

The logo for DASH, featuring the word "DASH" in a bold, dark red, italicized sans-serif font. A blue swoosh underline is positioned beneath the letters "A" and "S".

DASH

The background of the report cover is a blue grid with two thick, dark blue lines that zig-zag across the space, suggesting a path or data trend. The lines have small arrowheads pointing in the direction of the path.

SEPTEMBER 2014
PRESENTED BY ILIUM

2014 FINAL REPORT

The logo for LADOT, consisting of the letters "LADOT" in a bold, white, italicized sans-serif font with a horizontal line through the middle of each letter.

LADOT

Community DASH

- Profile who rides Community DASH
- Examine and trend Travel Characteristics, Service Ratings, Service Characteristic Ratings
- Identify customer satisfaction with TAP card and Real Time Information
- Identify, trend rider demographics

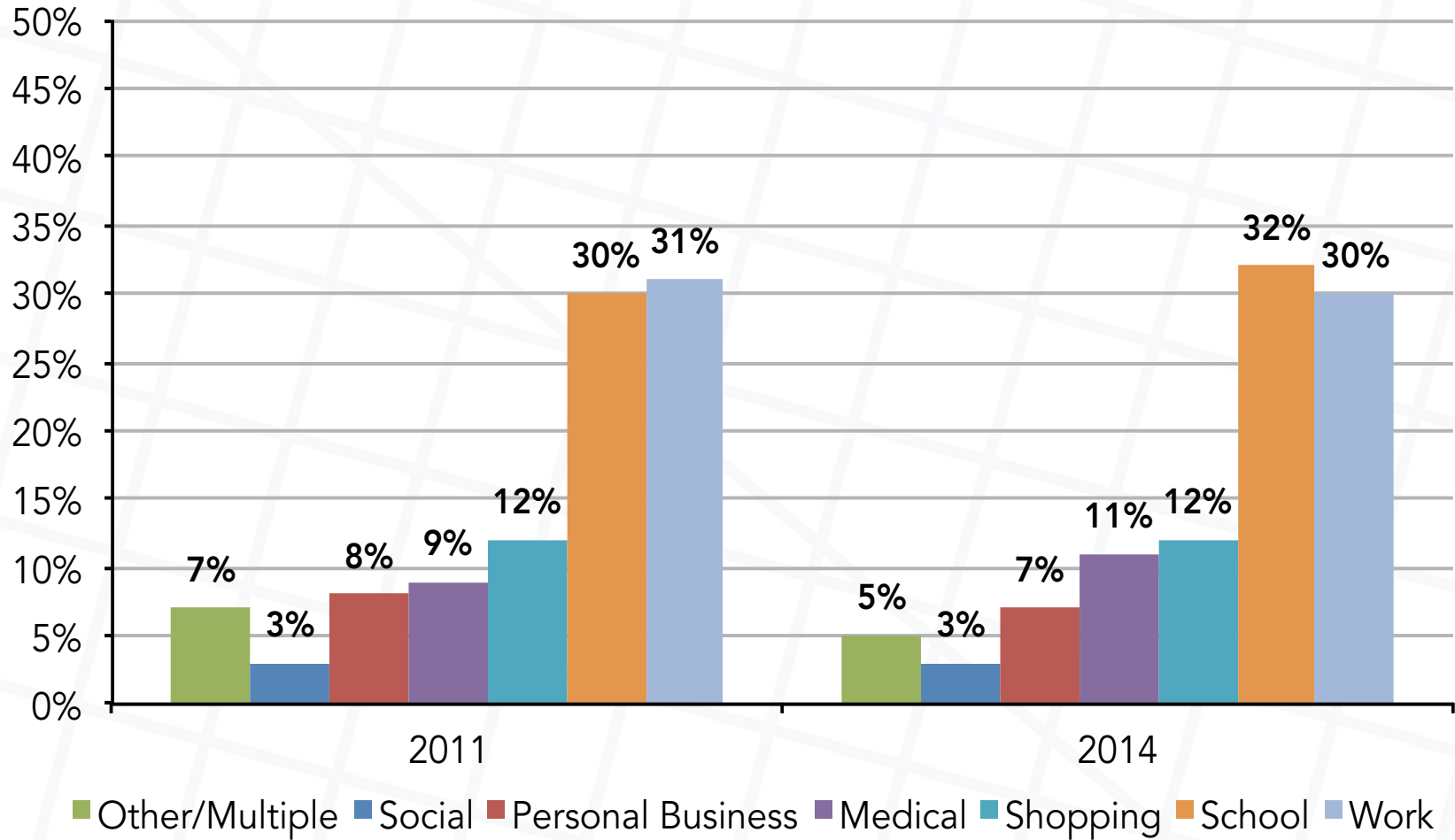
- Conducted every three years since 1998
- Conducted April-July, 2014
- Methodology devised to generate route level information for weekday, Saturday, Sunday
- Every other departure is surveyed, 7AM-5PM
 - Surveyors deployed from one point on route
 - Include clockwise, counterclockwise departures
 - Every trip done on low ridership routes
- 6,009 interviews (weekday), 3,294(Sat), 1,604 (Sun)

Weekday, Saturday, Sunday

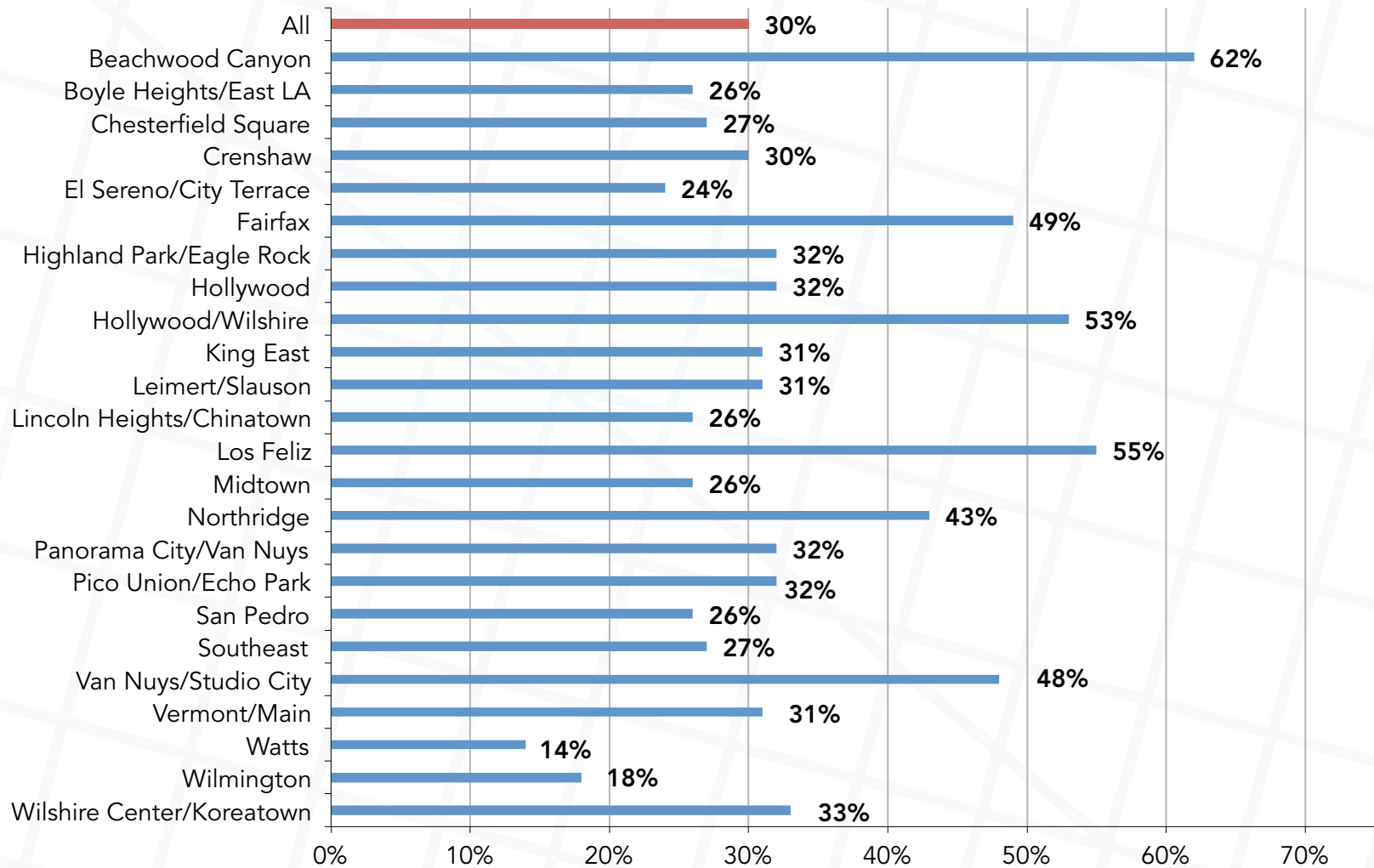
- Profile weekday riders
- Examine Overall Service Ratings
- Examine TAP, Real Time Information Satisfaction scores
- Examine Service Ratings by Route
- Examine Service Characteristic scores by Route

