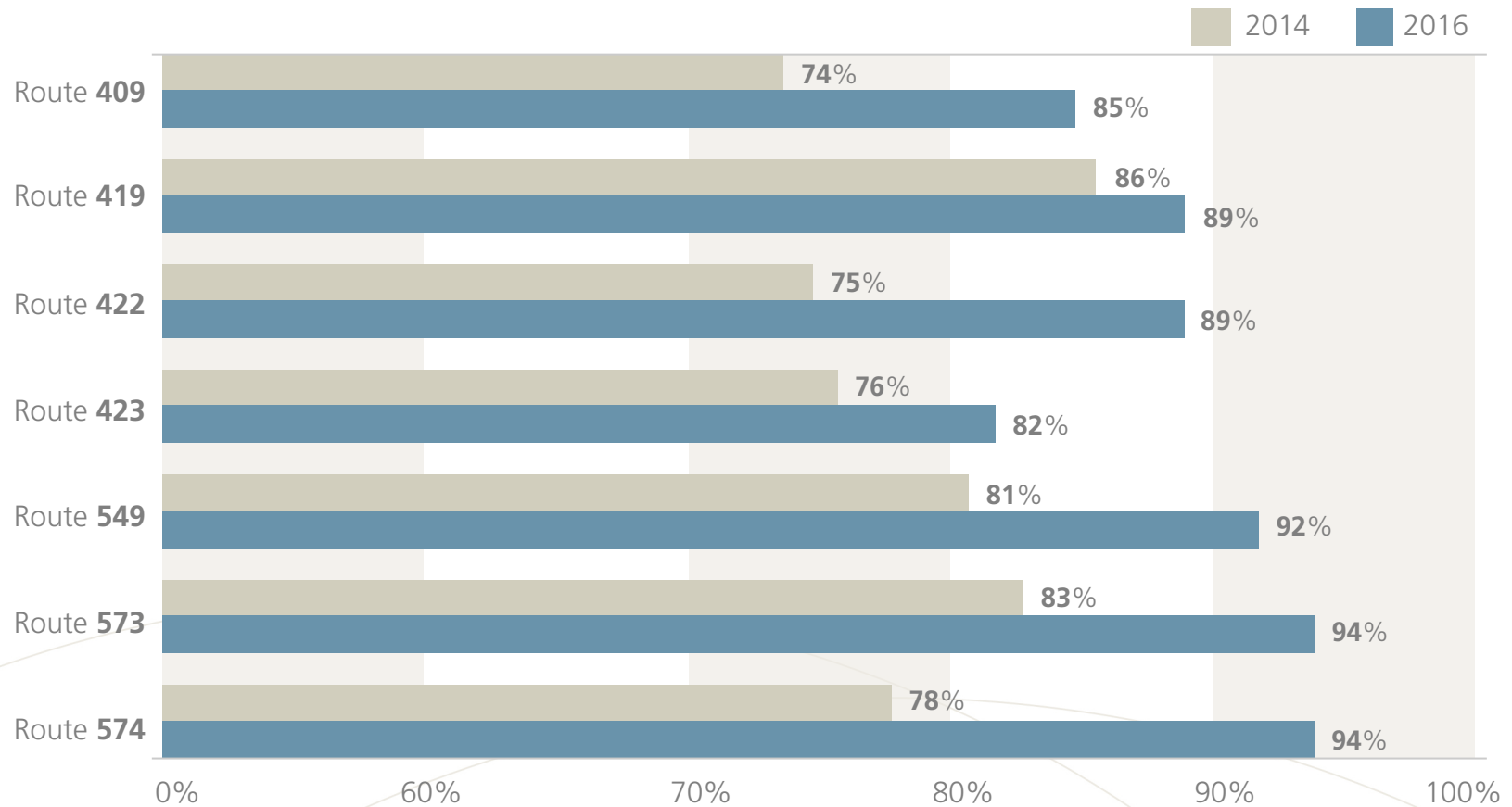
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- Car availability is 68%. Route 448 the highest at 88%, Route 142 the lowest at 15%
- 5 day a week riders are up slightly (3%) from 2014, to 62%, halting a decline since 2008
- 53% have used the service two or more years (5% decline from 2014)
- Service continues to attract new riders – at least 10% of the riders on every route are new to the service, riding 6 months less