Weekday

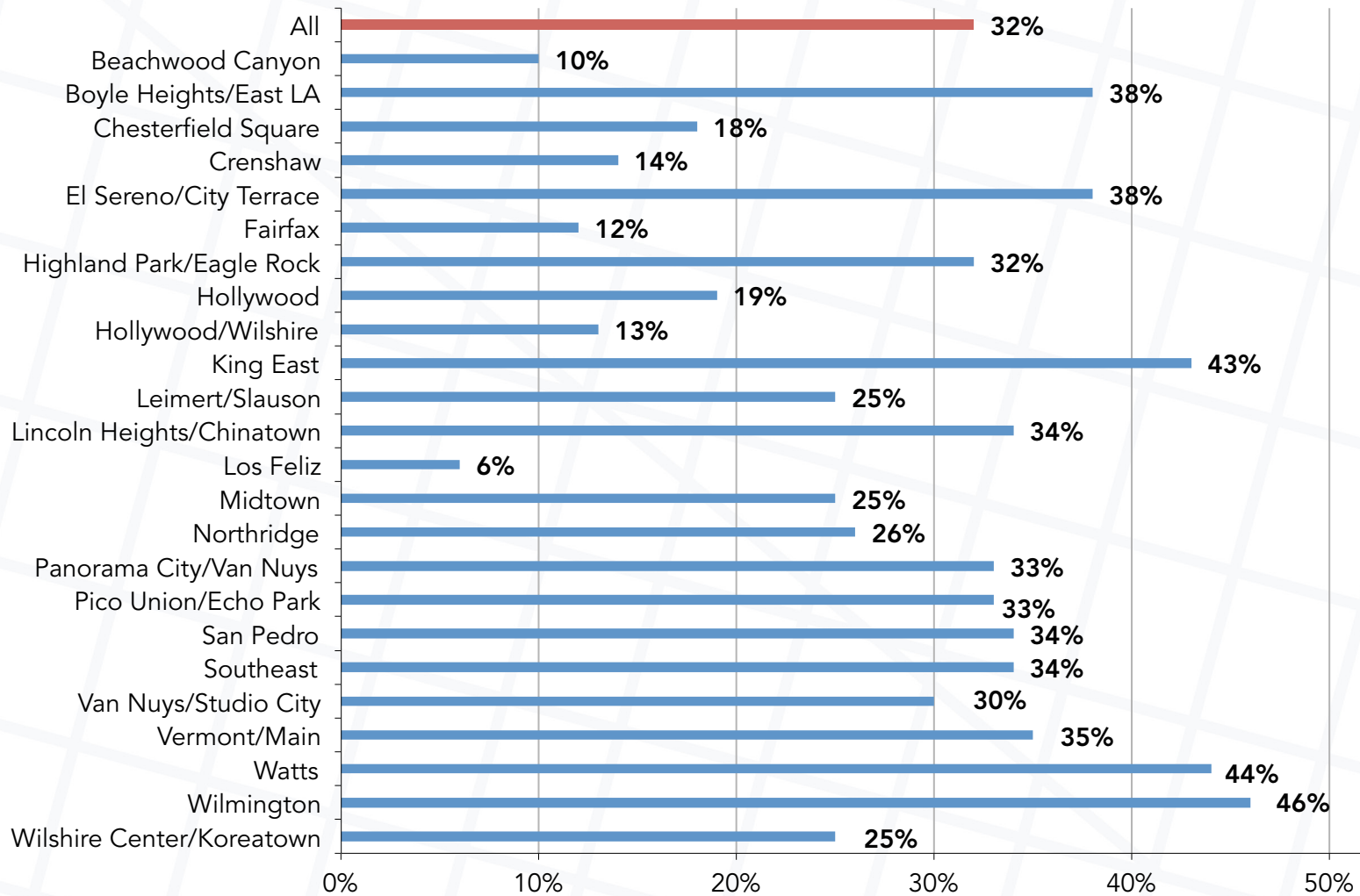
Trip Purpose, Weekday



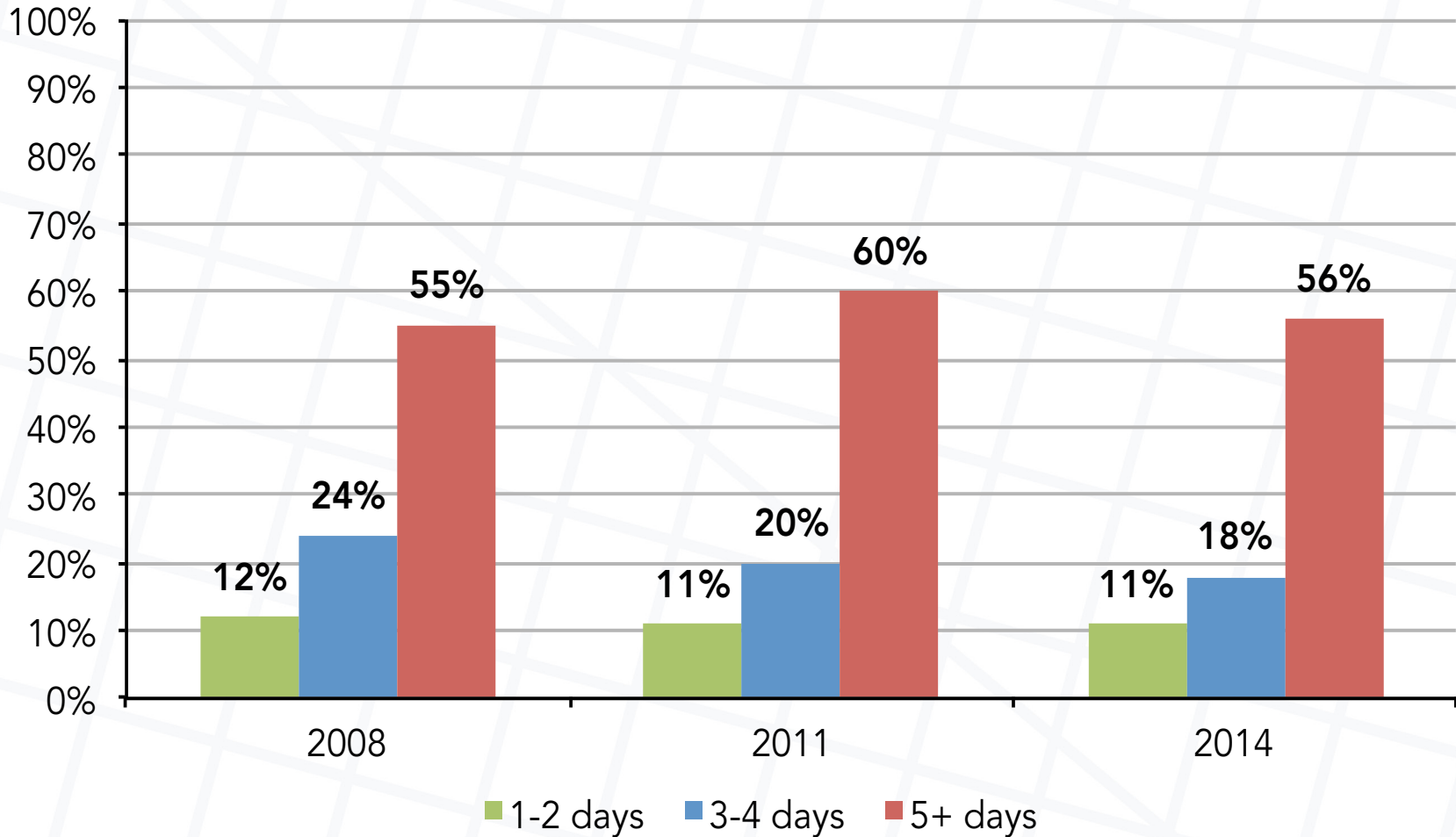
Work Travel, Weekday



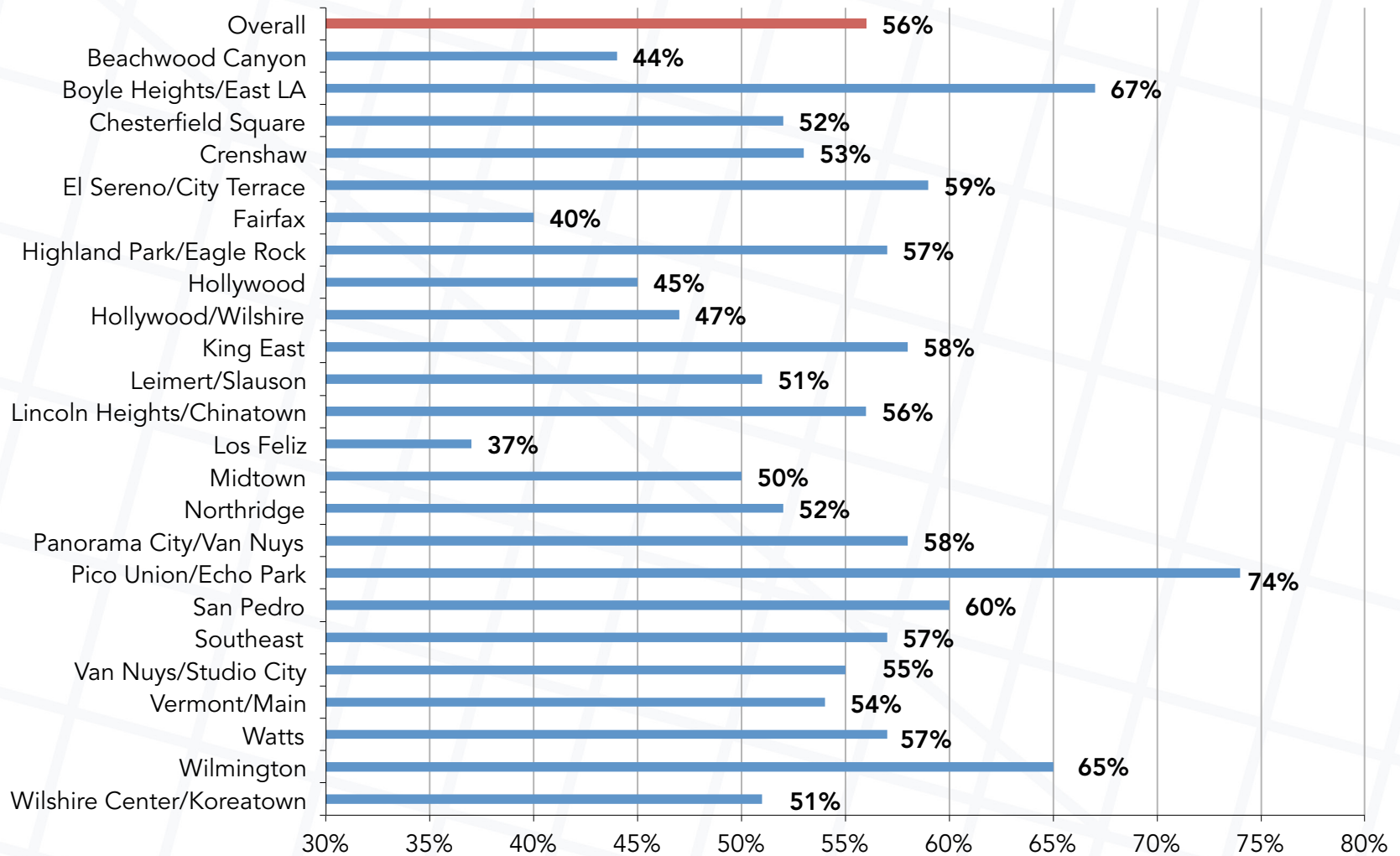
School Travel, Weekday



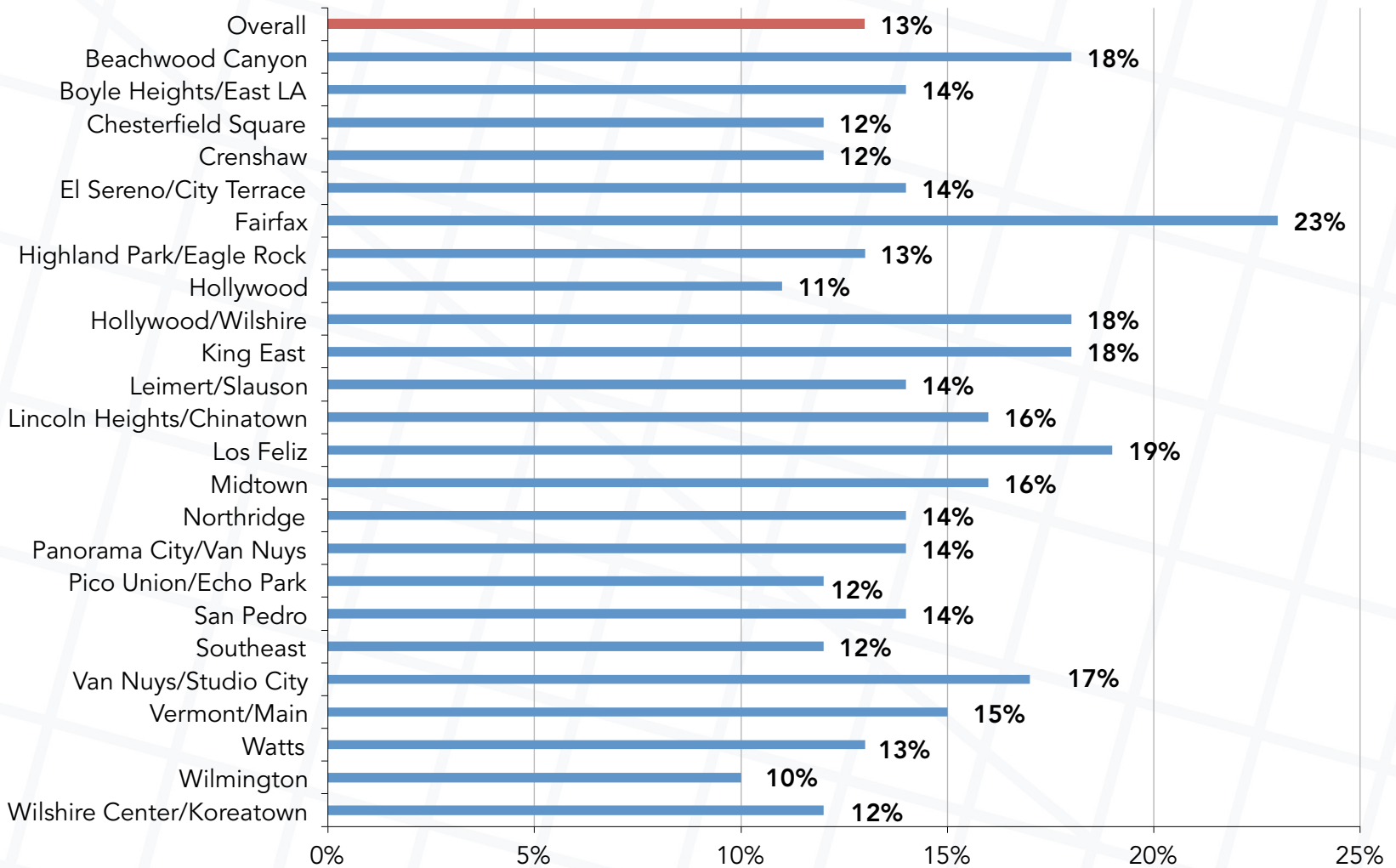
Frequency of Use, Weekday



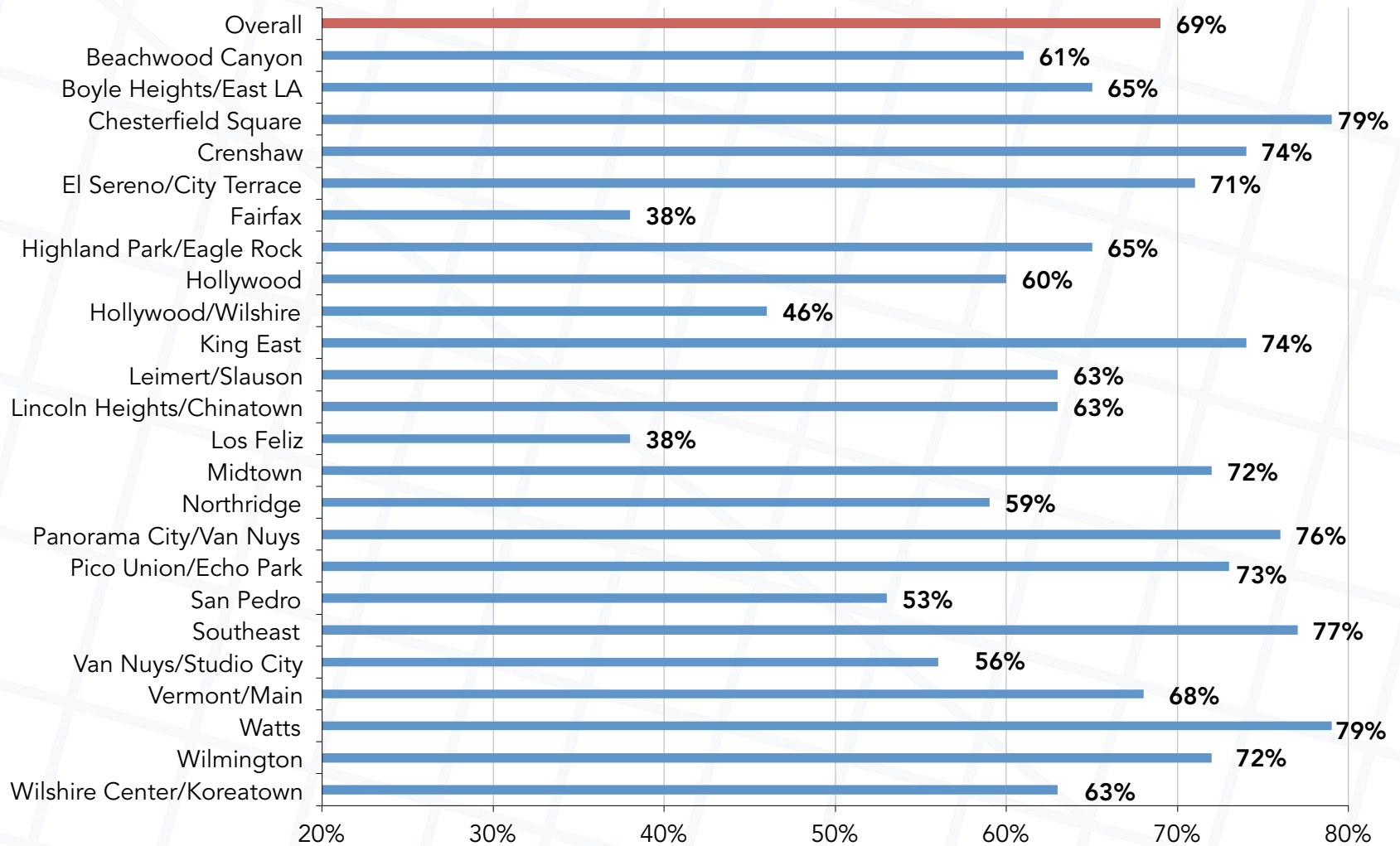
5+ Day Riders, Weekday



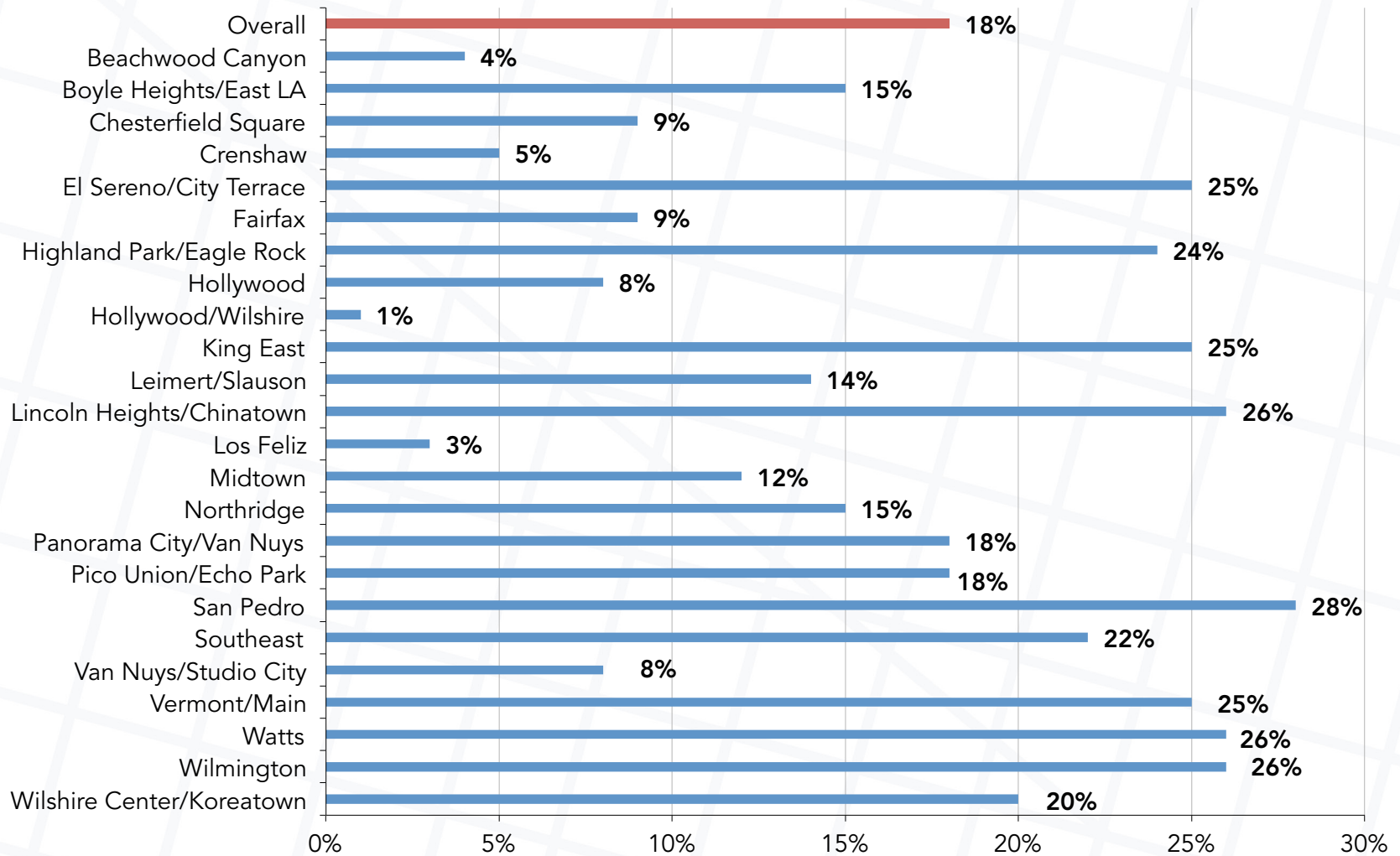
Car Availability by Route, Weekday



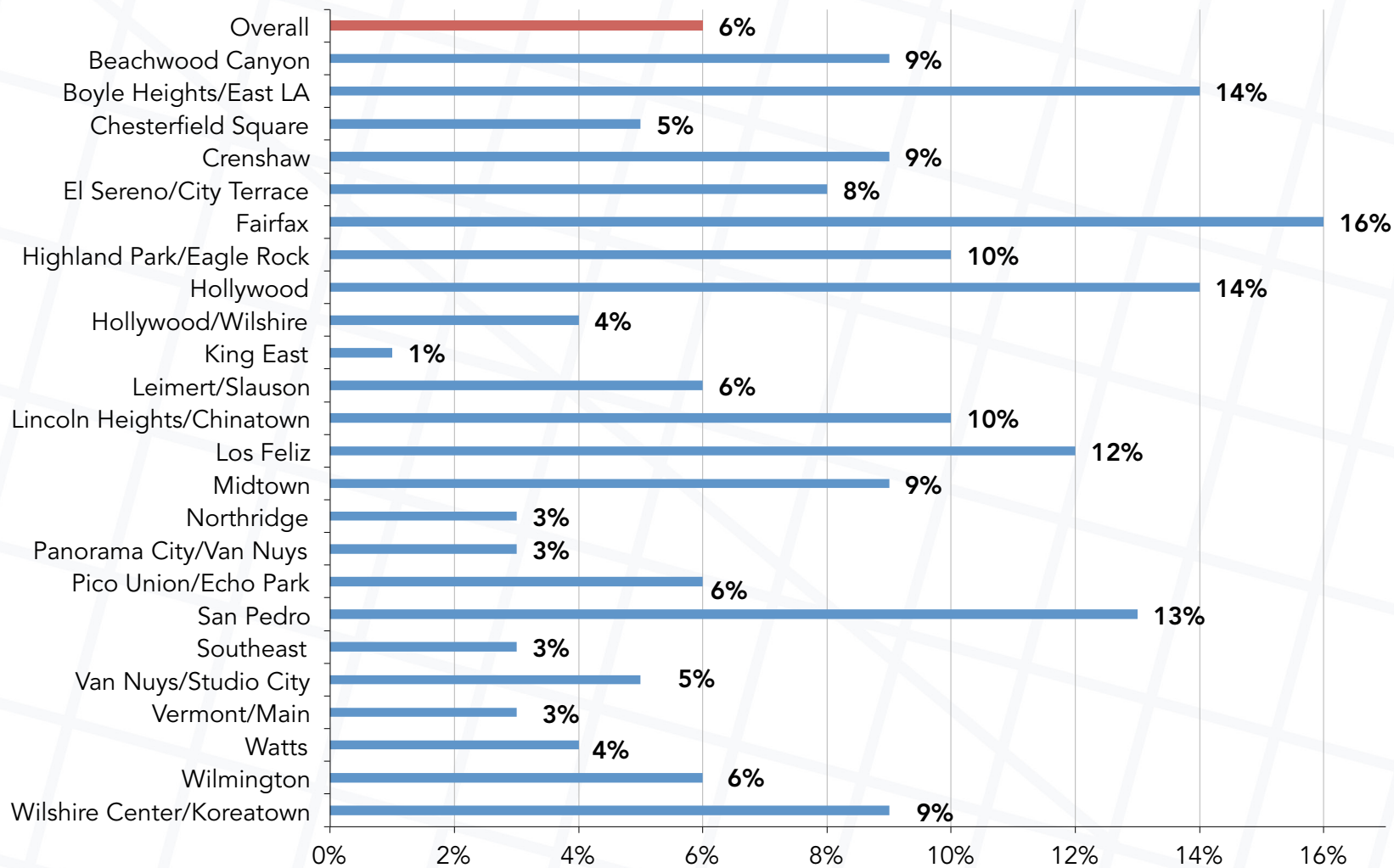
Income Under \$20k, 18+, Weekday



Riders Under 18, Weekday



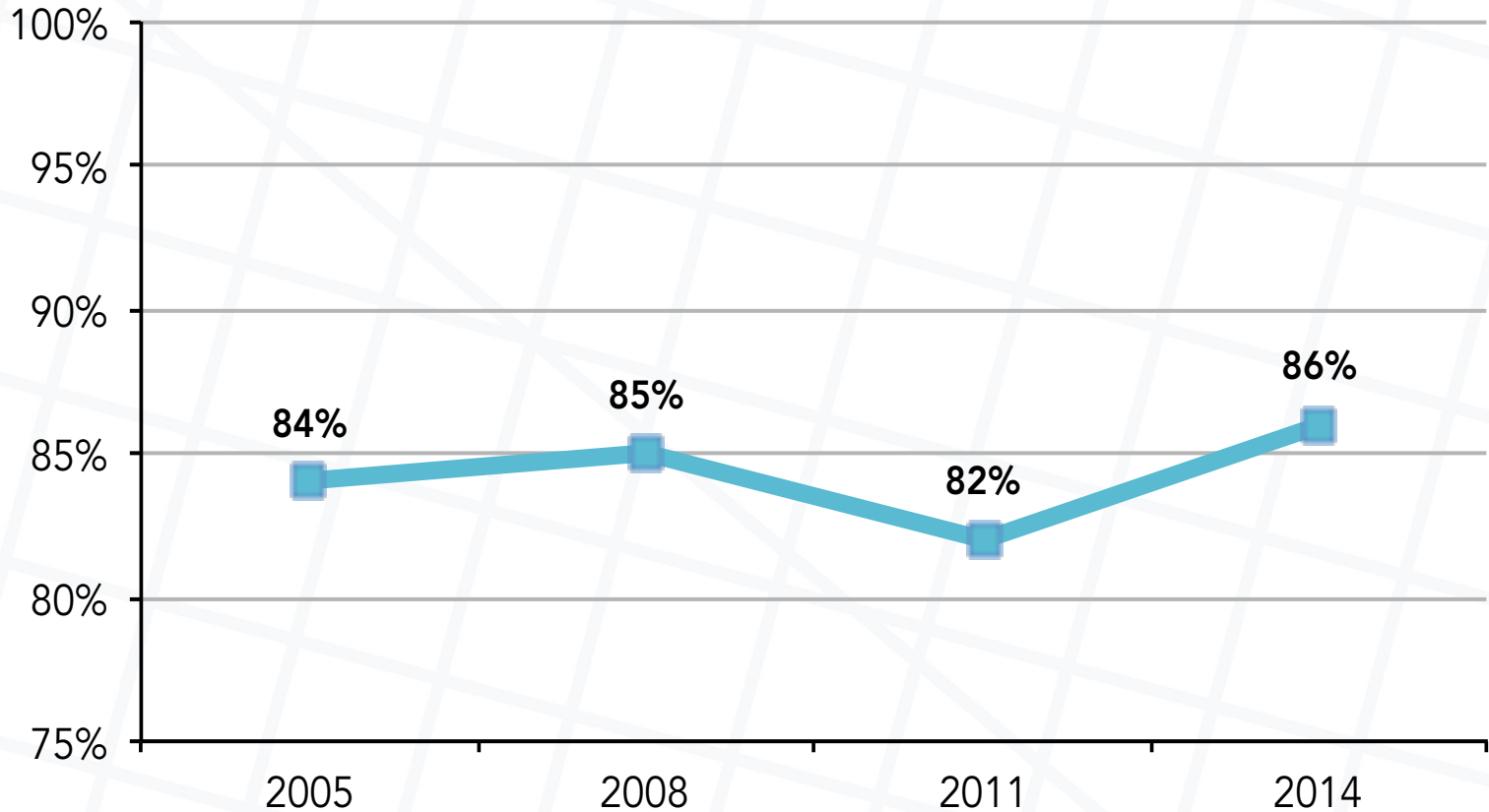
Riders 65+, Weekday



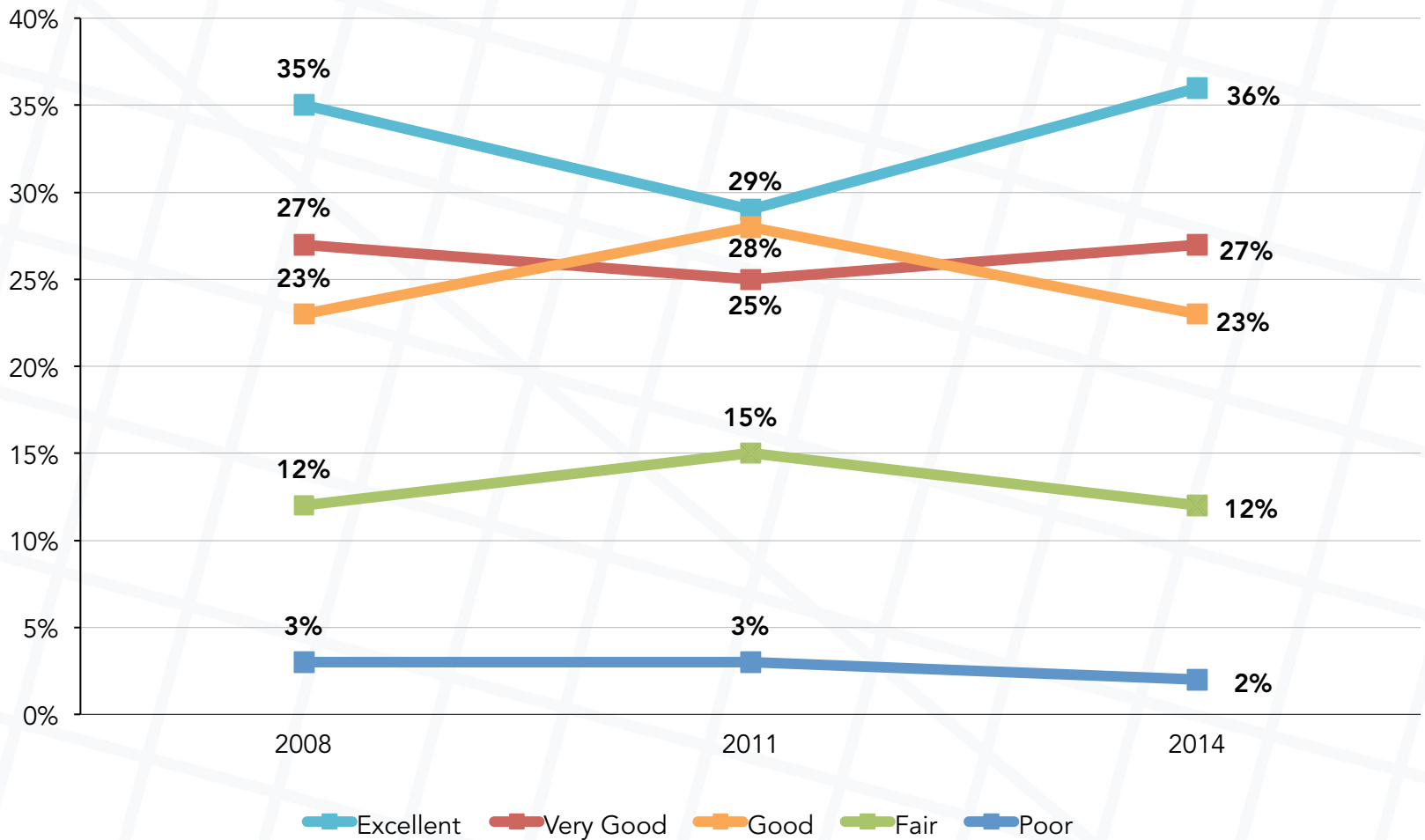
- Overall (Excellent, Very Good, Good combination)
- By Service Characteristic
- TAP Card Satisfaction
- Real Time Information Satisfaction

Overall Service Rating, Weekday

-Excellent, Very Good, Good Scores

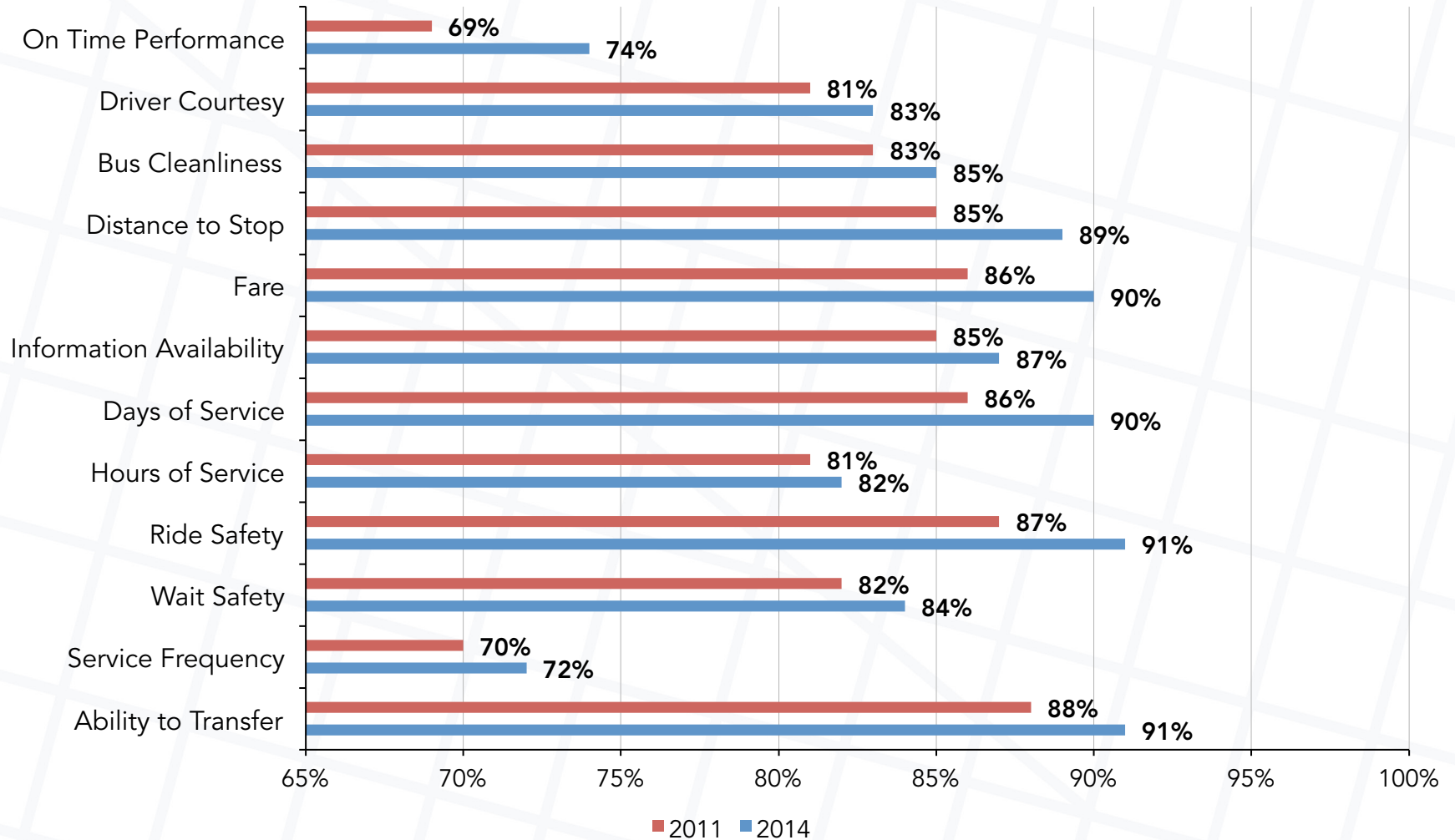


Overall Service Rating, Score Distribution **DASH**

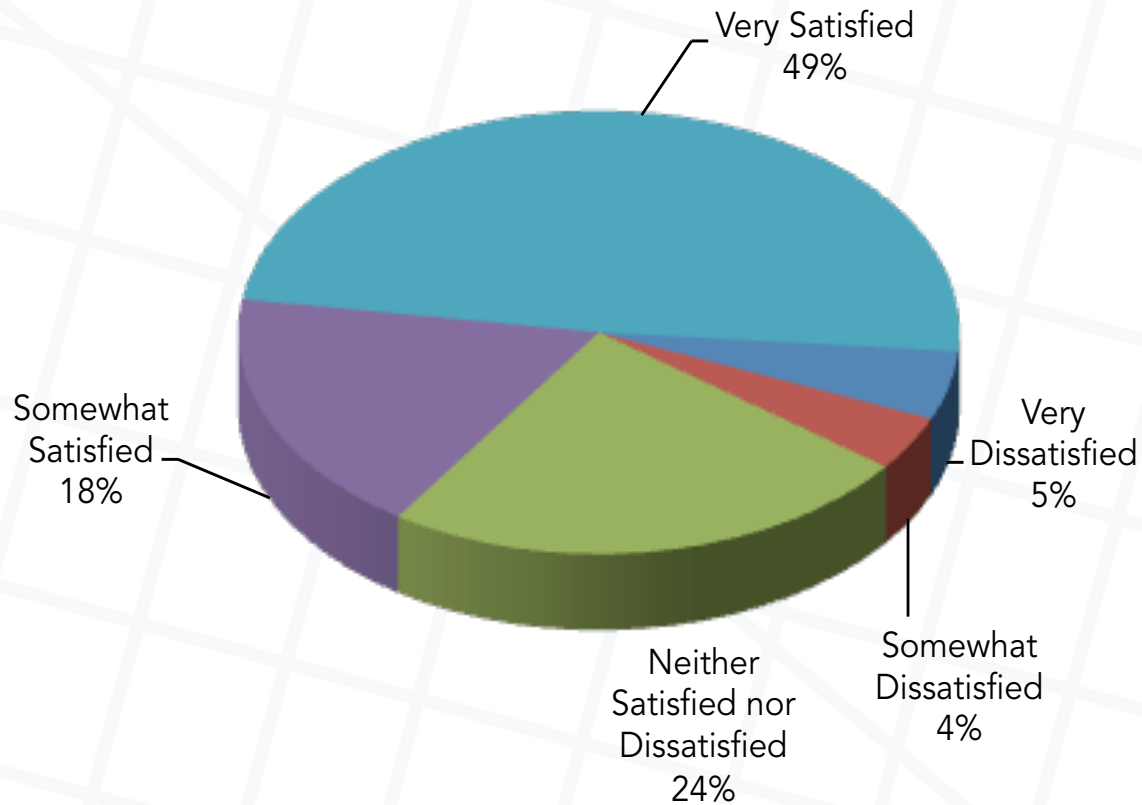


Service Characteristic Ratings, Weekday

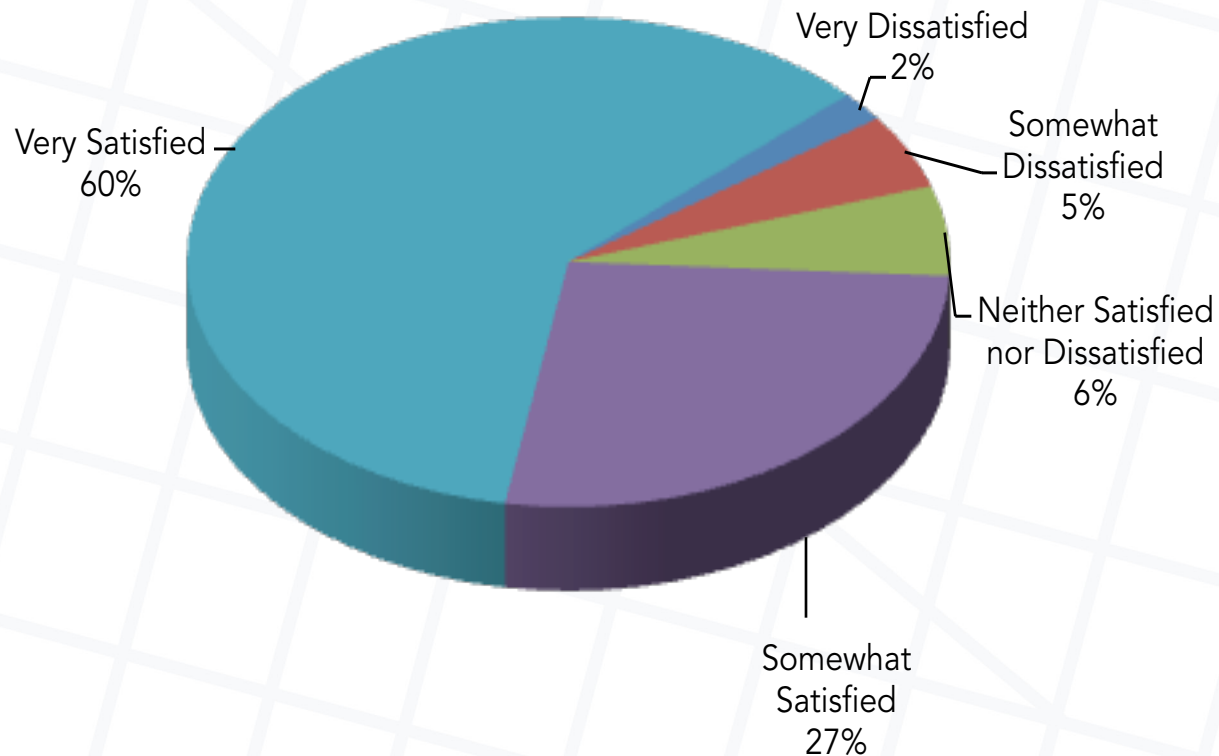
–Excellent, Very Good, Good Scores



TAP Card Satisfaction



- 56% have used real time bus information



- Combination of Excellent, Very Good, Good scores
- Overall Service Rating
- Service Characteristic Rating

Service Ratings by Route



Top 3 Increases

- Fairfax +13%
- Highland Park/ER +12%
- Lincoln H/C +12%

Top 3 Decreases

- Beachwood Canyon -20%
- Hollywood -7%
- Vermont -7%

Of Note

- Pico Union/EP +8%
- Panorama C/VN +7%

Double Digit Improvement (2014, 2011)

- King East, Driver Courtesy +11%
- Midtown, Bus Cleanliness +11%
- Hollywood, Bus Cleanliness, +10%
- Highland Park/ER, On Time Performance +13%, Bus Cleanliness +11%, Ride Safety +10%
- Lincoln H/C, Wait Safety +10%, Bus Cleanliness +10%
- Los Feliz, Ride Safety +10%
- Northridge, On Time Performance, +15%
- Panorama City/VN, On Time Performance, +11%
- San Pedro, Bus Cleanliness, +10%

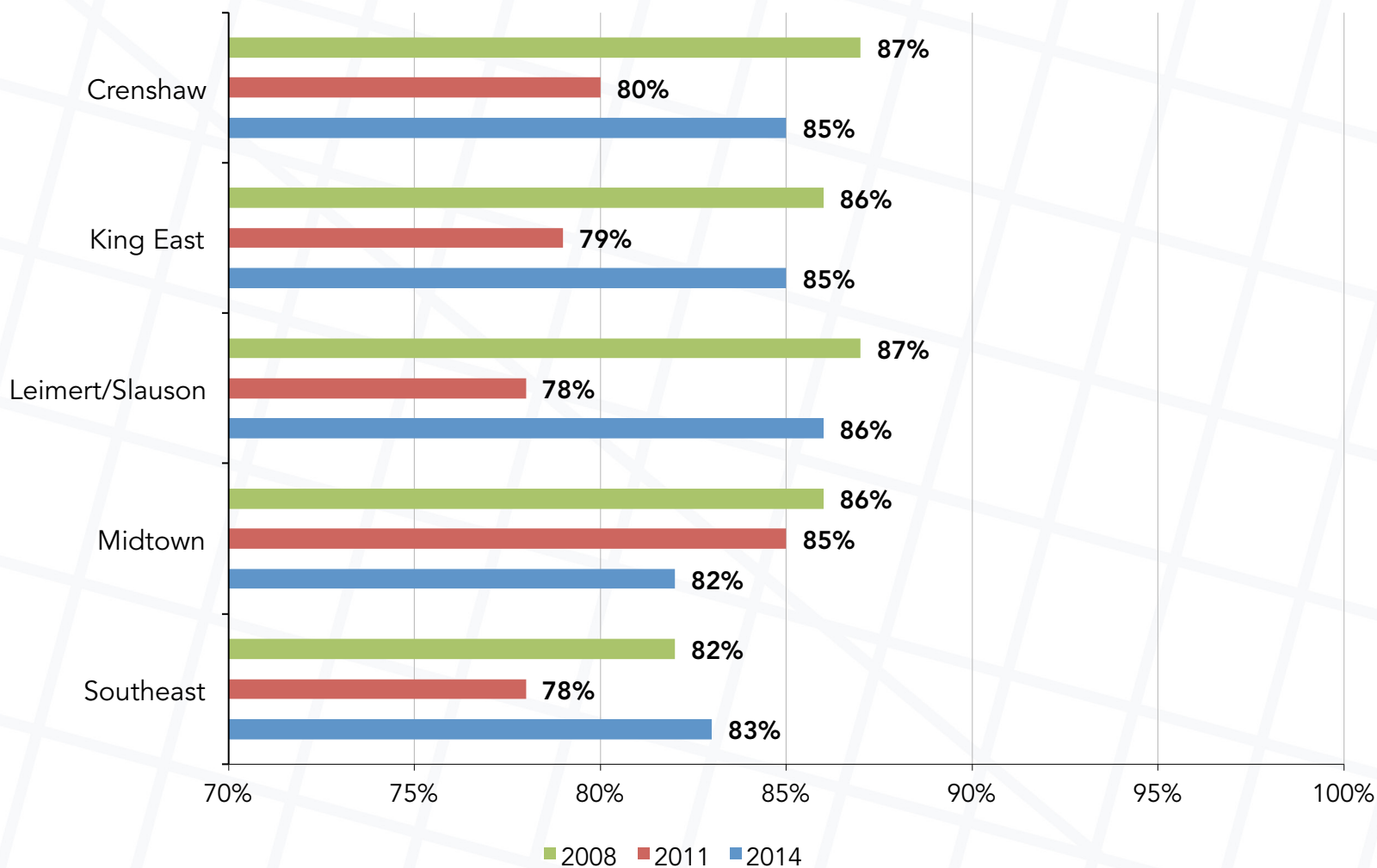
Double Digit Decreases

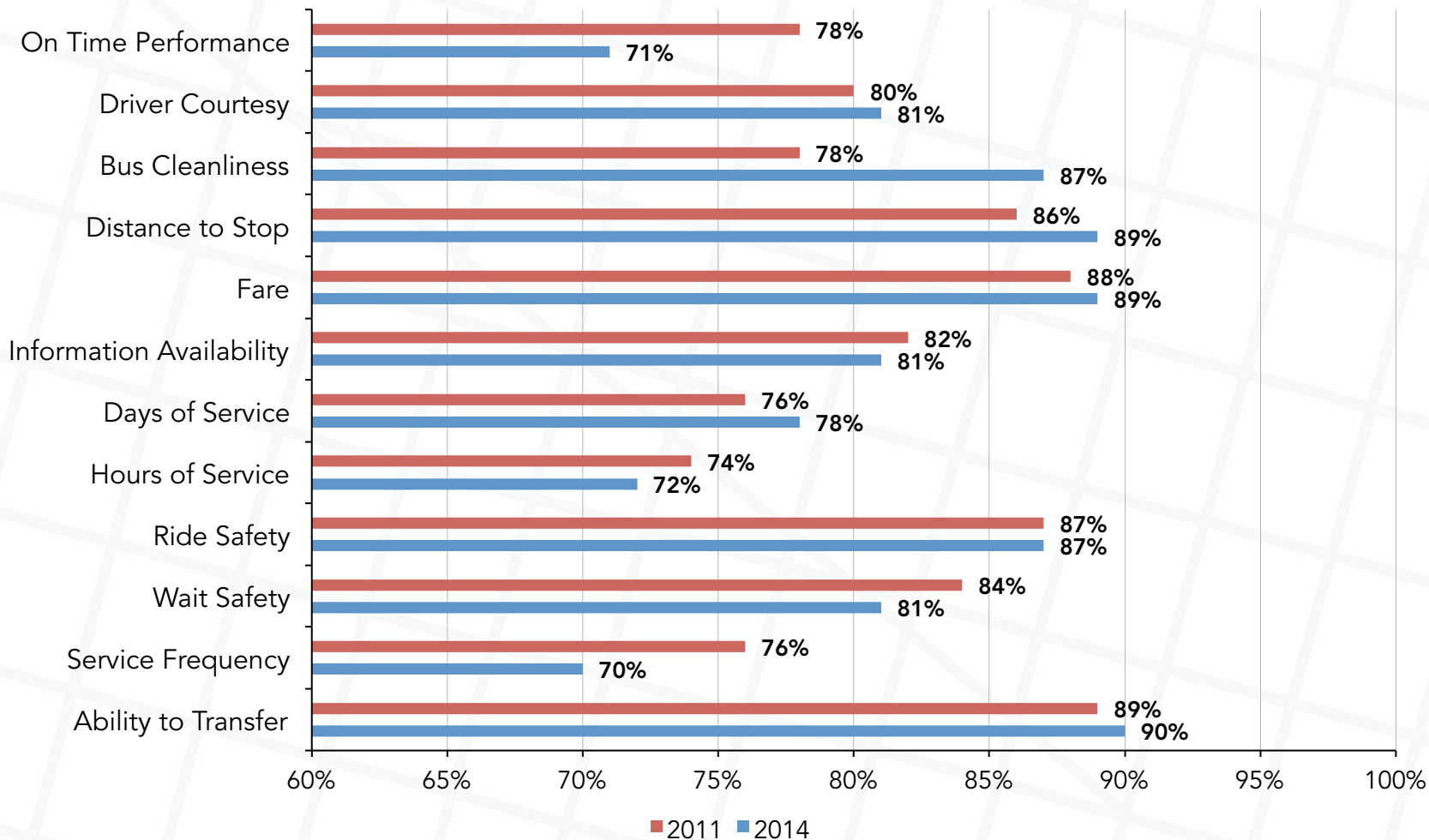
- Beachwood Canyon, On Time Performance -19%
- Hollywood, On Time Performance -23%
- El Sereno/CT, On Time Performance, -10%

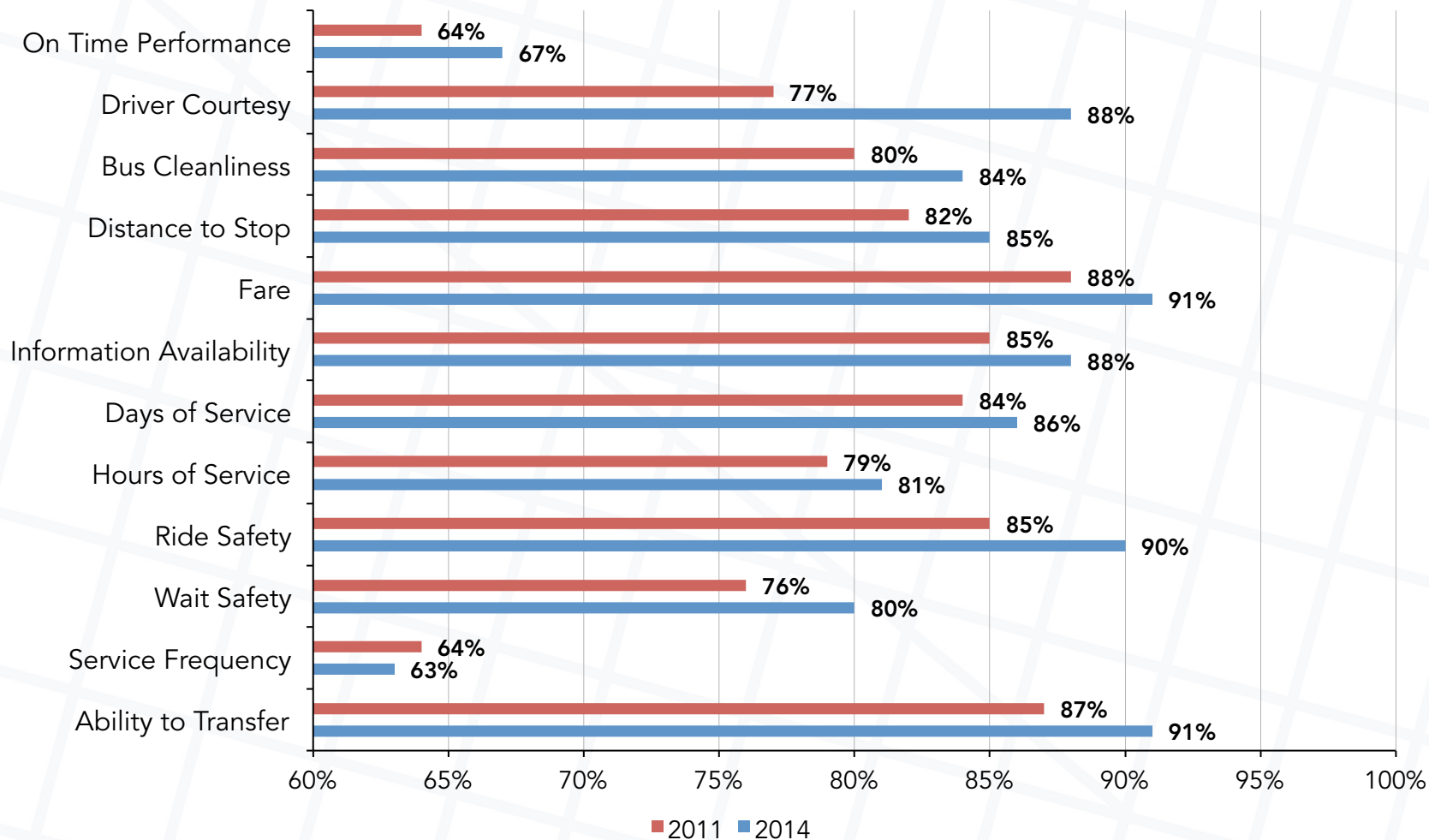
Of Note

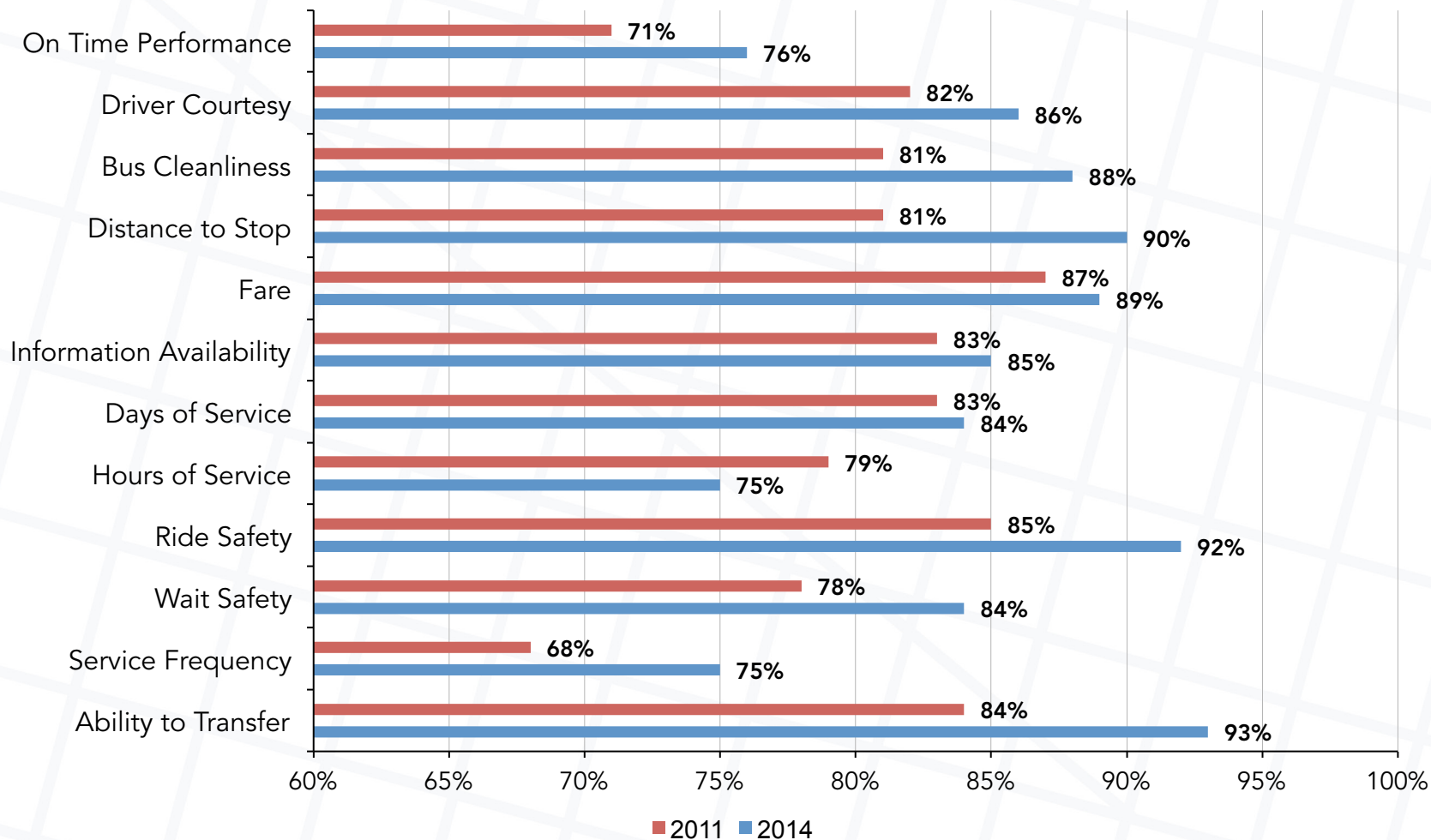
- Hollywood/Wil, On Time Performance -9%
- Pico U/EP, Driver Courtesy +9%