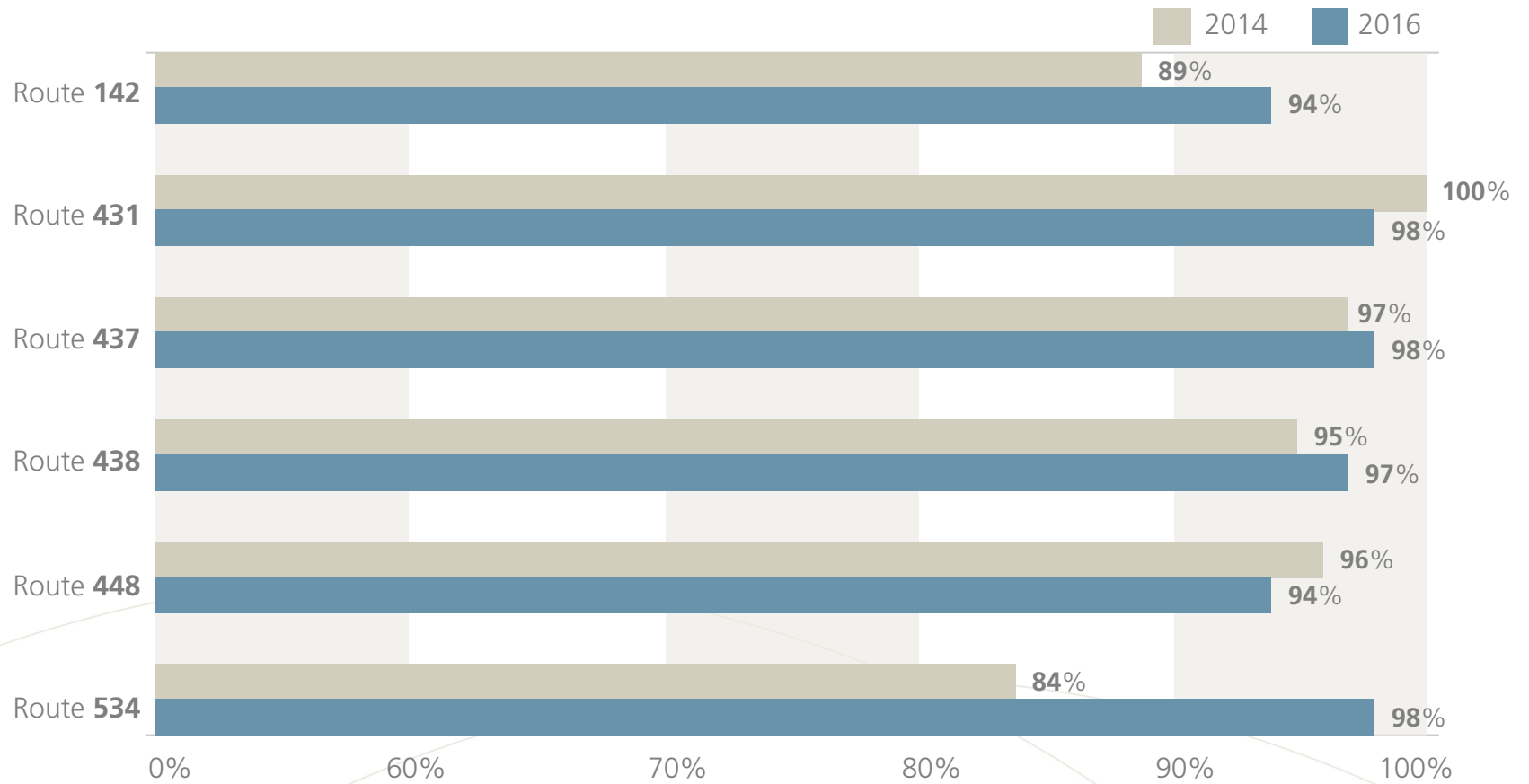
# ON TIME PERFORMANCE BY ROUTE



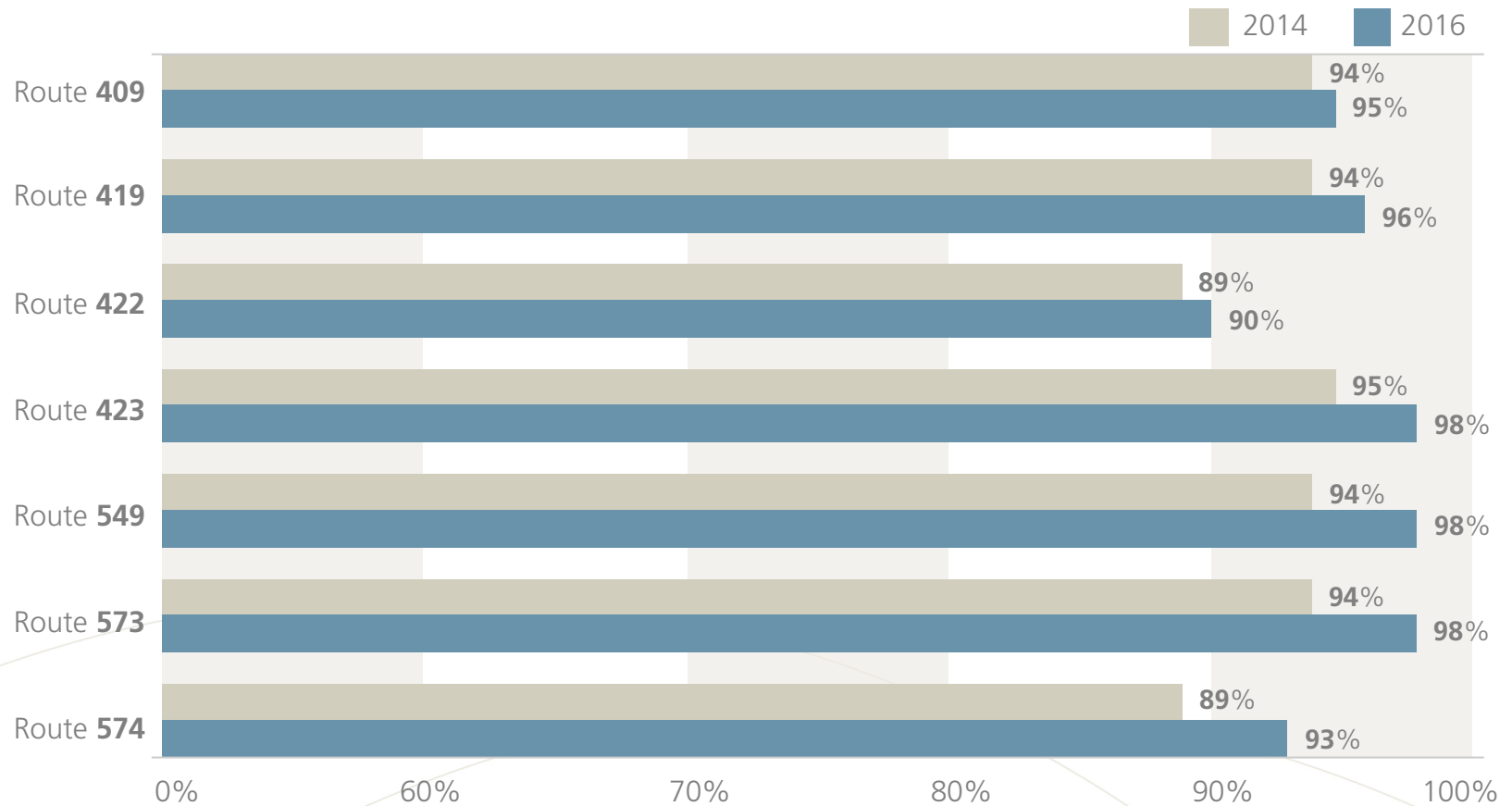