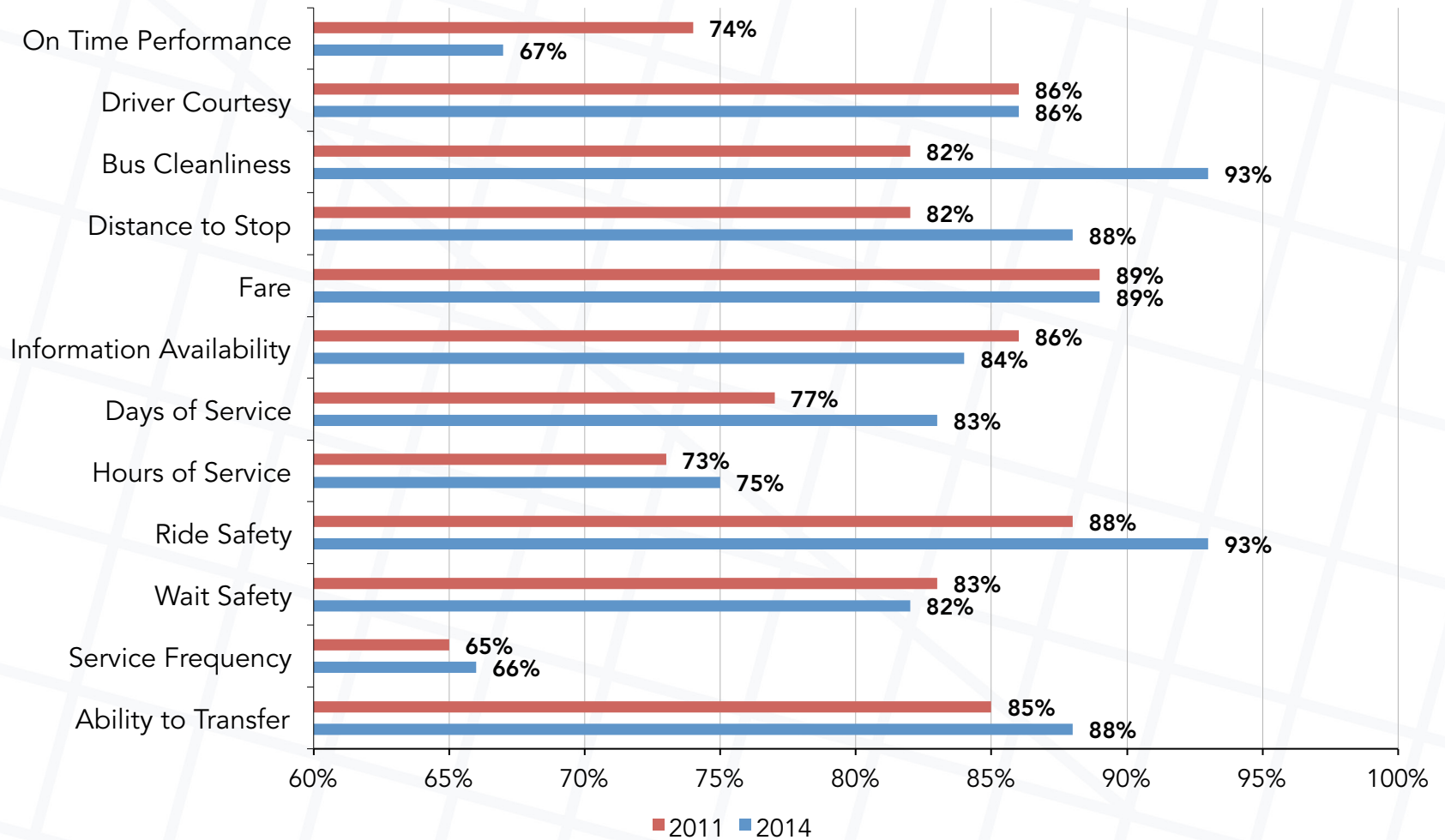
Overall Service Rating, Weekday *DASH*

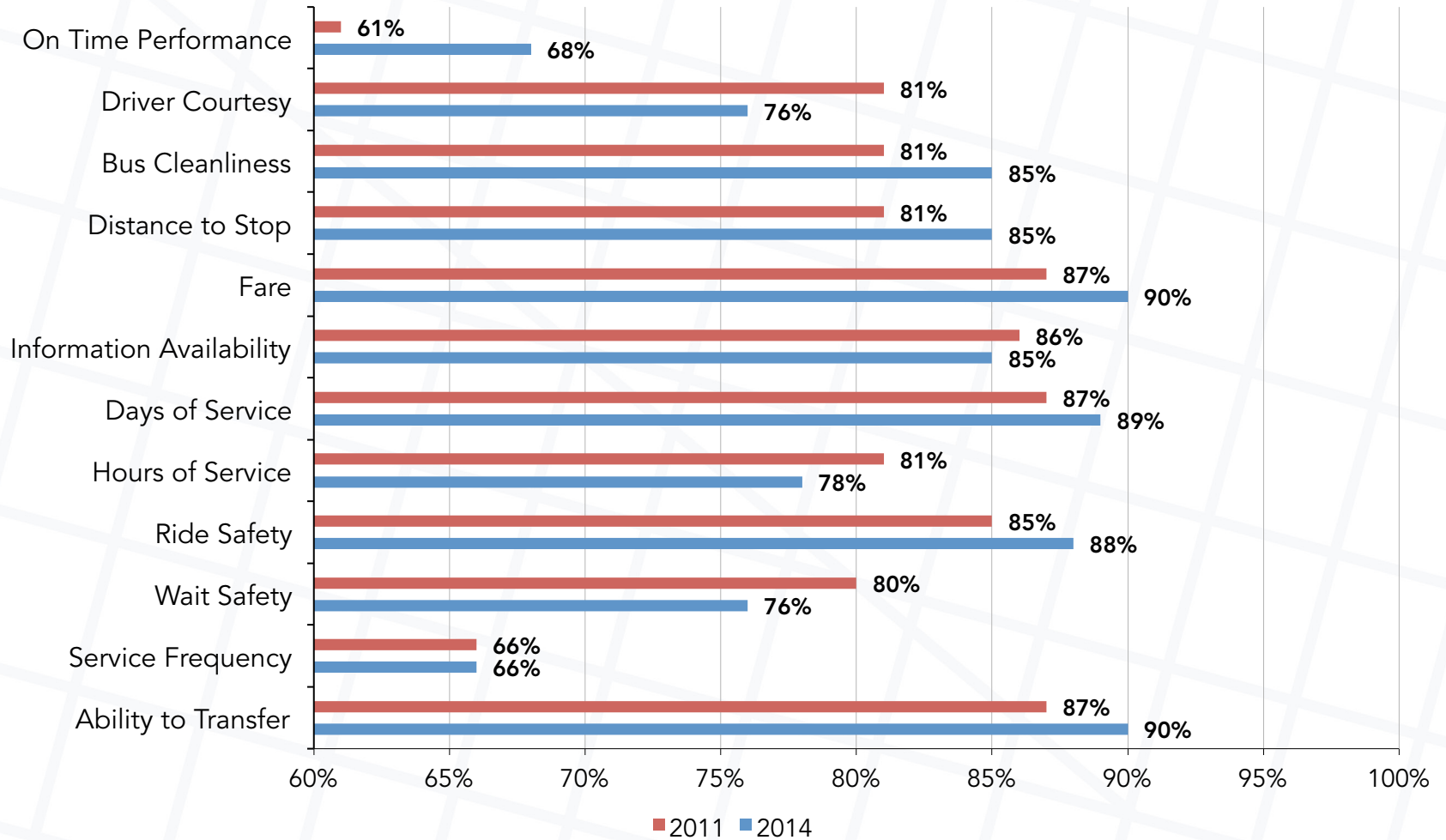




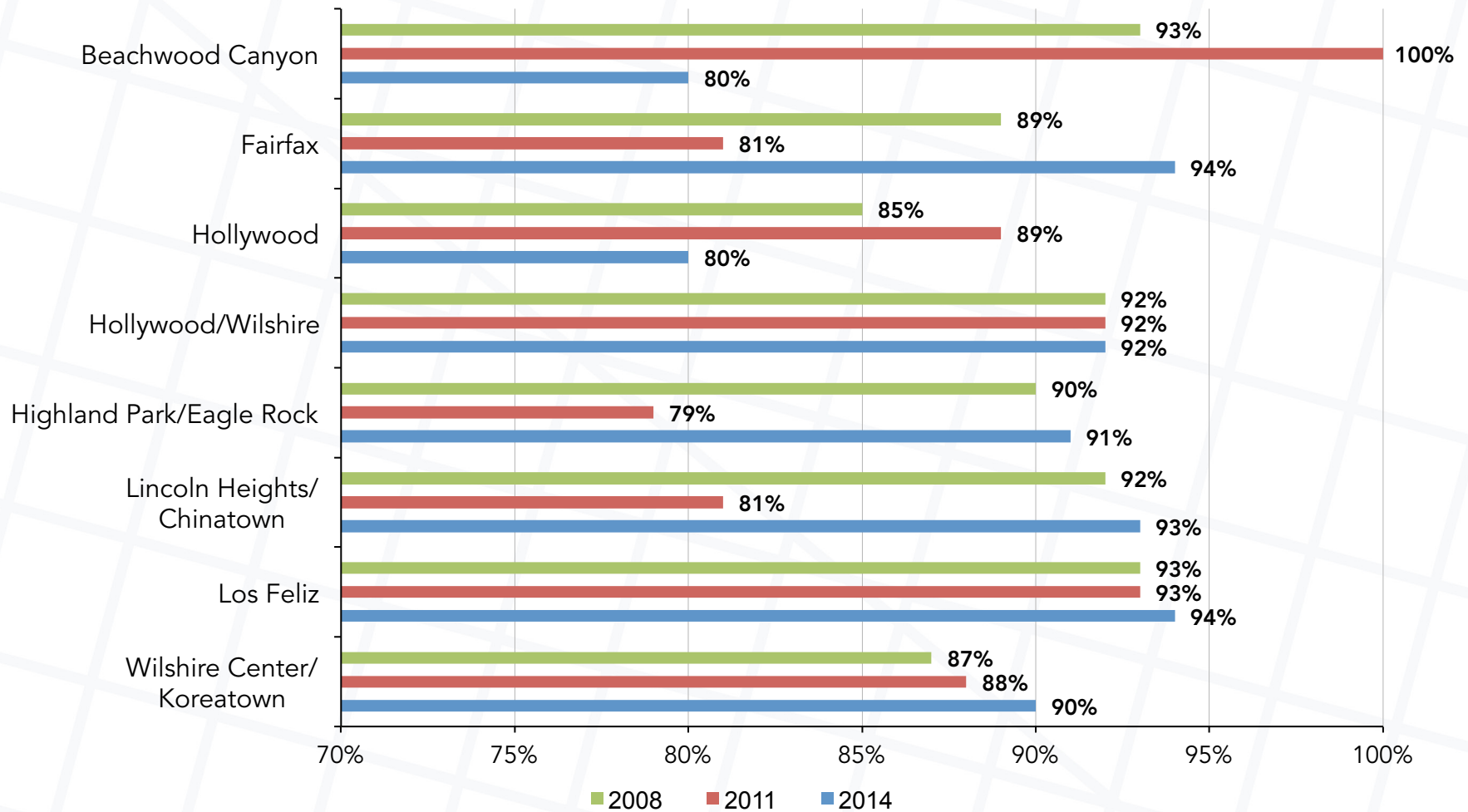




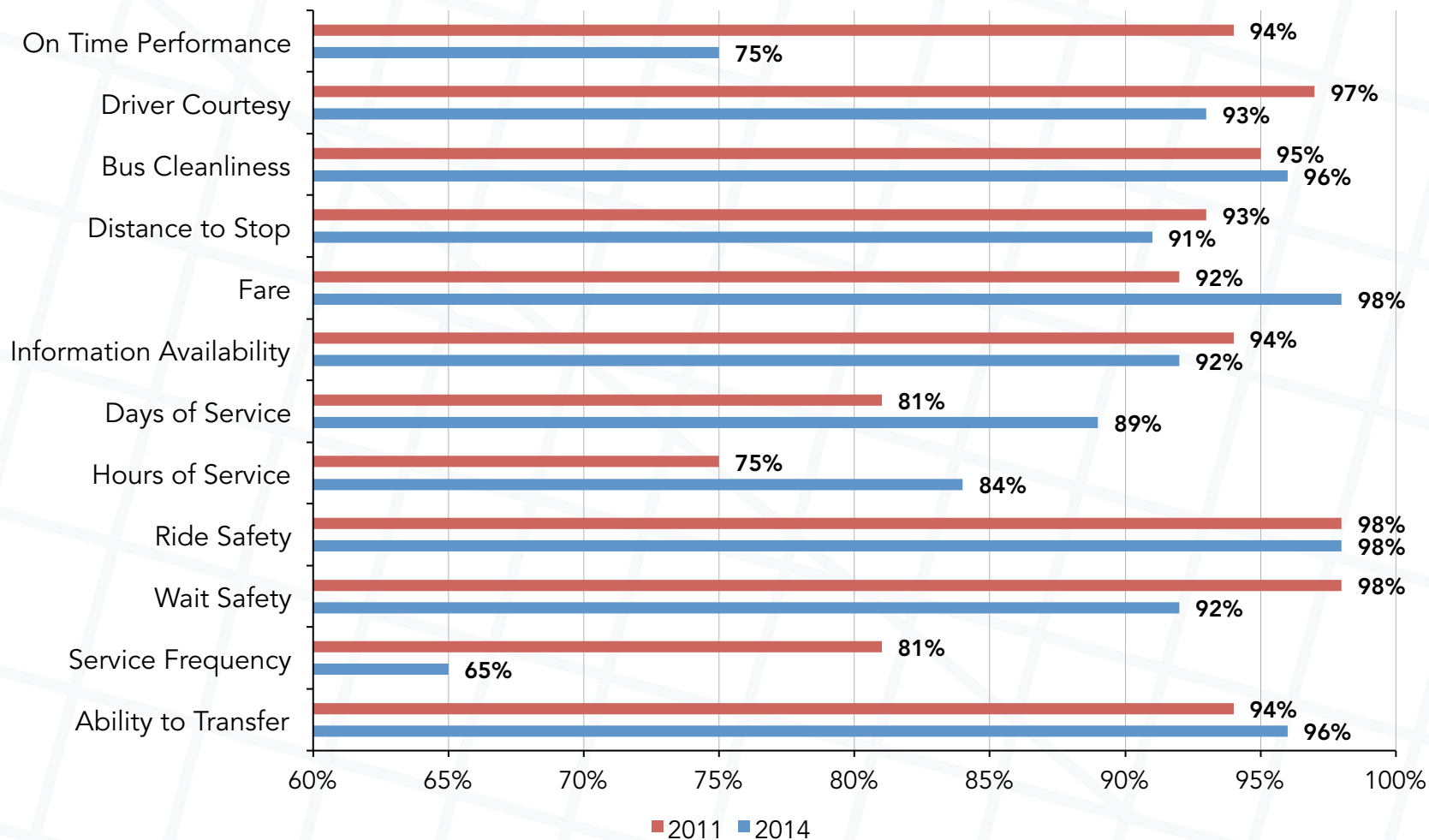


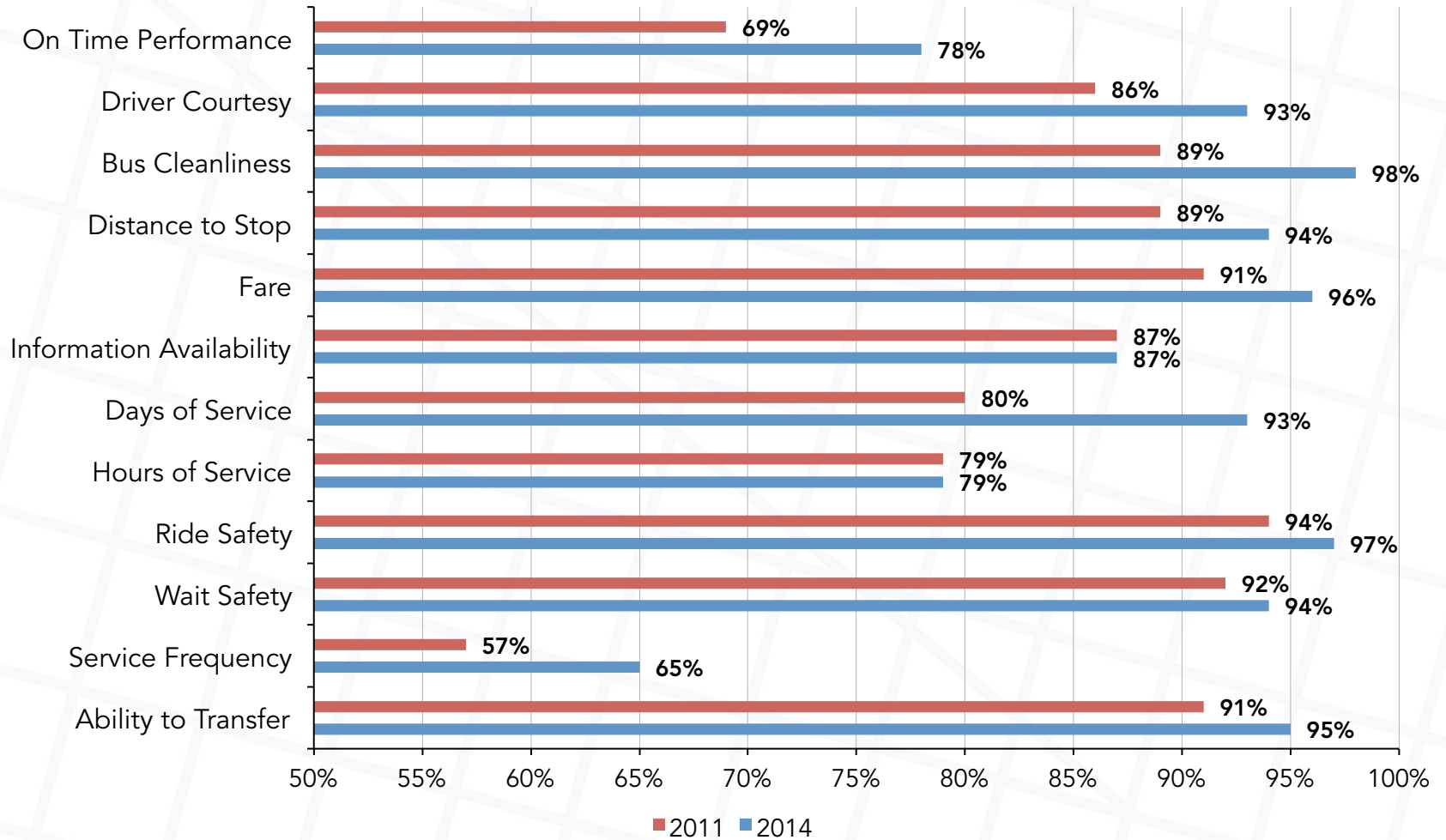


Overall Service Rating, Weekday

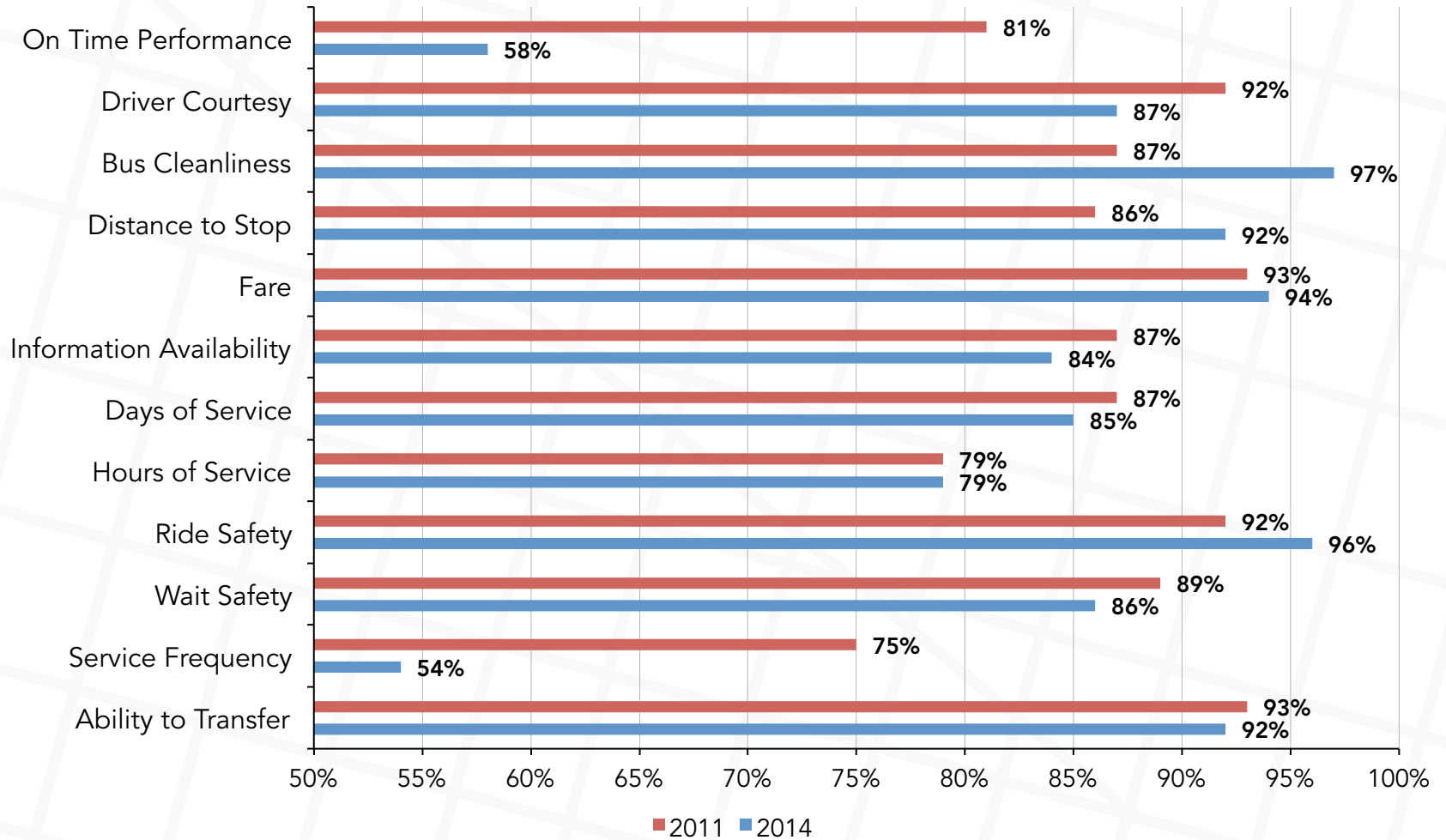


Beachwood Canyon

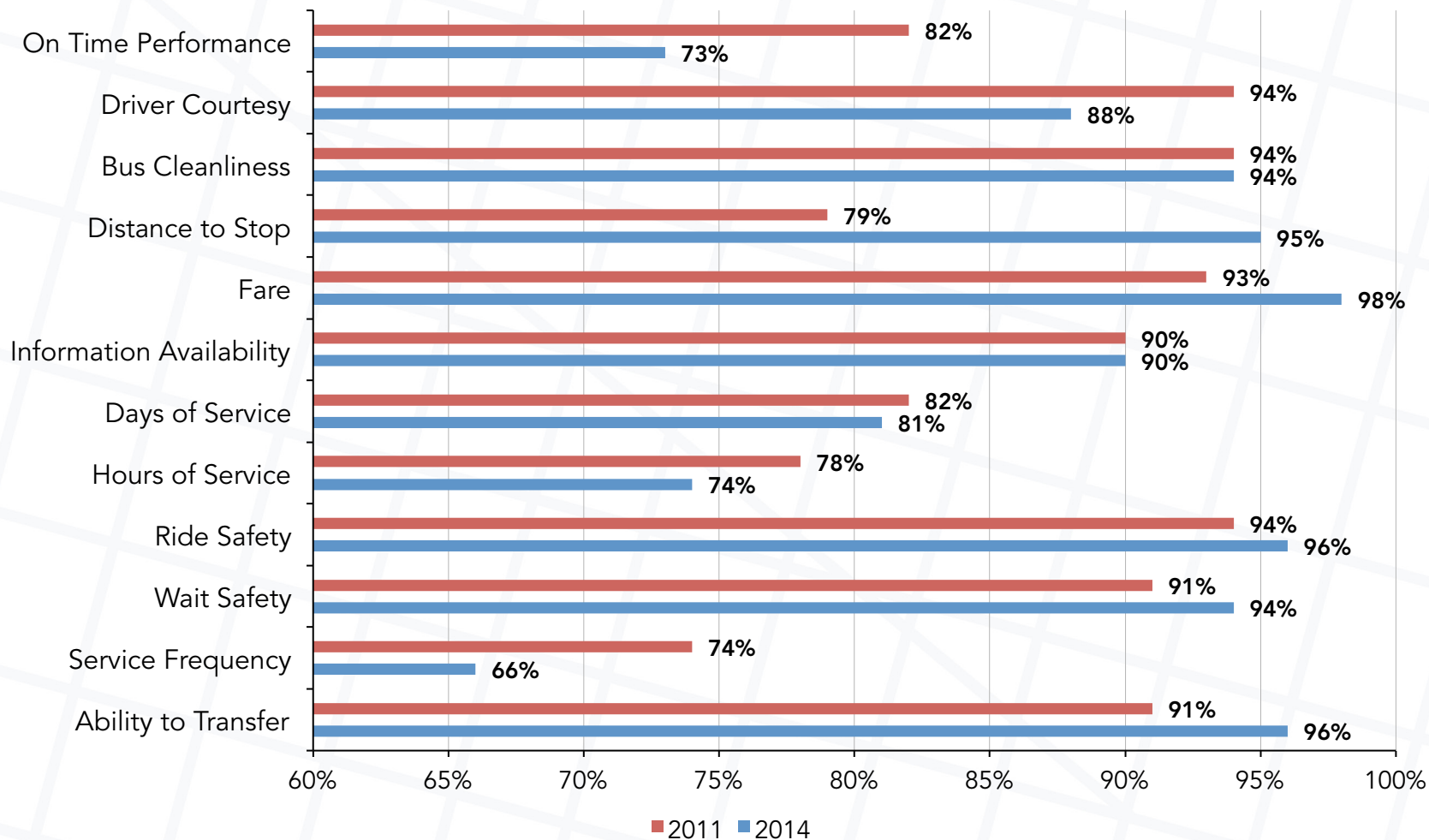




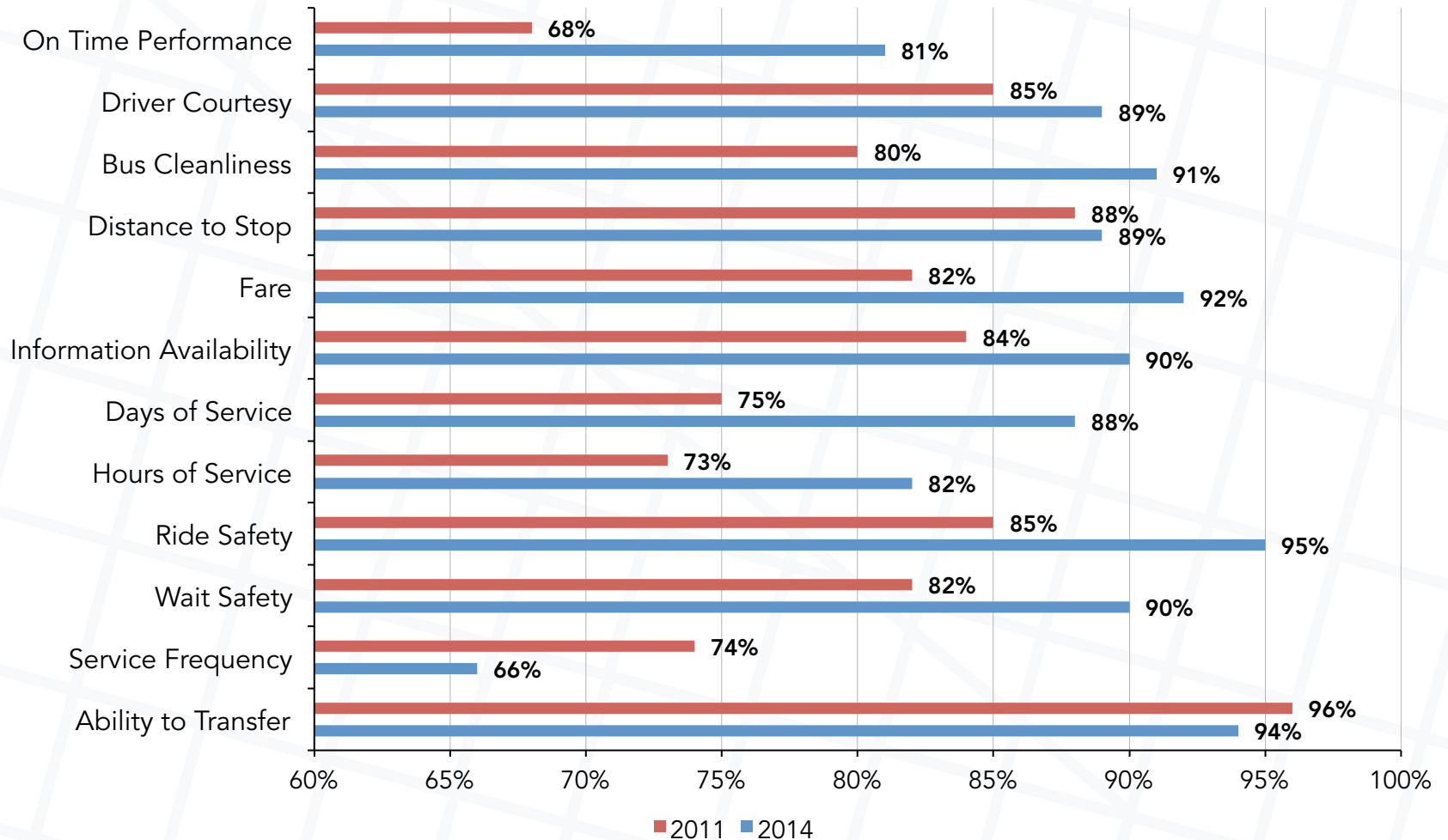
Hollywood



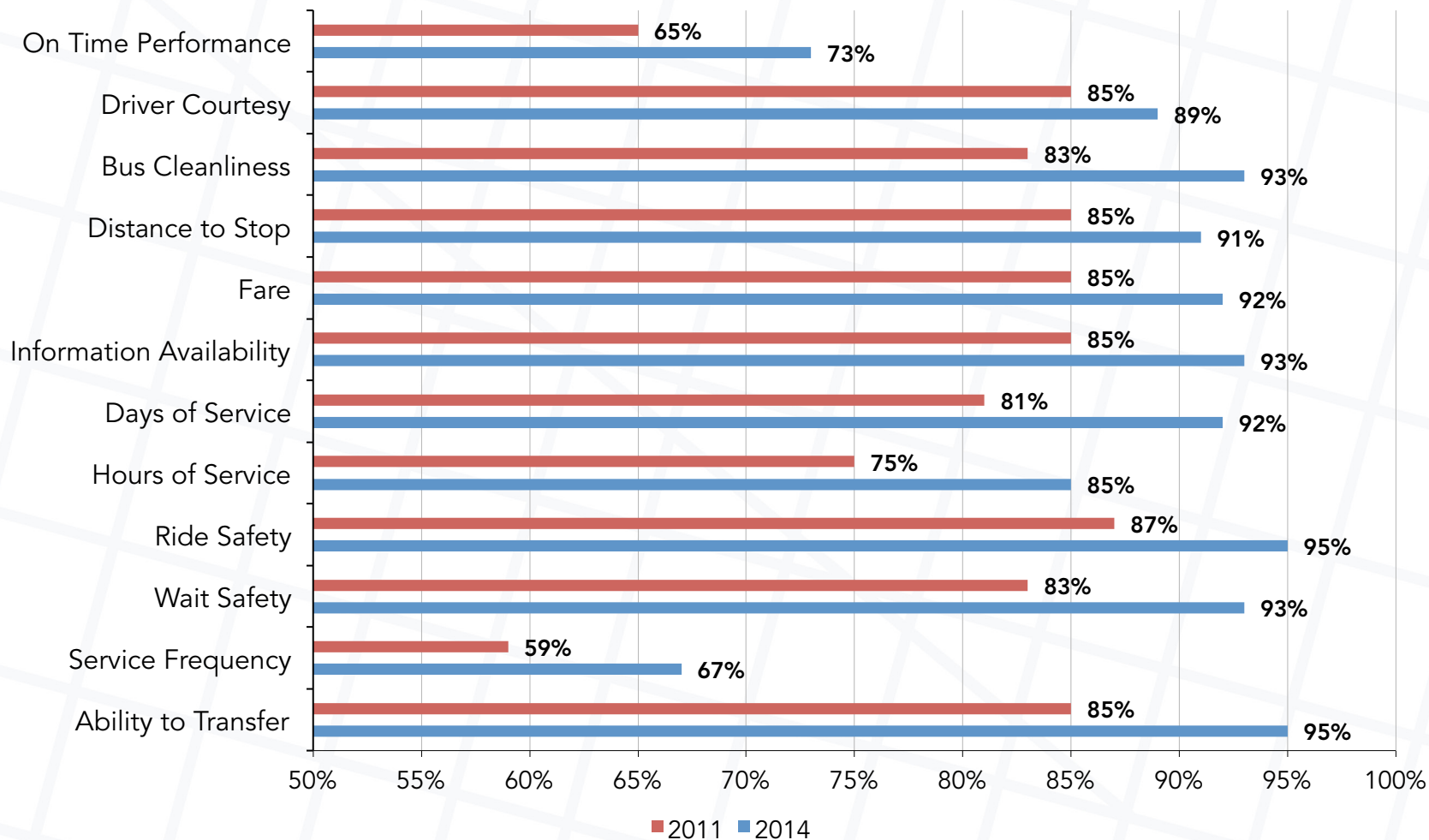
Hollywood/Wilshire

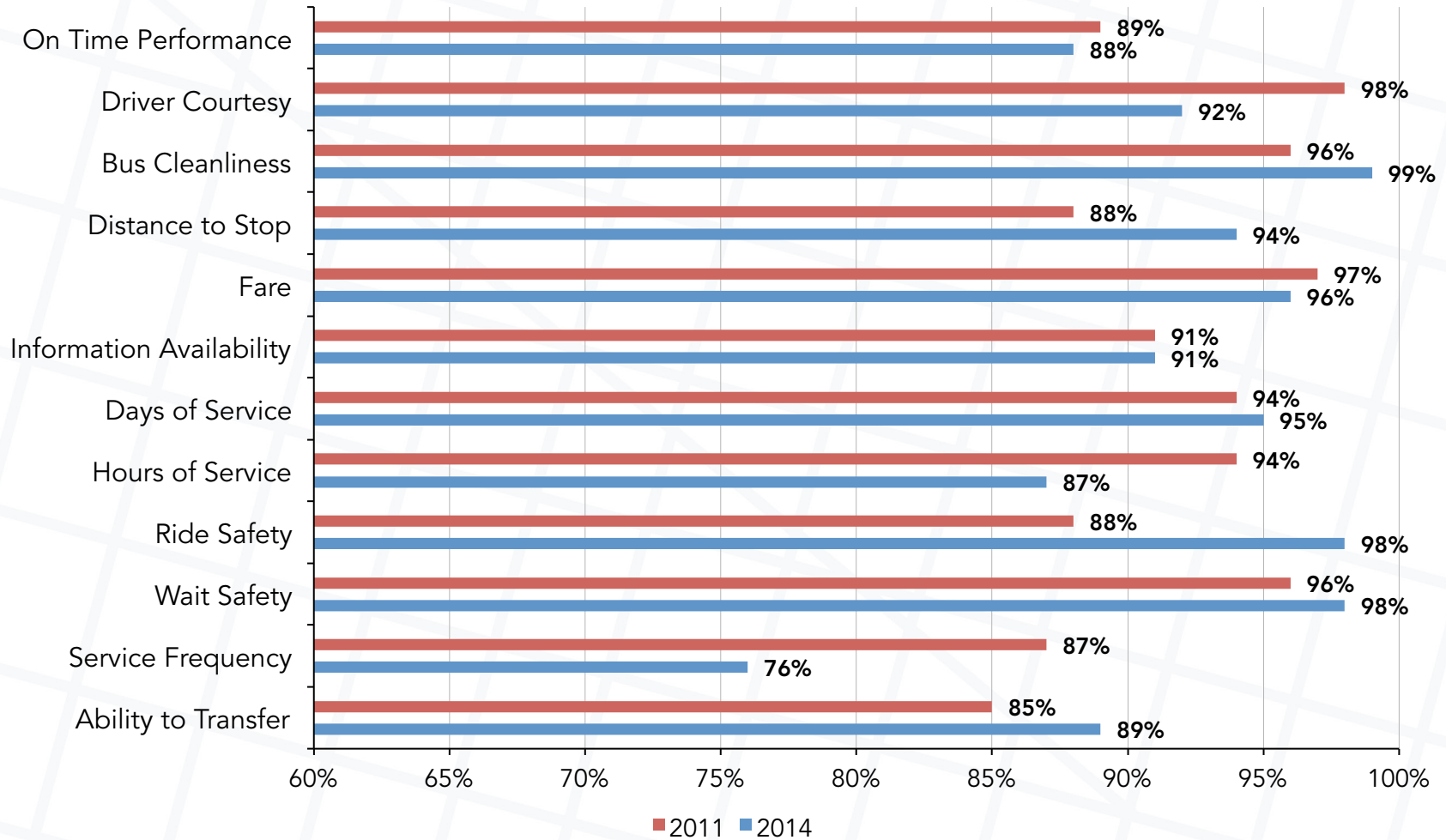


Highland Park/Eagle Rock

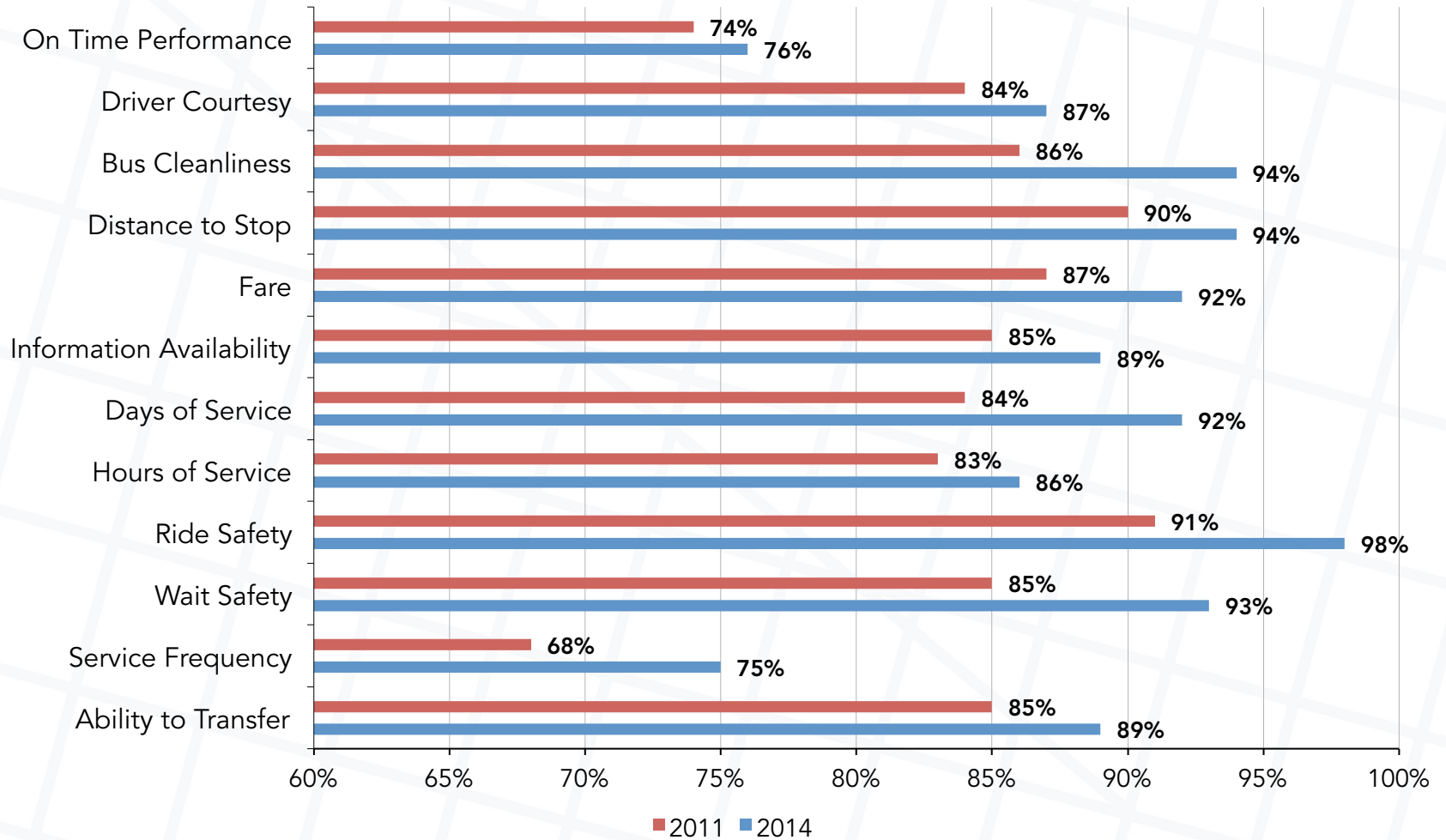


Lincoln Heights/Chinatown

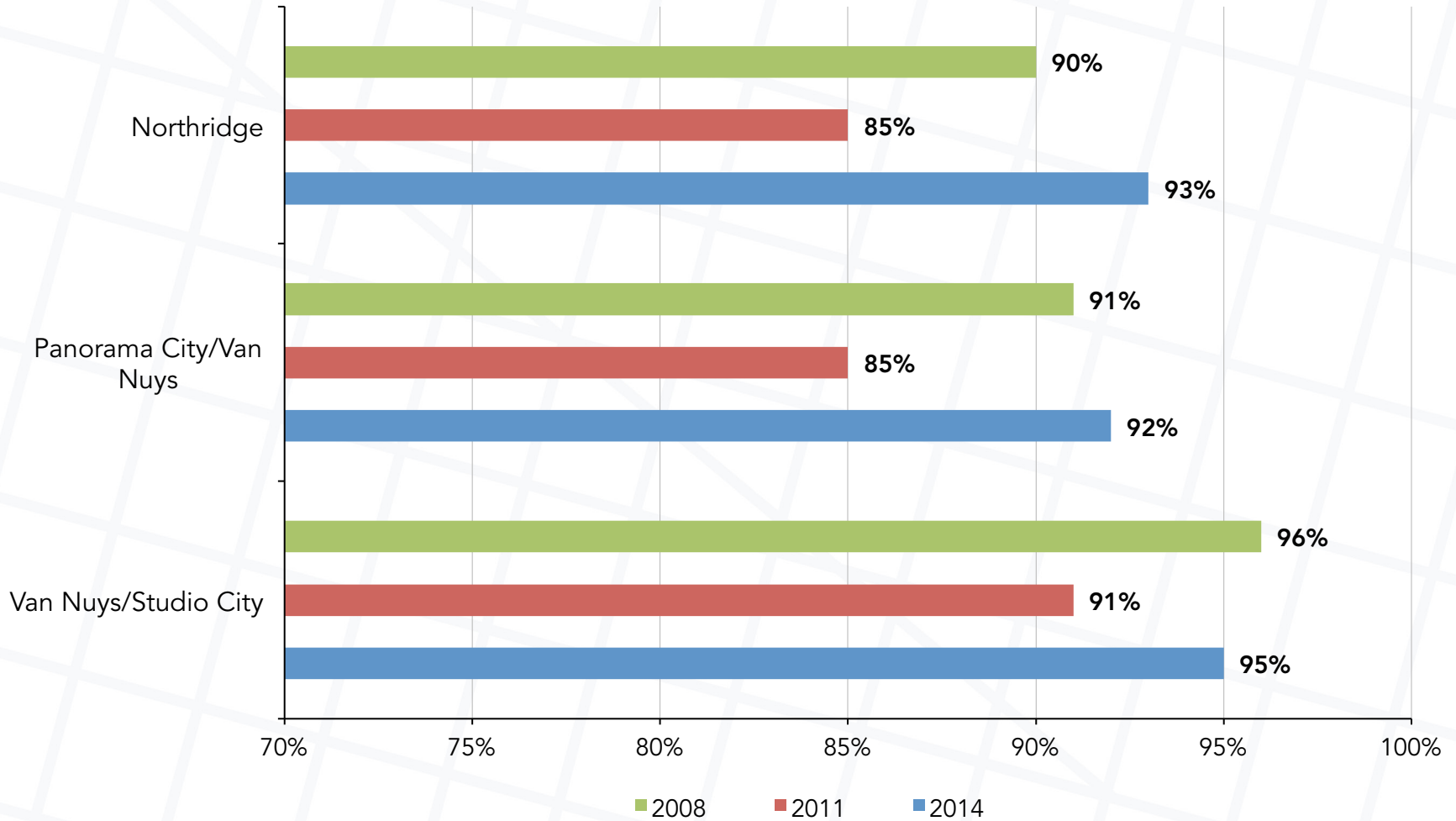