# ON TIME PERFORMANCE BY ROUTE



# BUS DRIVER COURTESY BY ROUTE

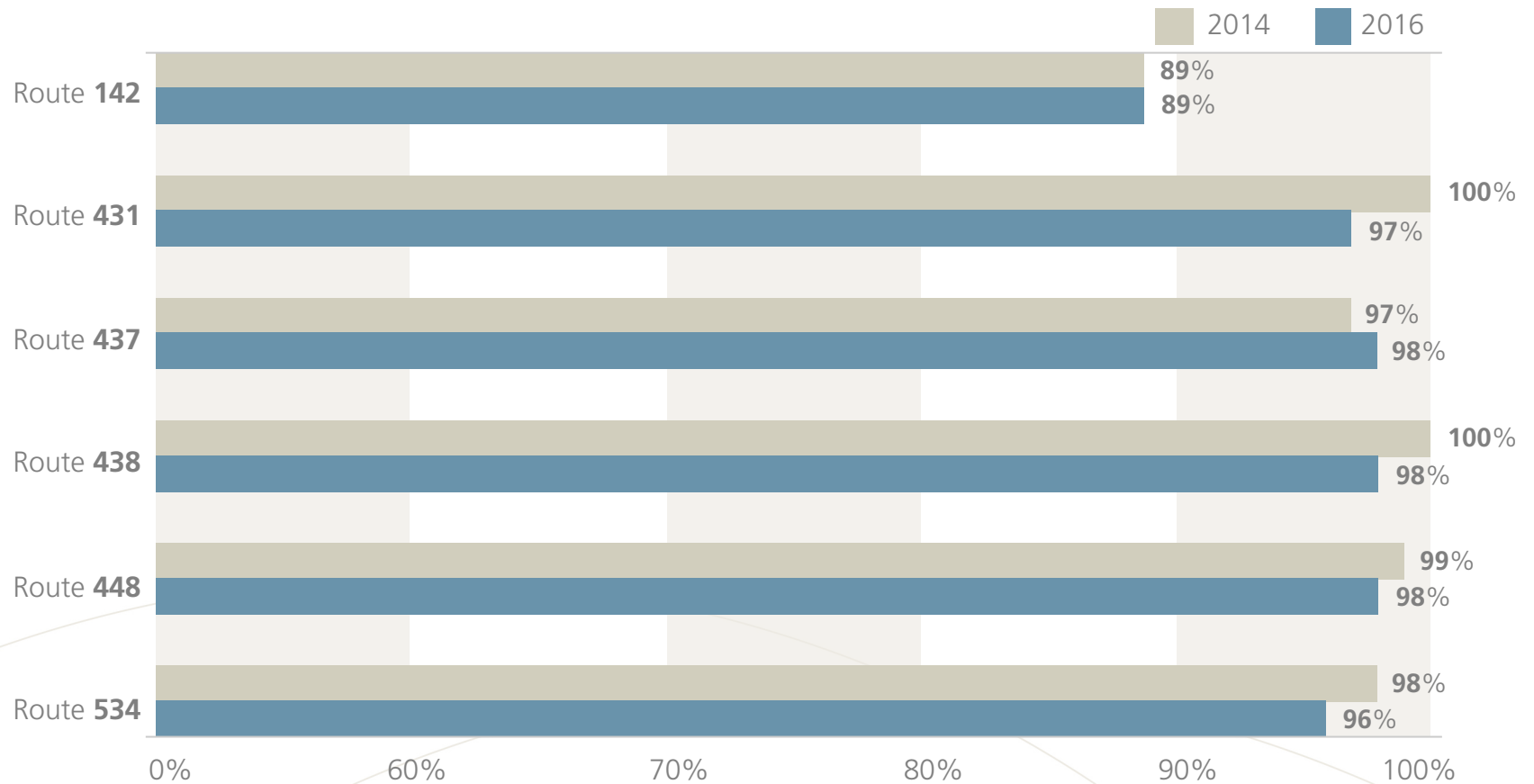


# BUS DRIVER COURTESY BY ROUTE