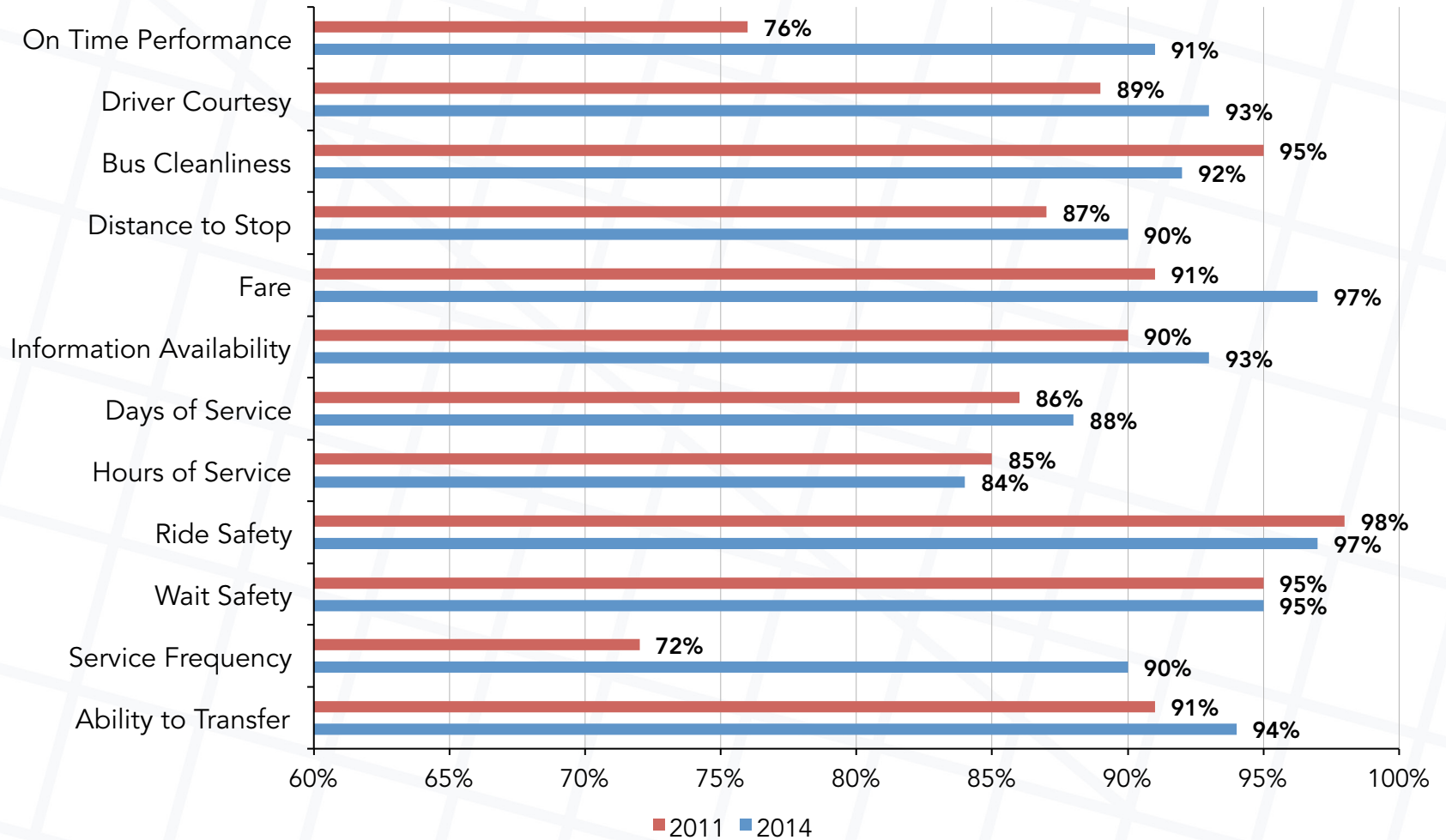


Wilshire Center/Koreatown

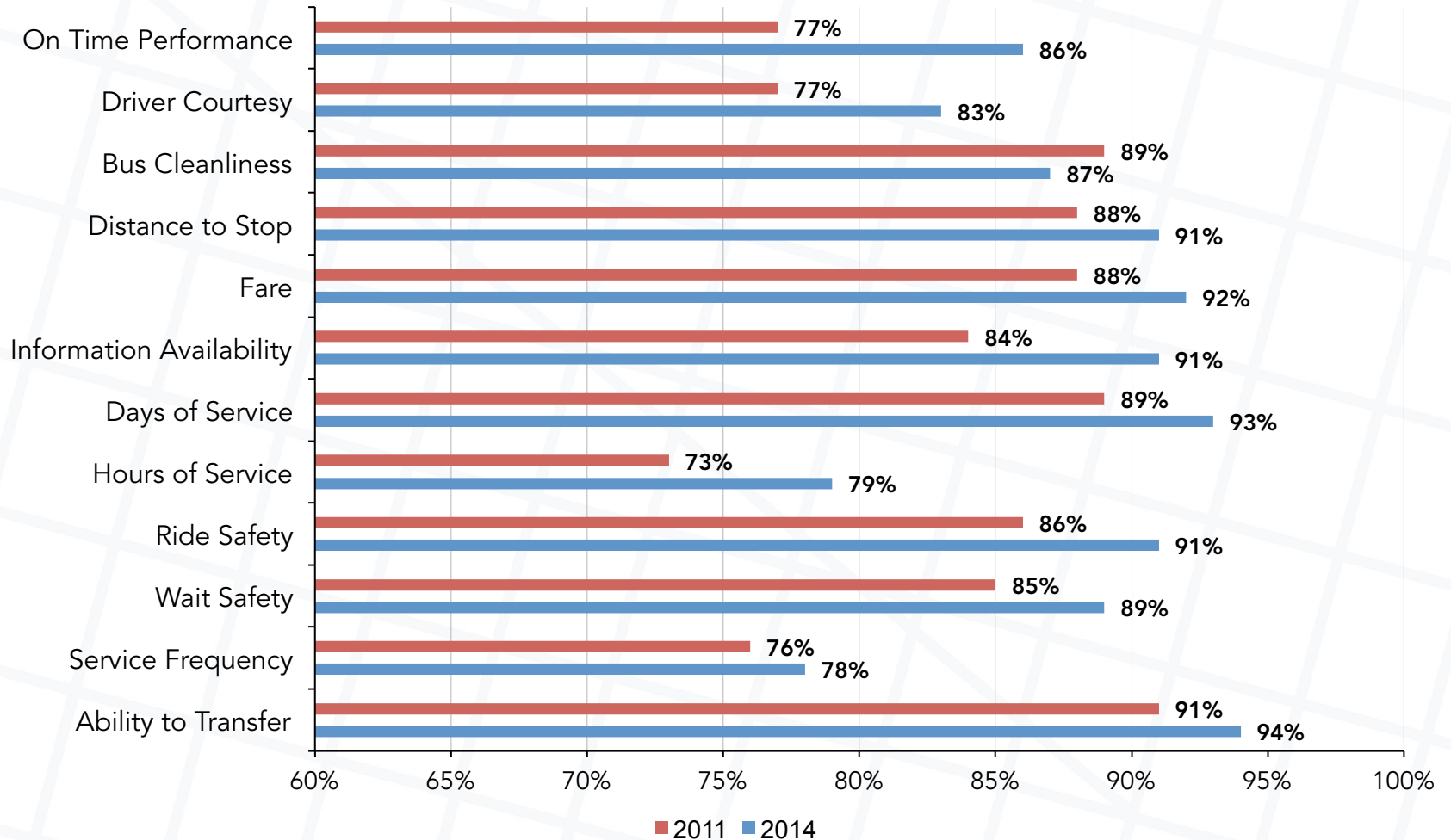


Overall Service Rating, Weekday

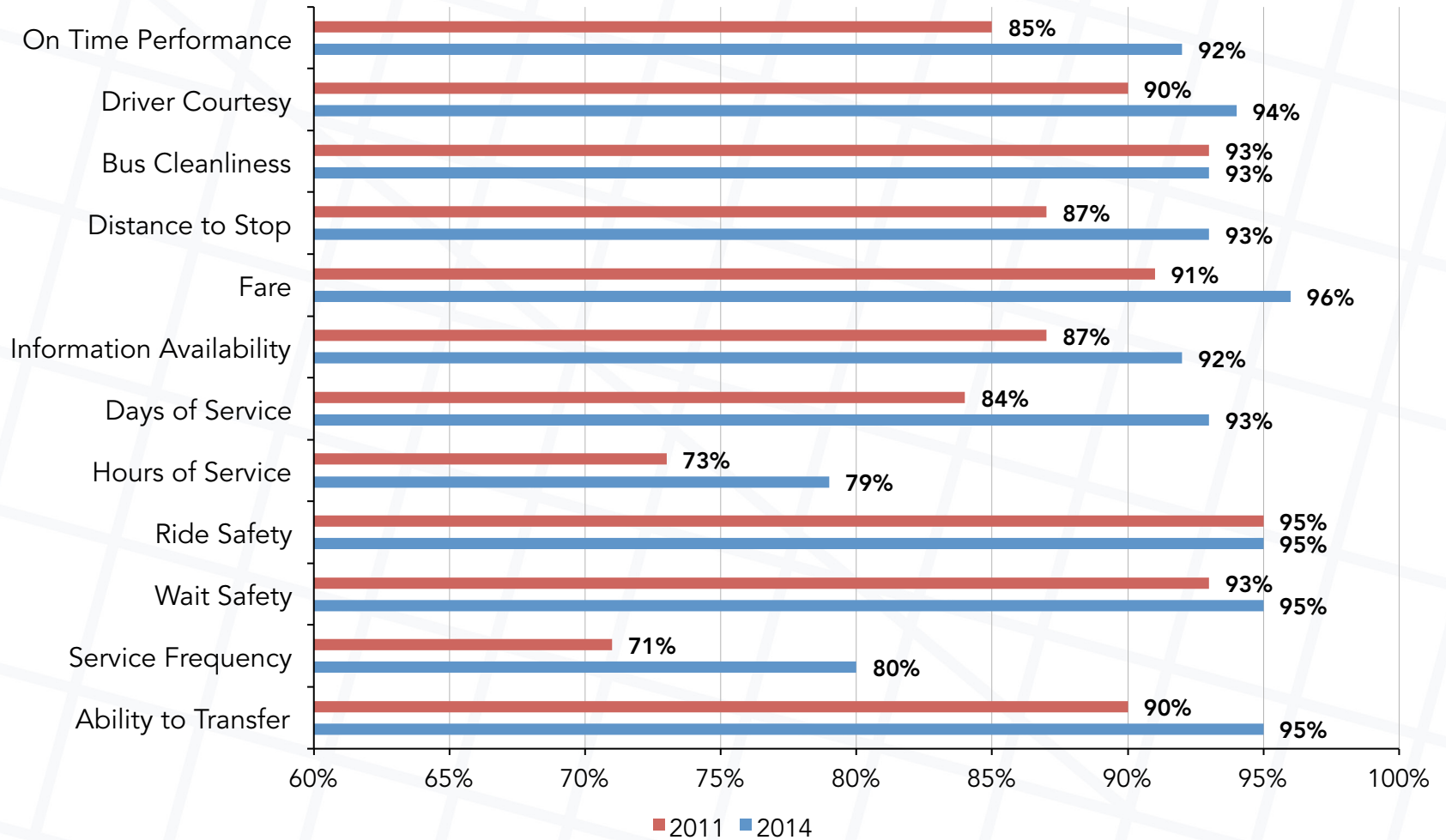




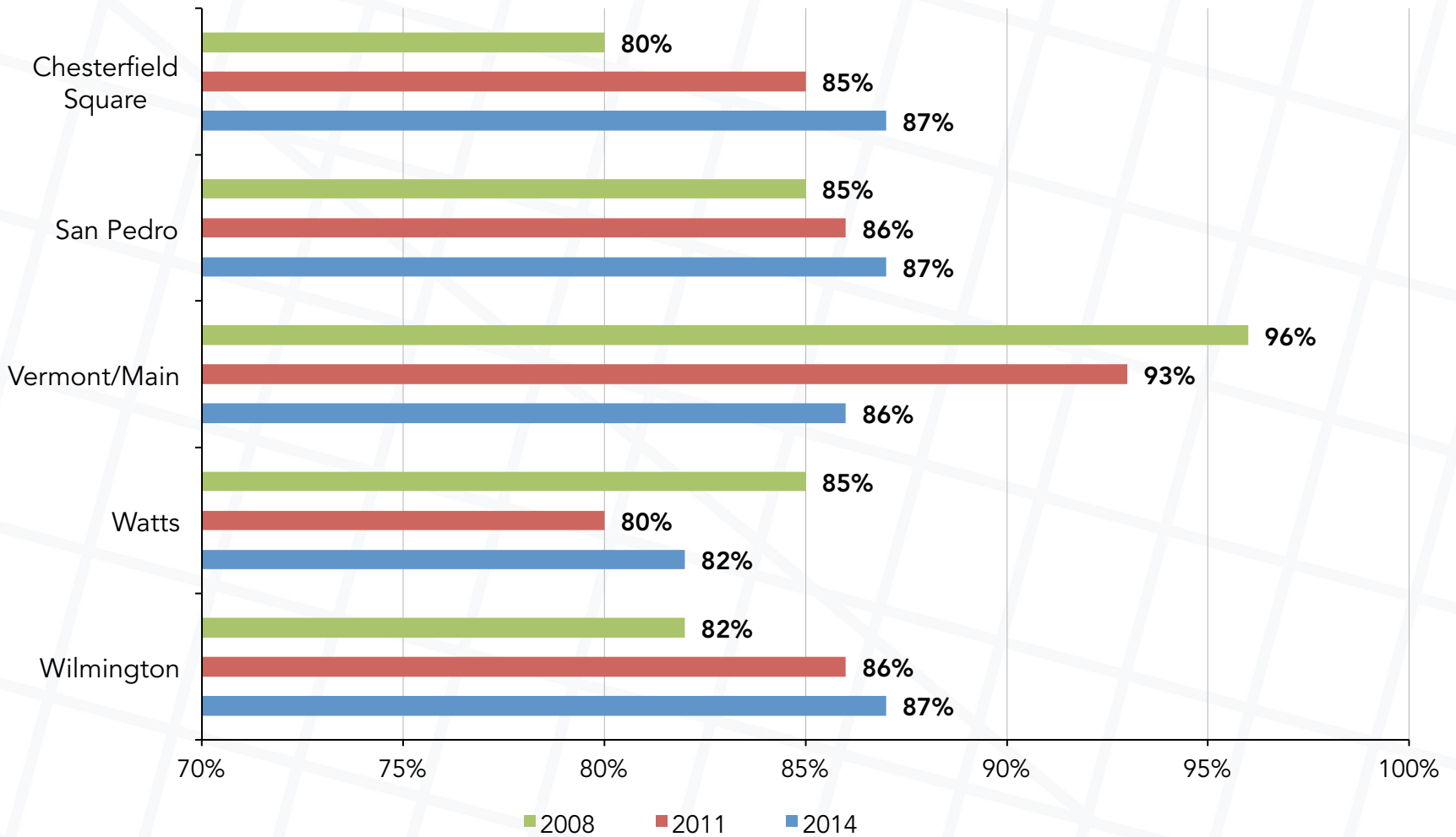
Panorama City/Van Nuys



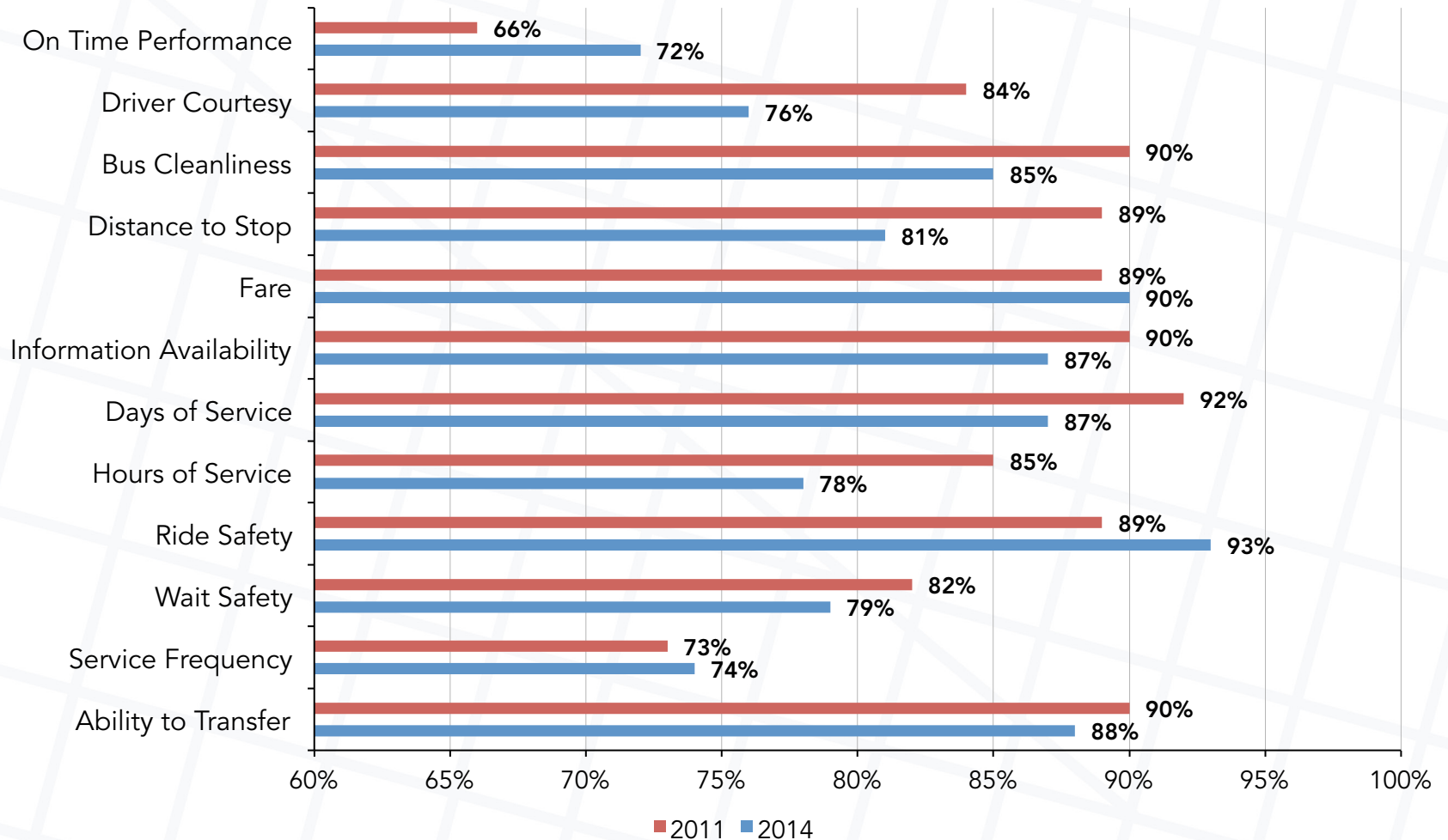
Van Nuys/Studio City



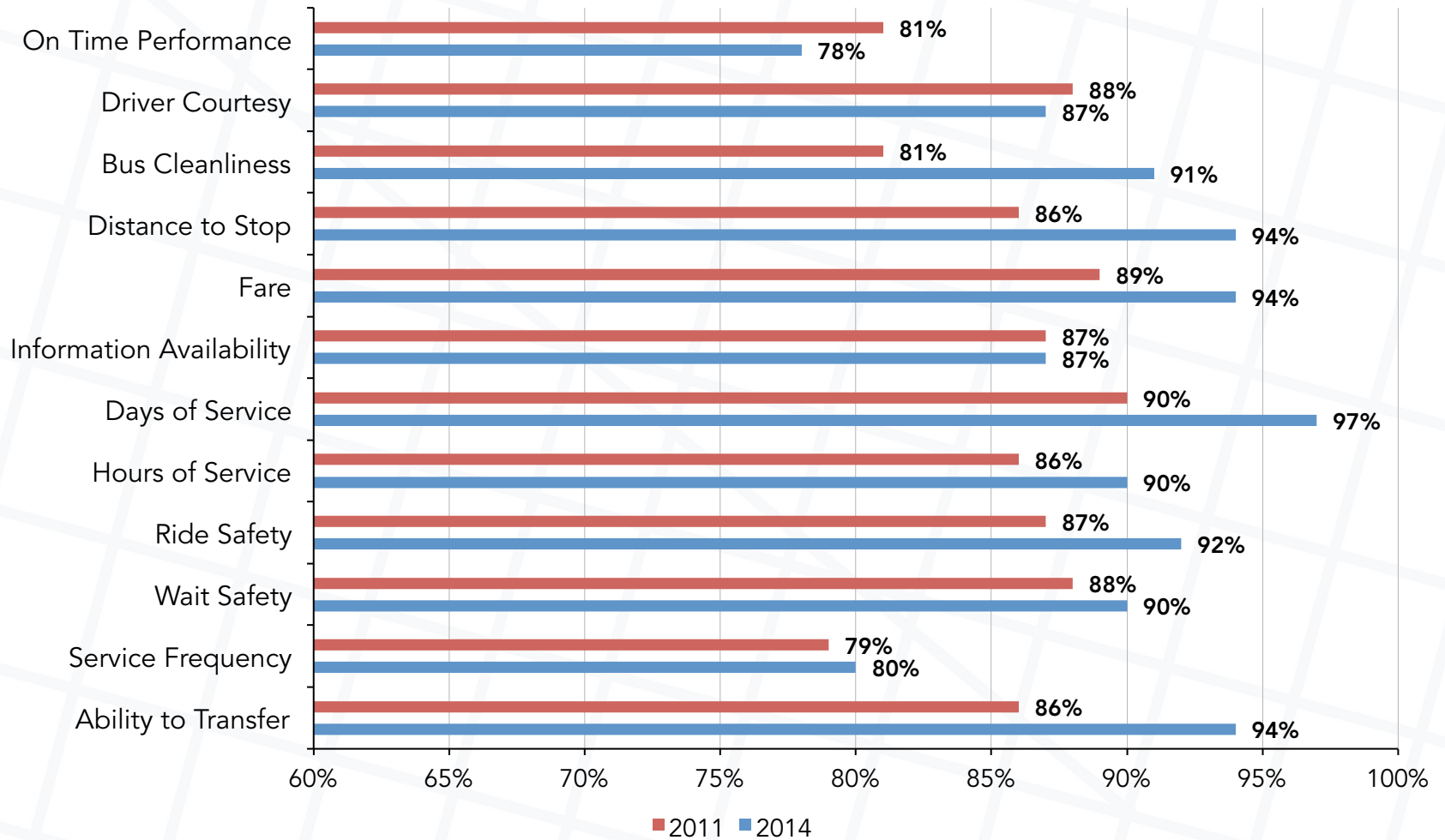
Overall Service Rating, Weekday

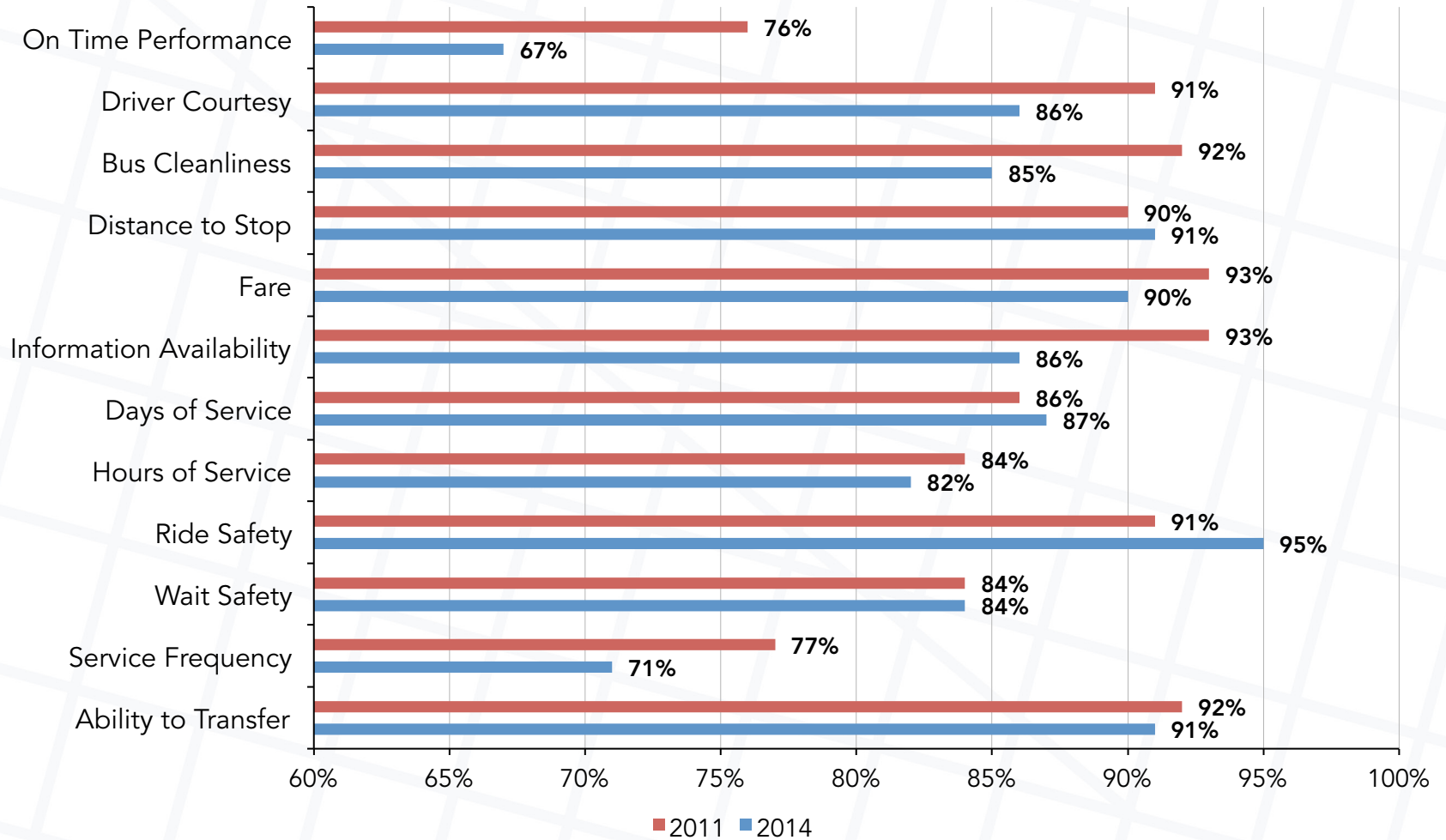


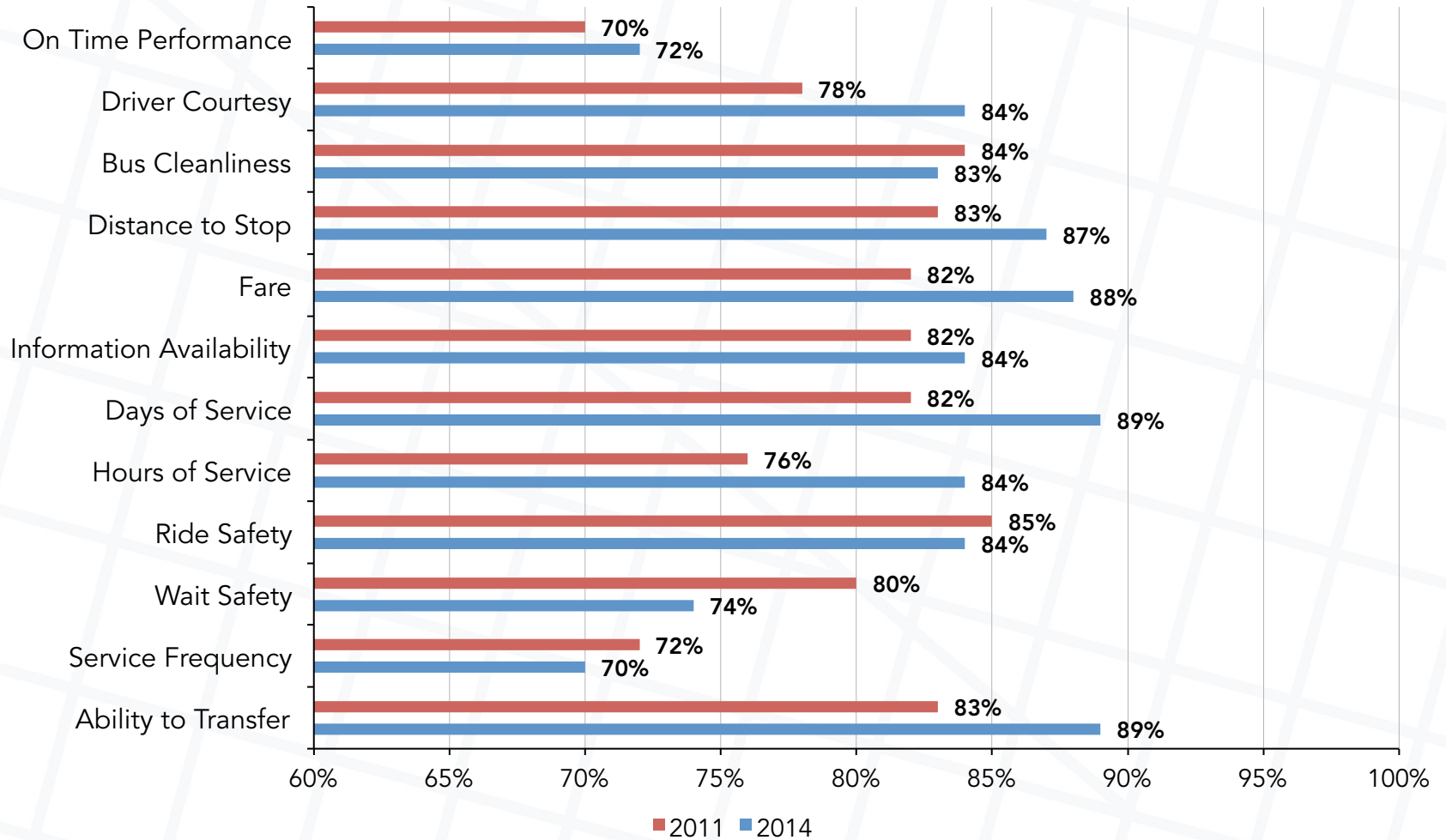
Chesterfield Square



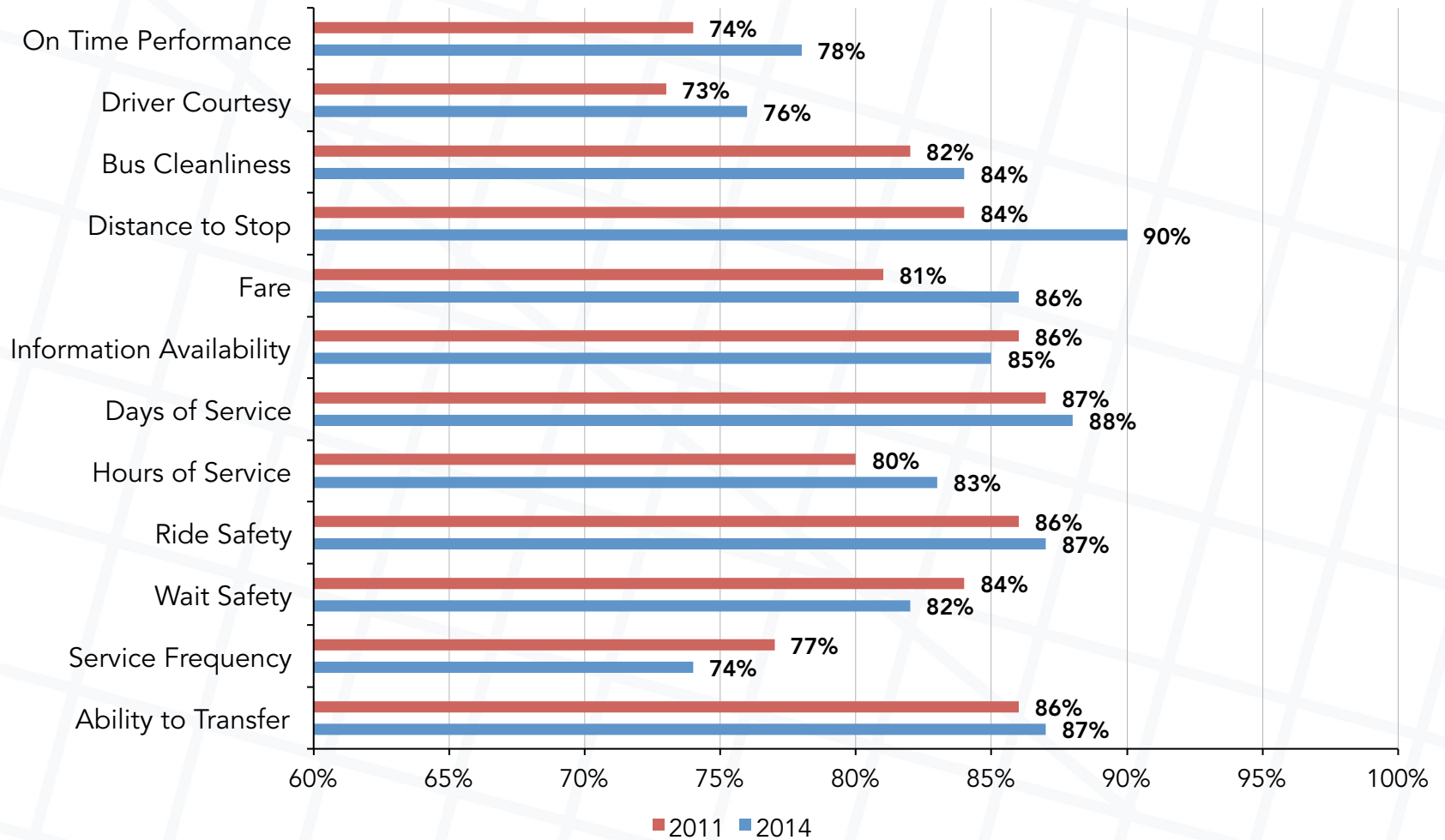
San Pedro



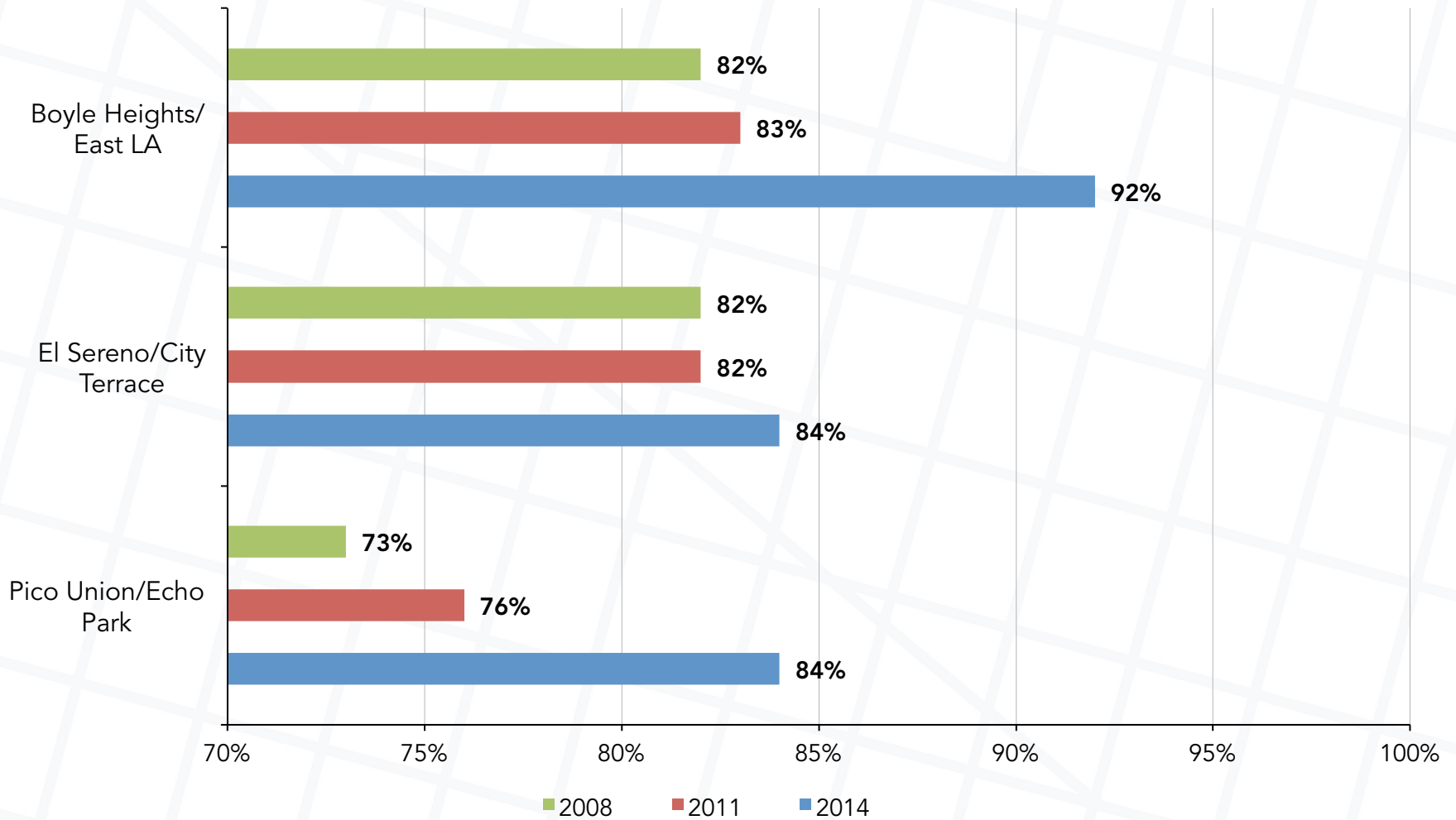




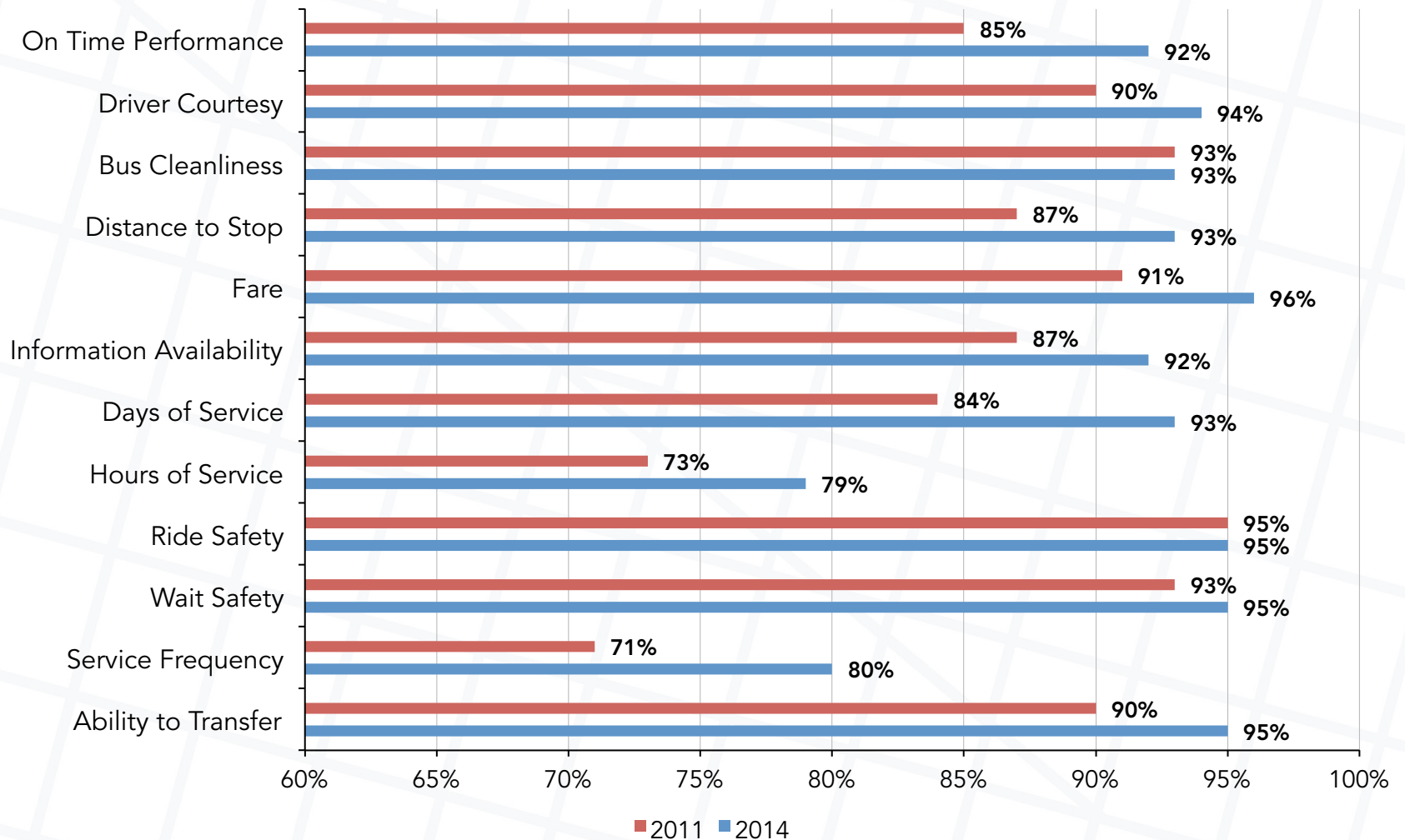
Wilmington



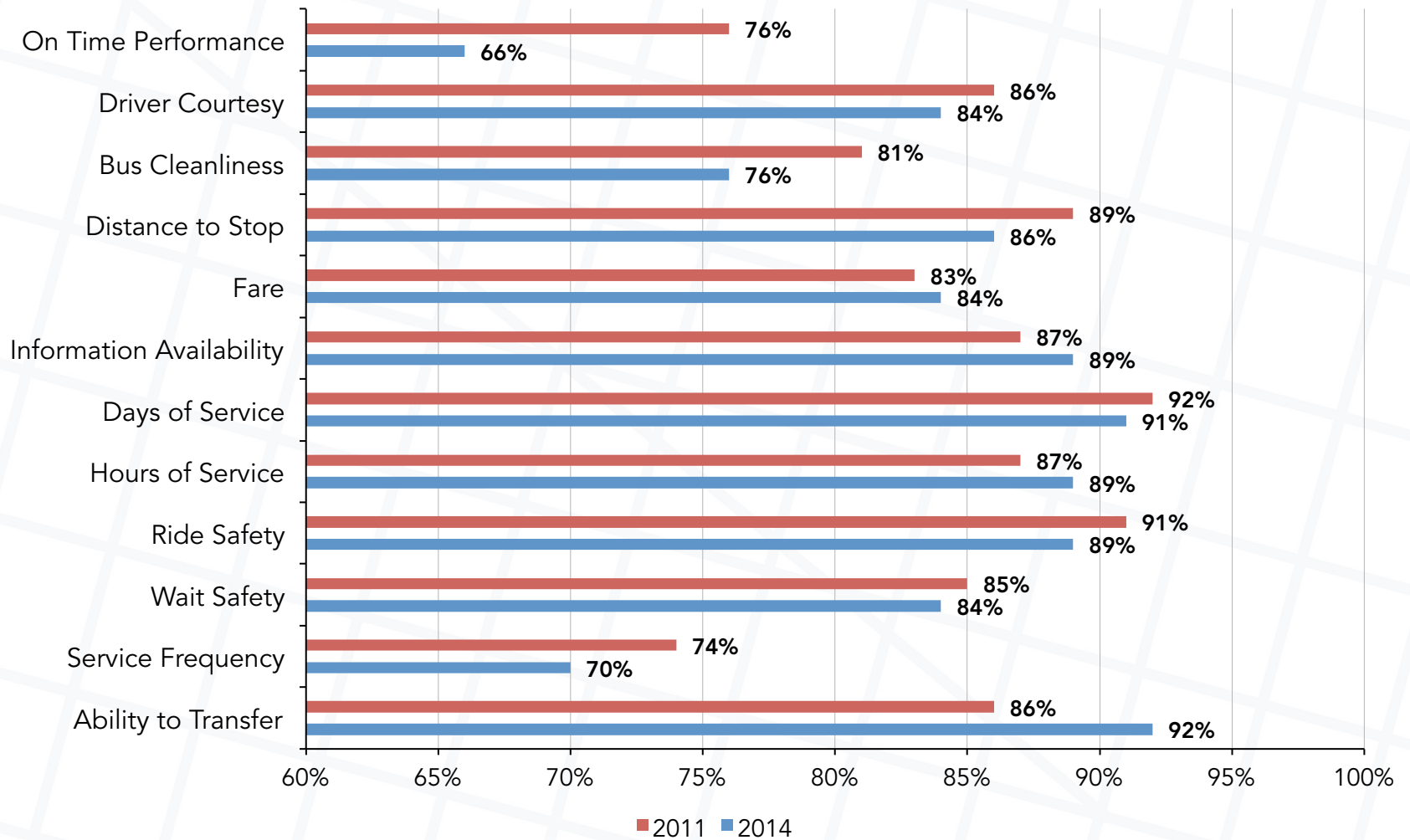
Overall Service Rating, Weekday