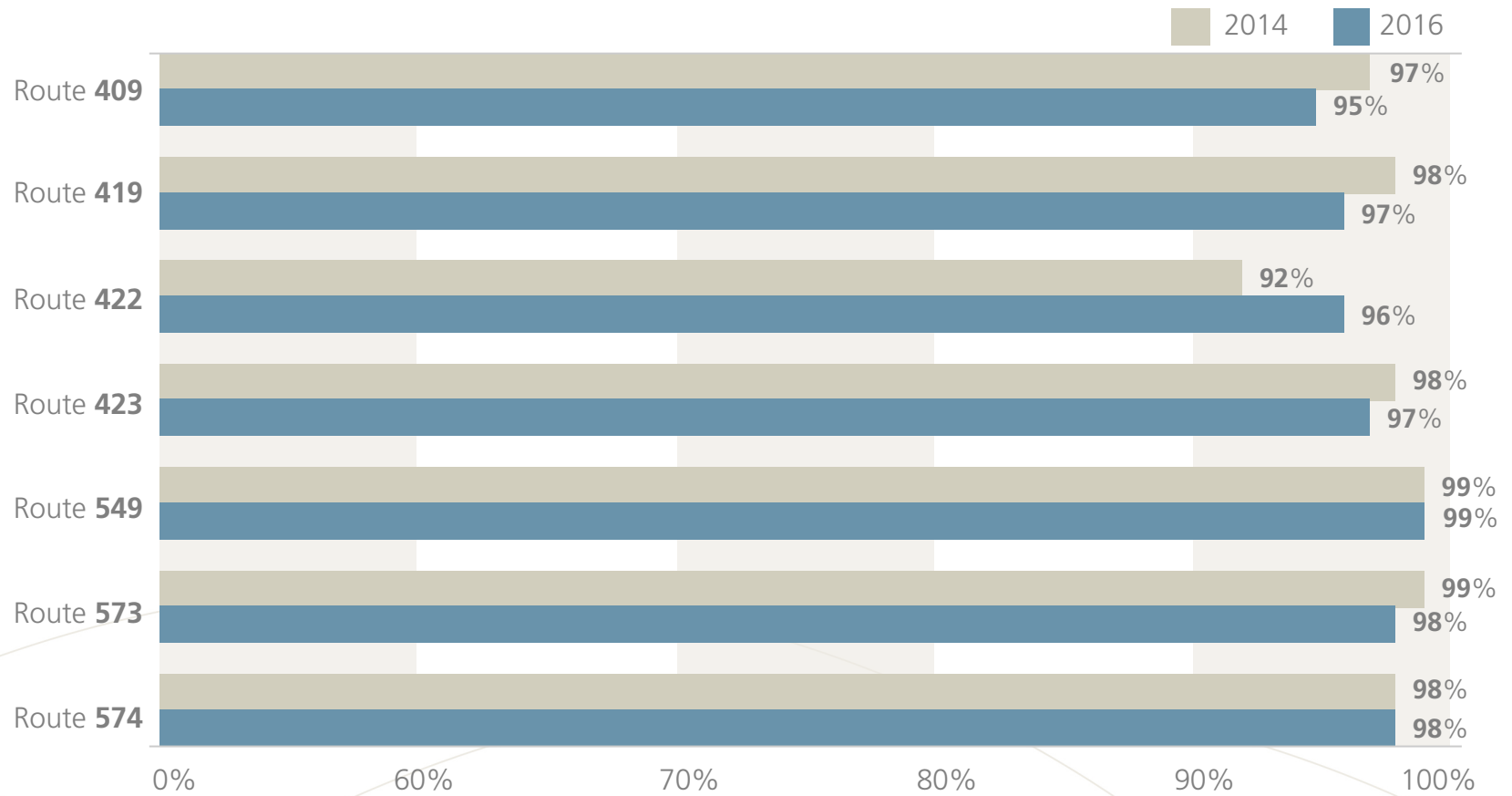




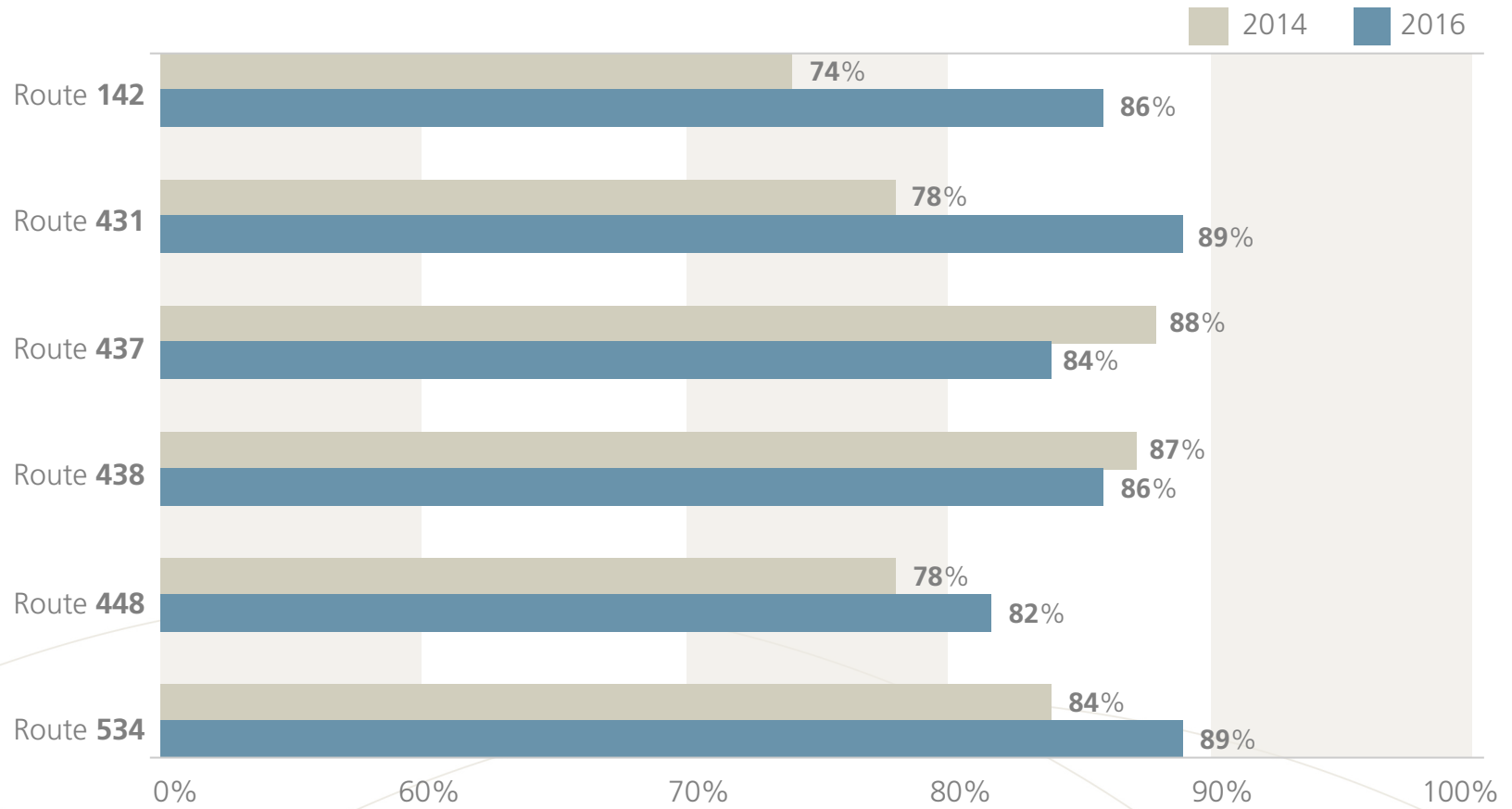
# BUS CLEANLINESS BY ROUTE



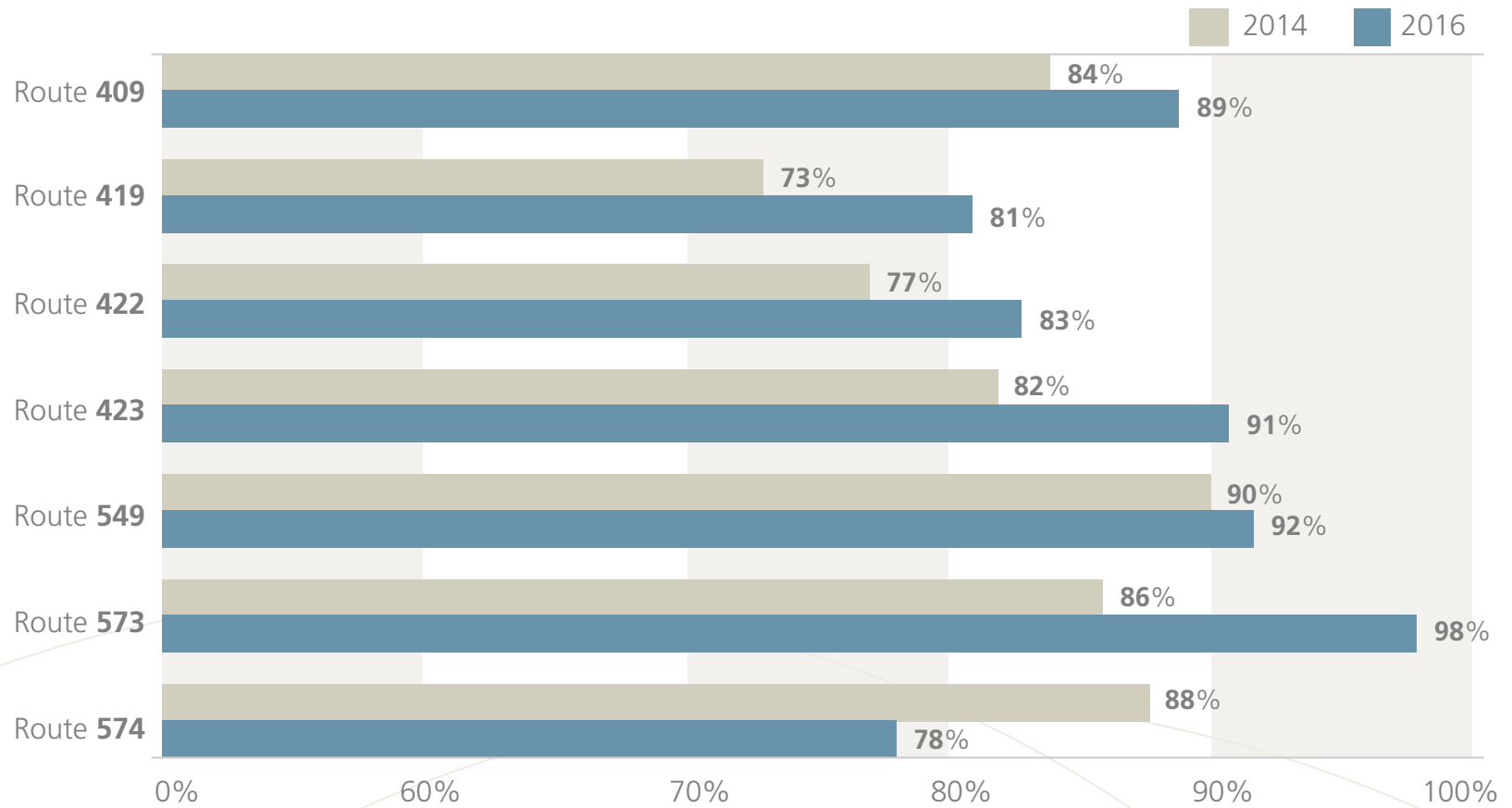
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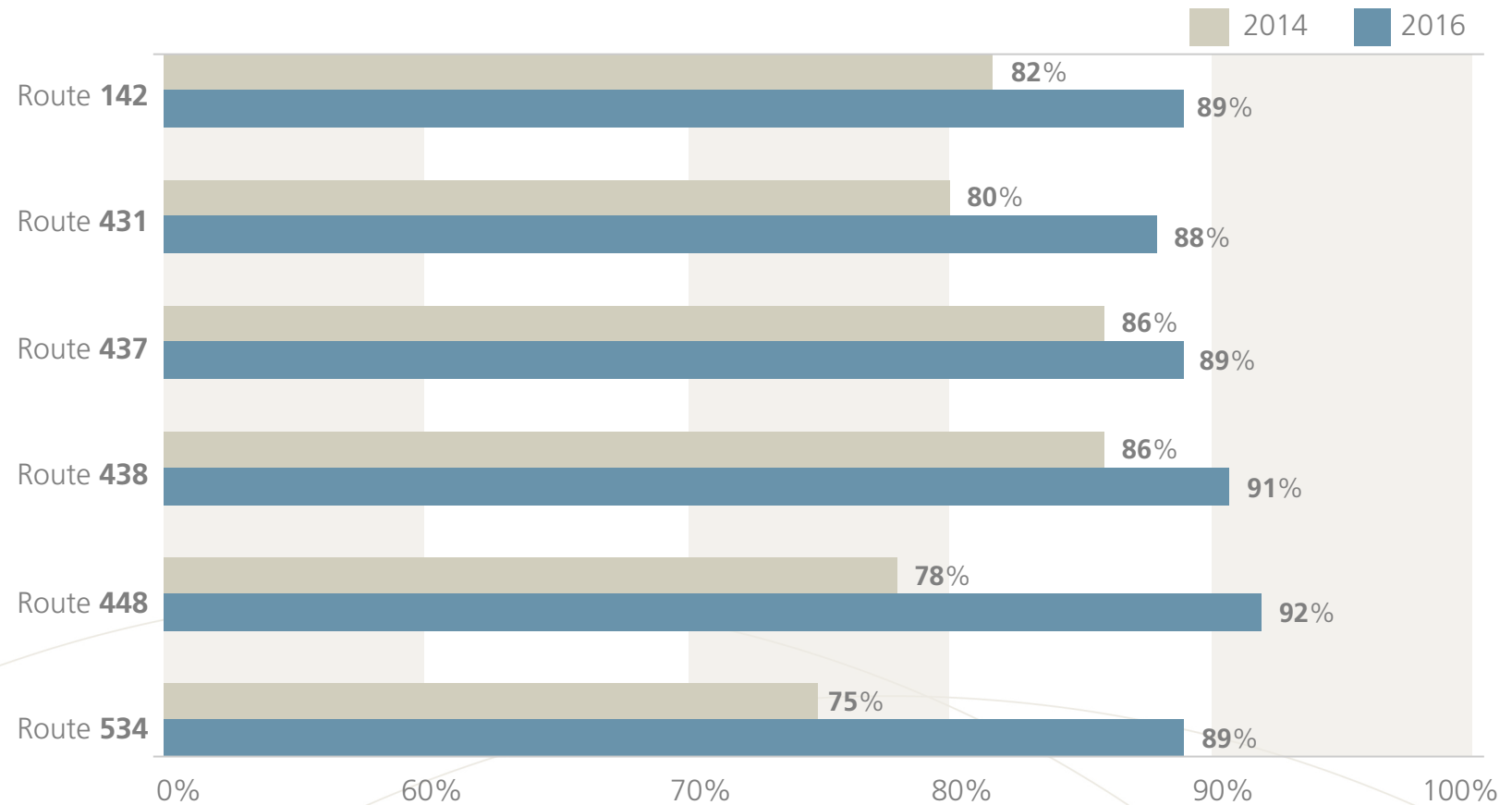
# FARE BY ROUTE



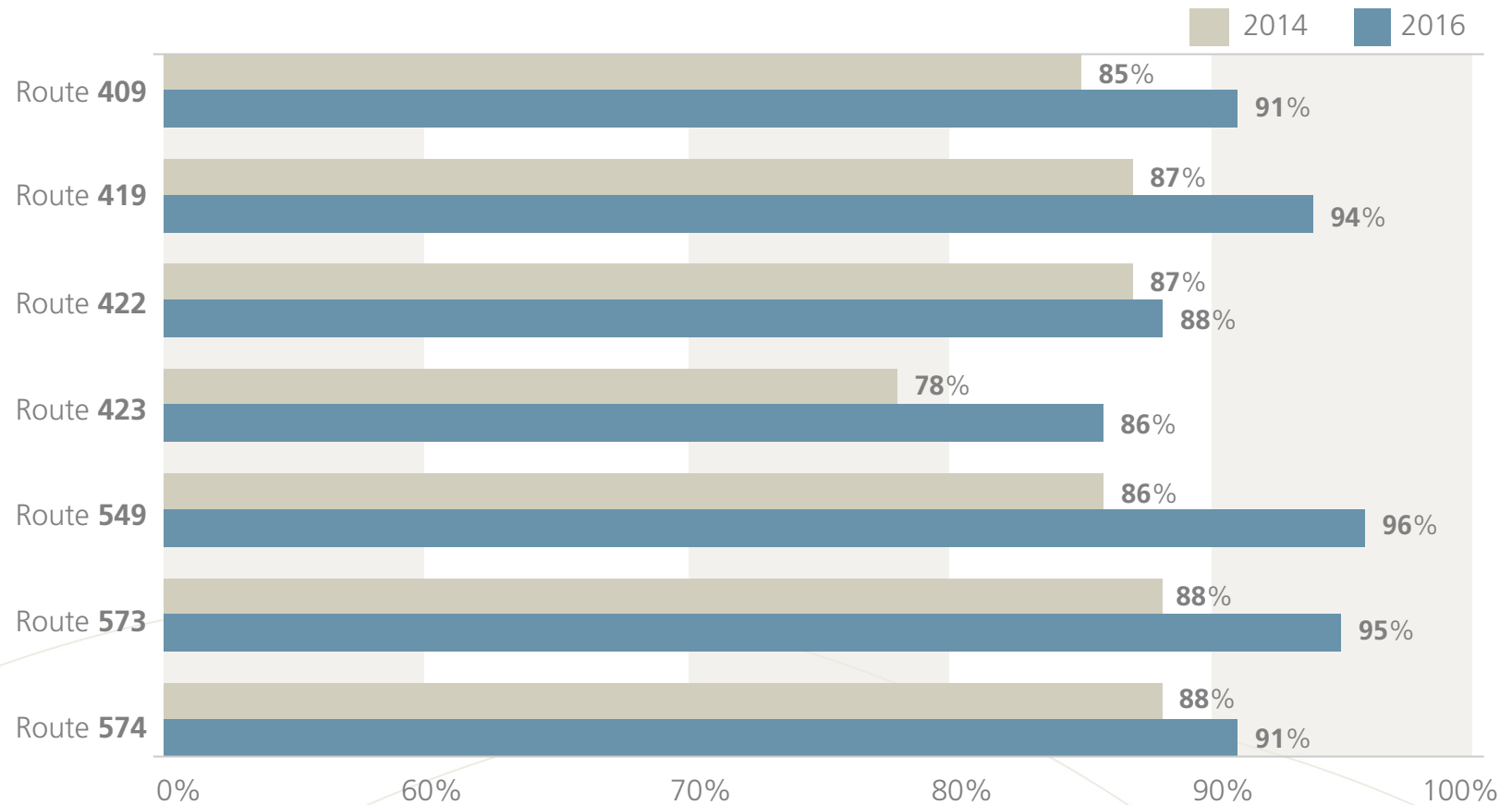
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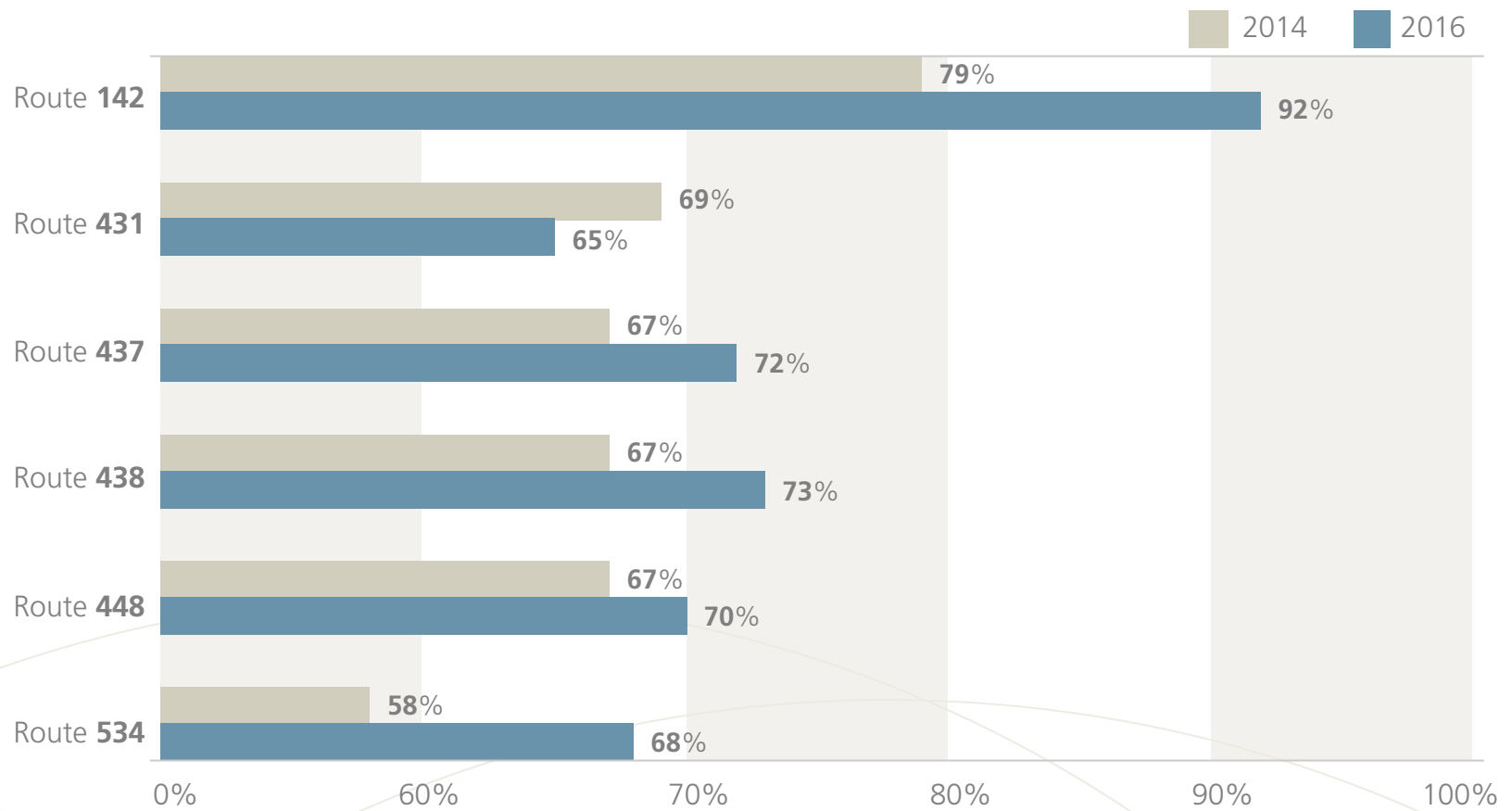
# INFORMATION AVAILABILITY BY ROUTE



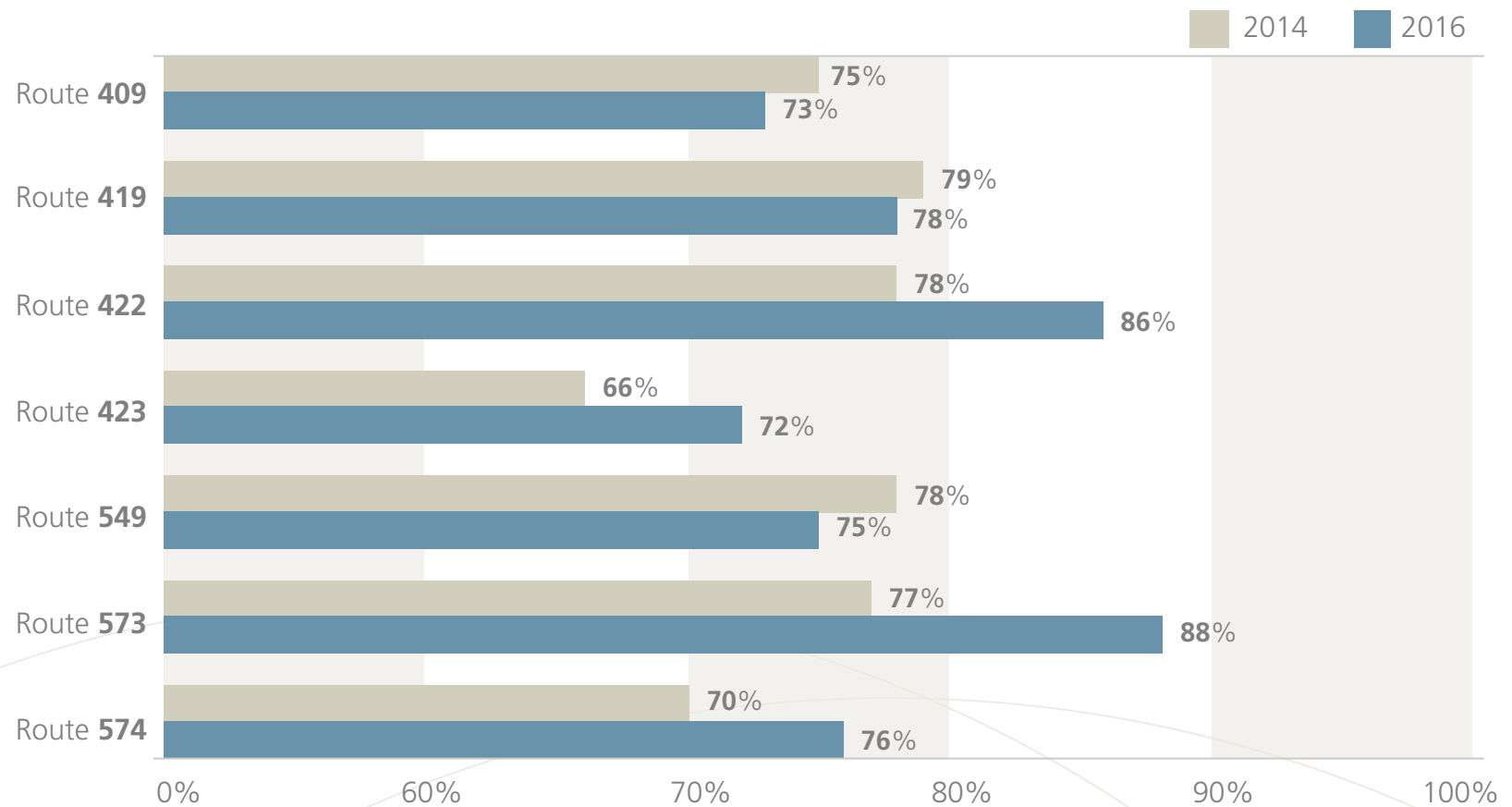
# INFORMATION AVAILABILITY BY ROUTE



# SERVICE FREQUENCY BY ROUTE

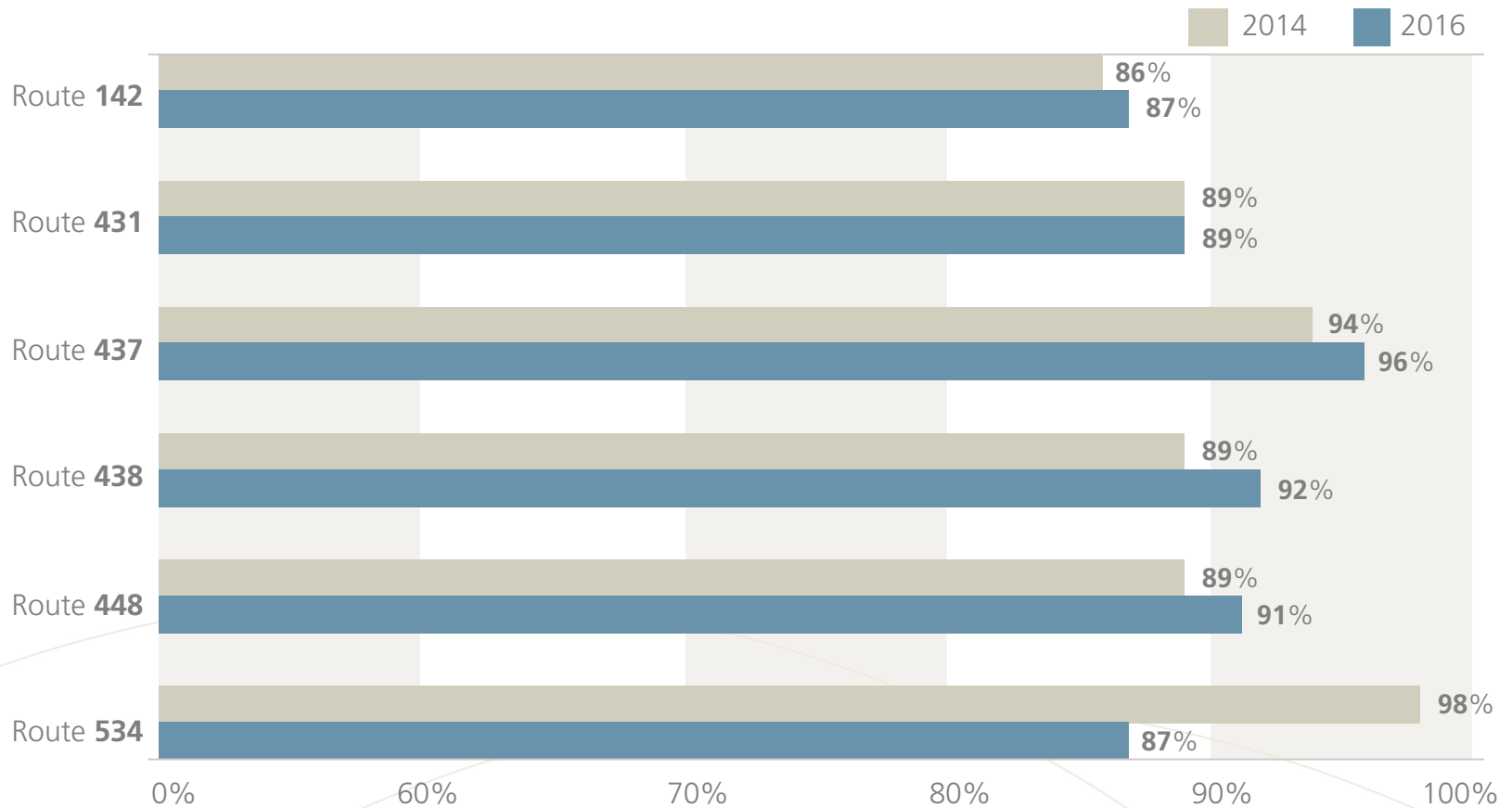


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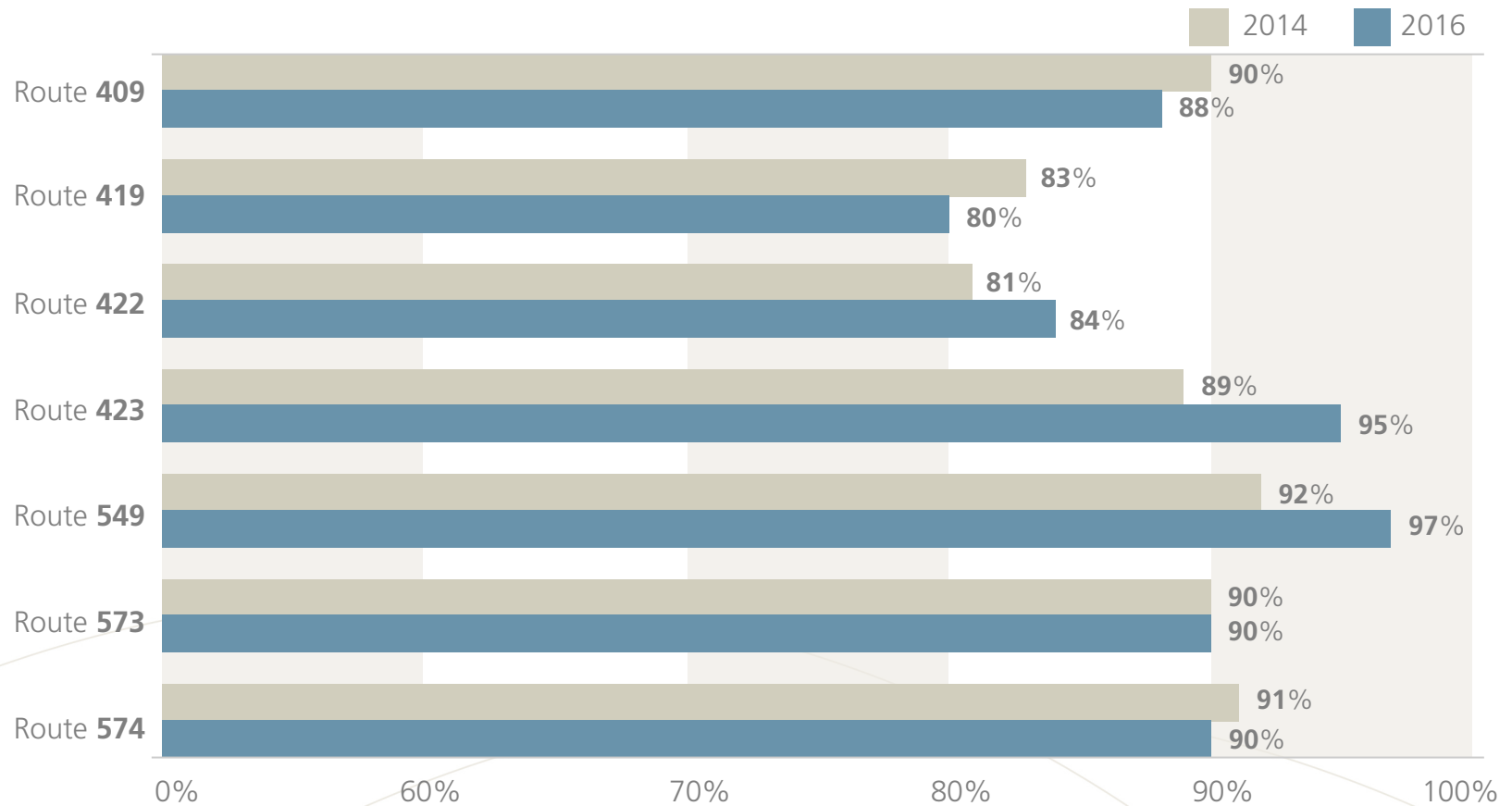




# SAFETY/SECURITY AT STOP BY ROUTE



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# AREAS FOR CONCERN

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## TAP

- Stored Value Use - 42% is high, LADOT pays a price
- Low TAP use on 142 displays the challenges of TAP 'uptake' with low income populations

**Action:** Need to market EZ Pass and LADOT Passes onboard

# AREAS FOR CONCERN

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## PARKING

- 13% stated serious concern about the availability of parking
- Numerous verbatim comments about parking and safety

**Action:** Consider limited expansion through park and ride agreements – expand in relation to service capacity

# NEW OPPORTUNITY

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- Commuter Express has a low turnover rate as only 10% of riders identify themselves as being new to the service
- Traditionally Ilium research has found that transit agencies turn over about 25% of their ridership annually

**Action:** Create a Rider Loyalty Program using TAP and Mobile that rewards riders' commitment to Commuter Express