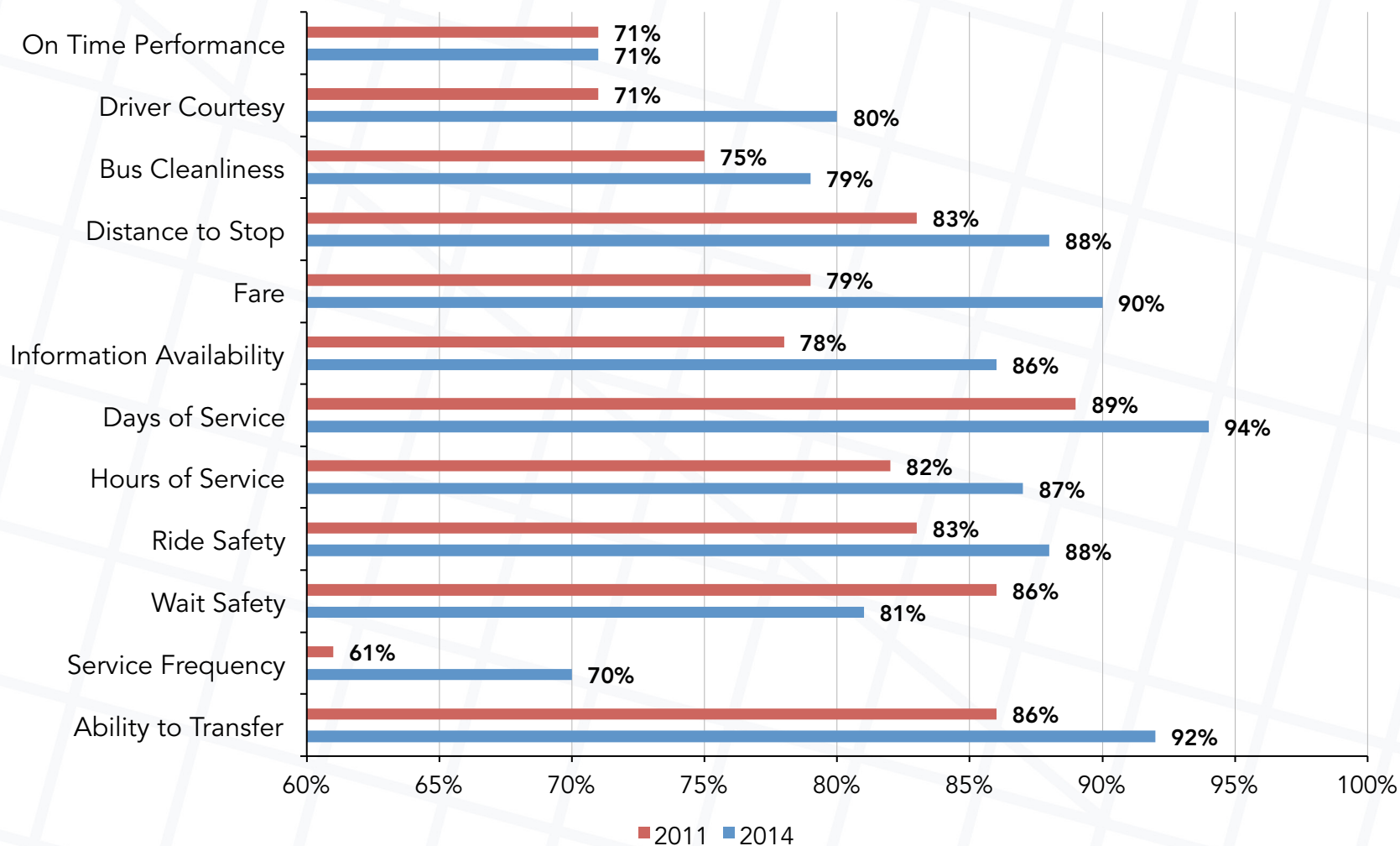
Boyle Heights/East LA



El Sereno/City Terrace

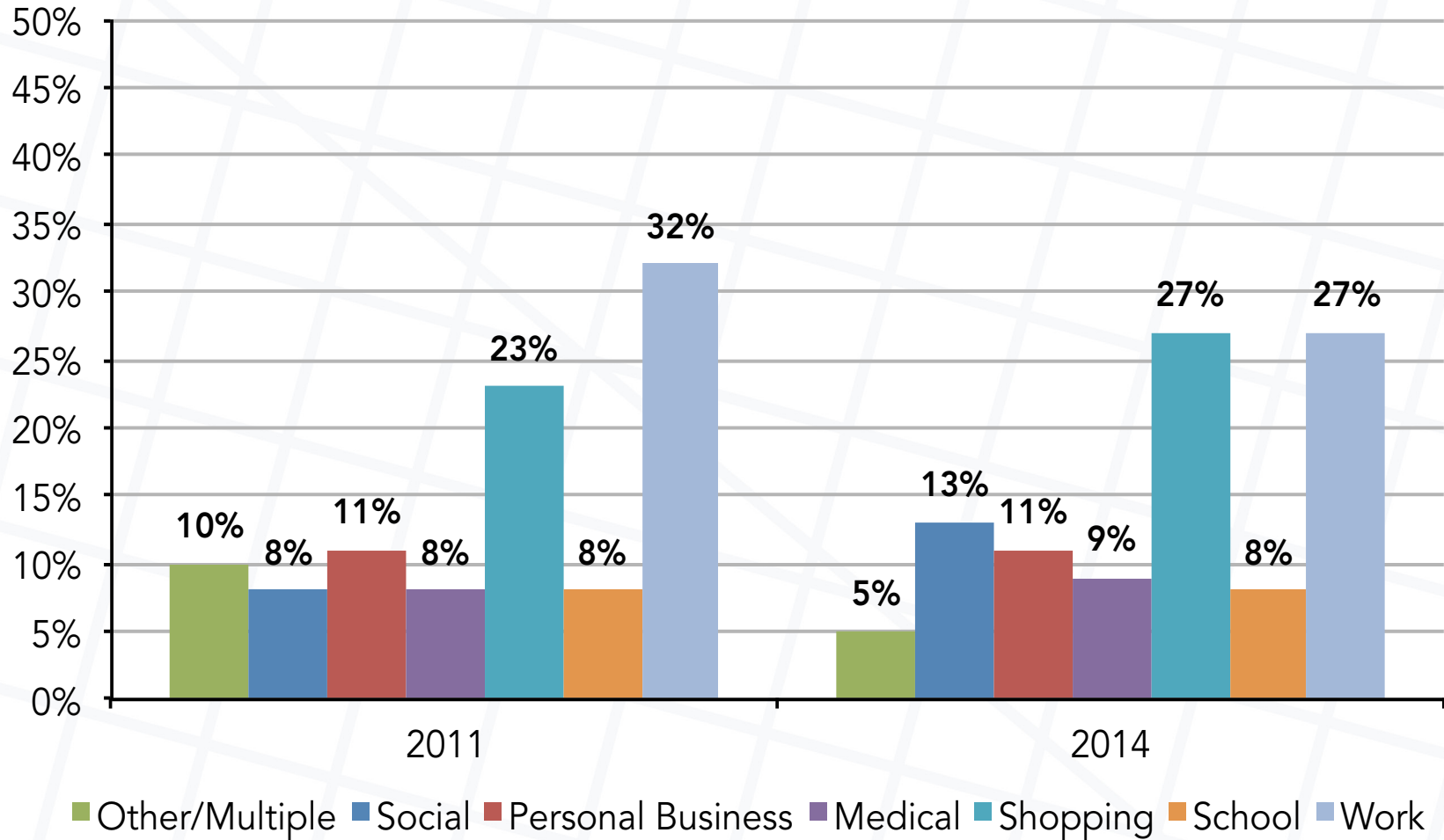


Pico Union/Echo Park

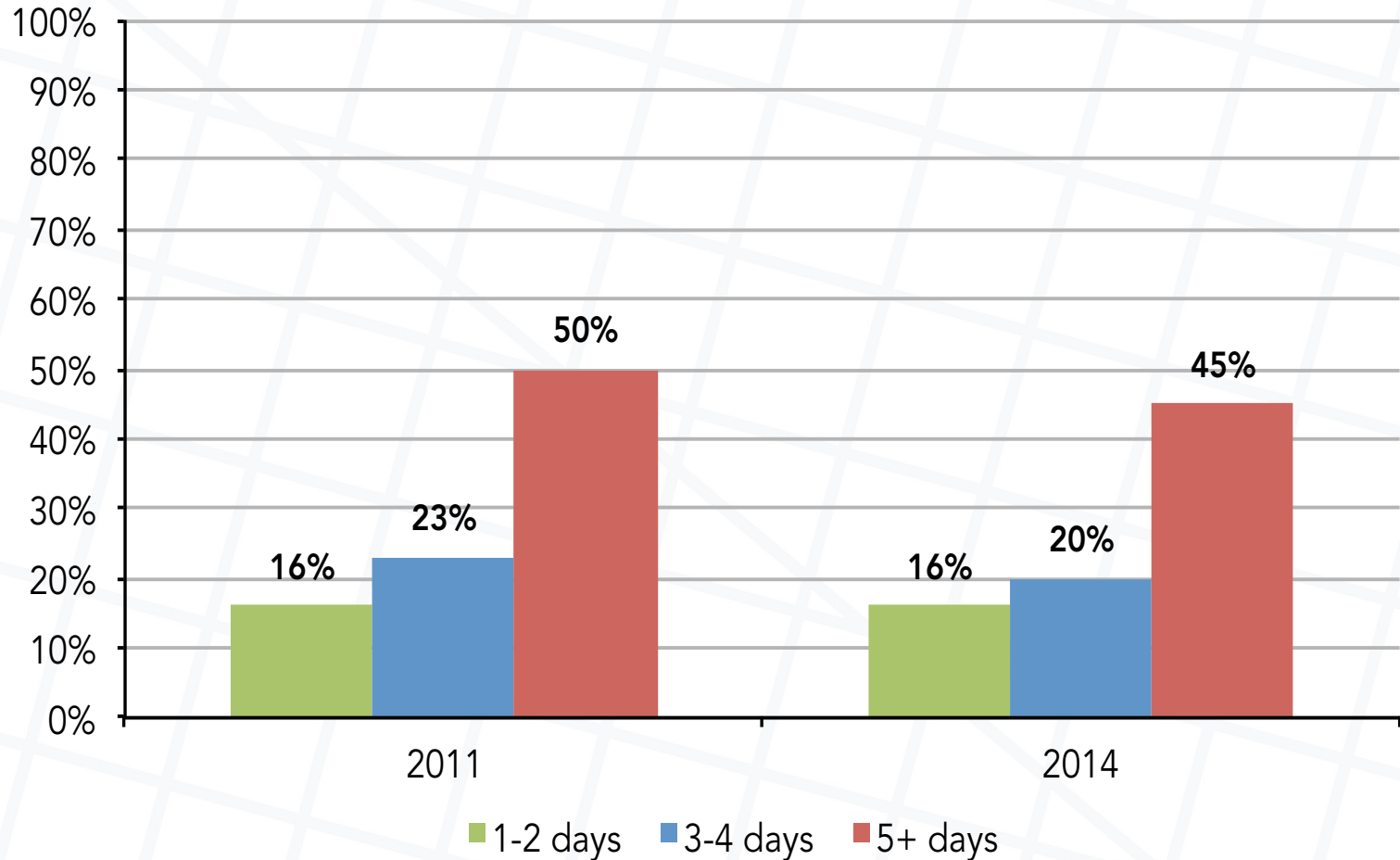


Weekend Service

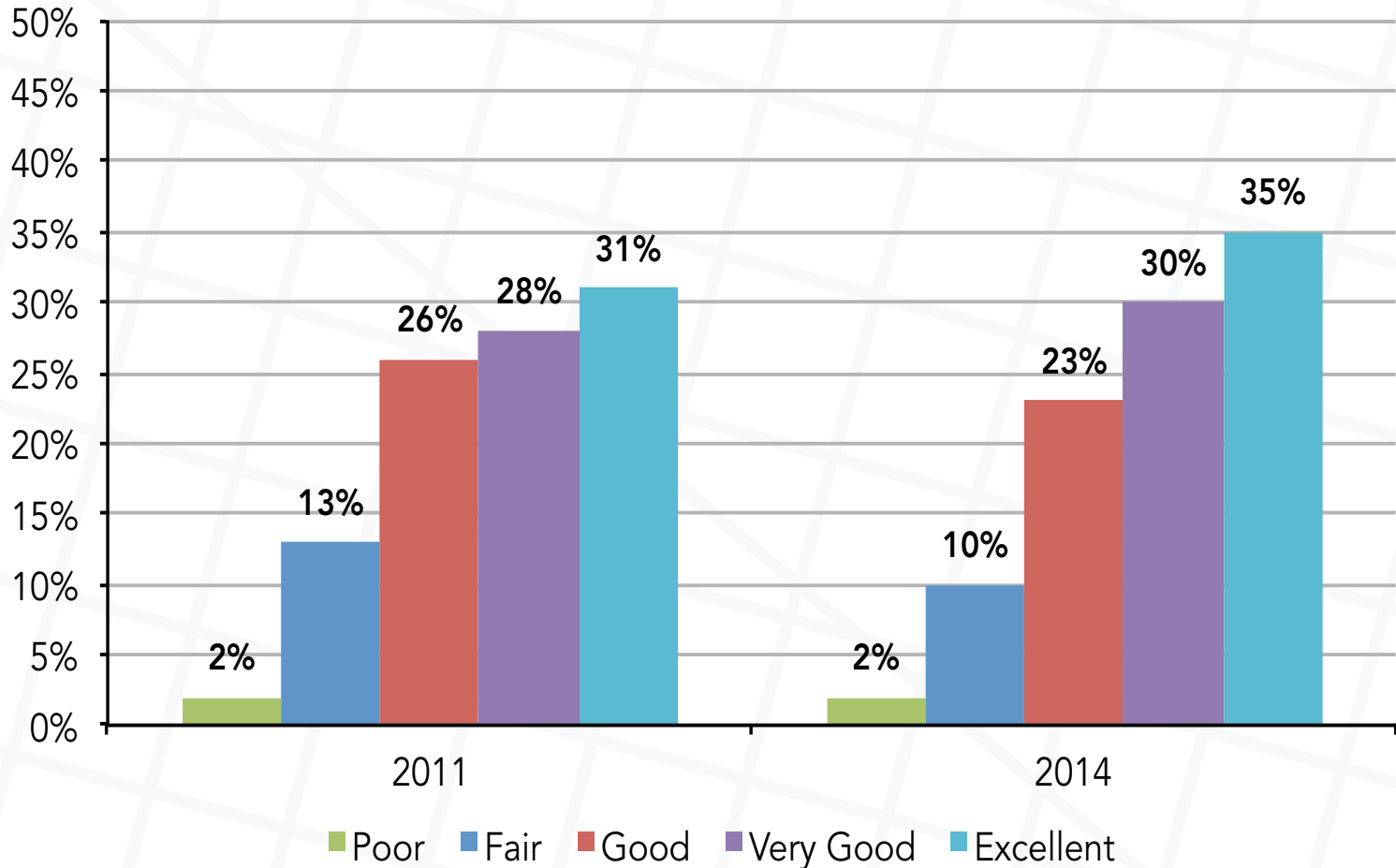
Trip Purpose, Saturday



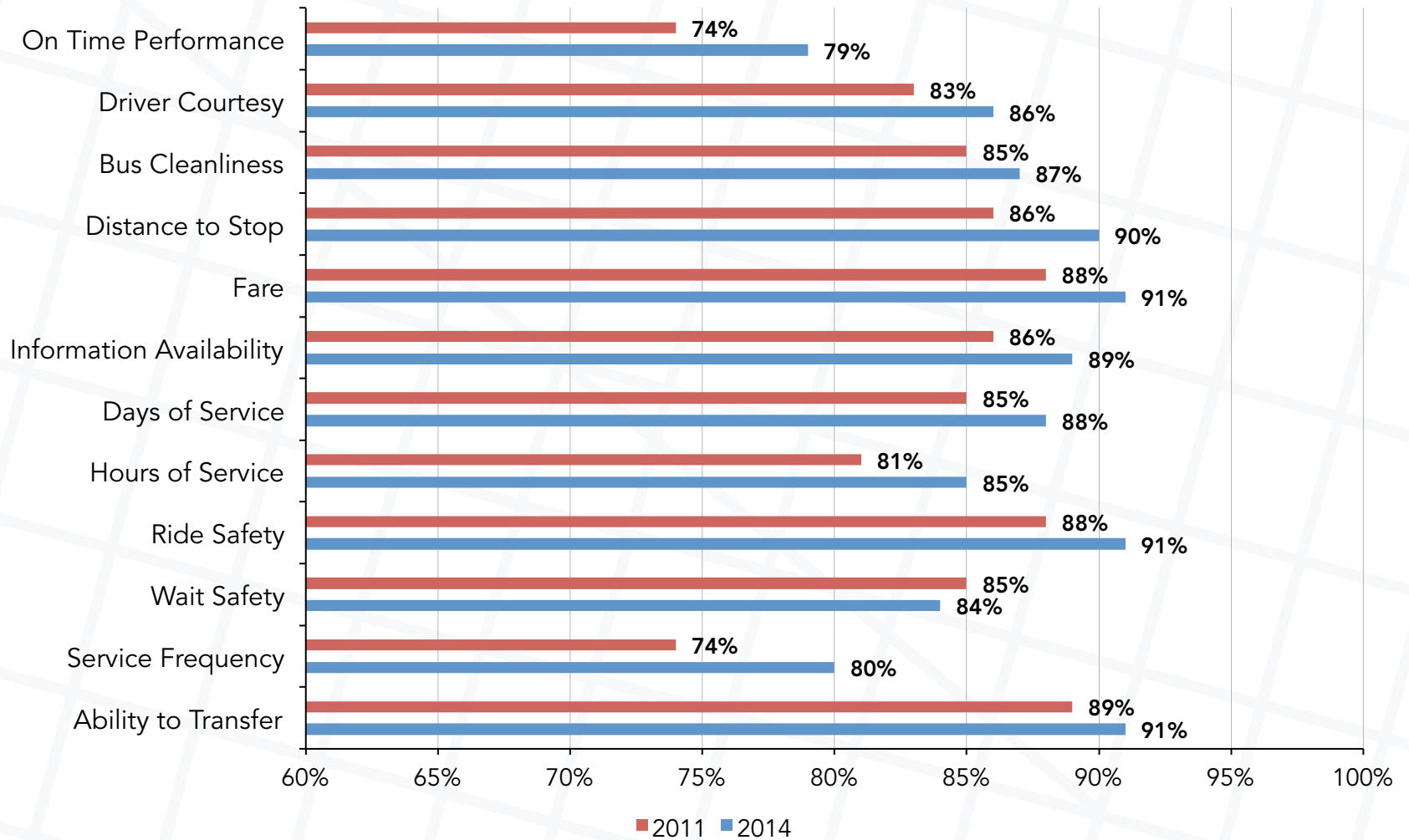
Frequency of Use, Saturday



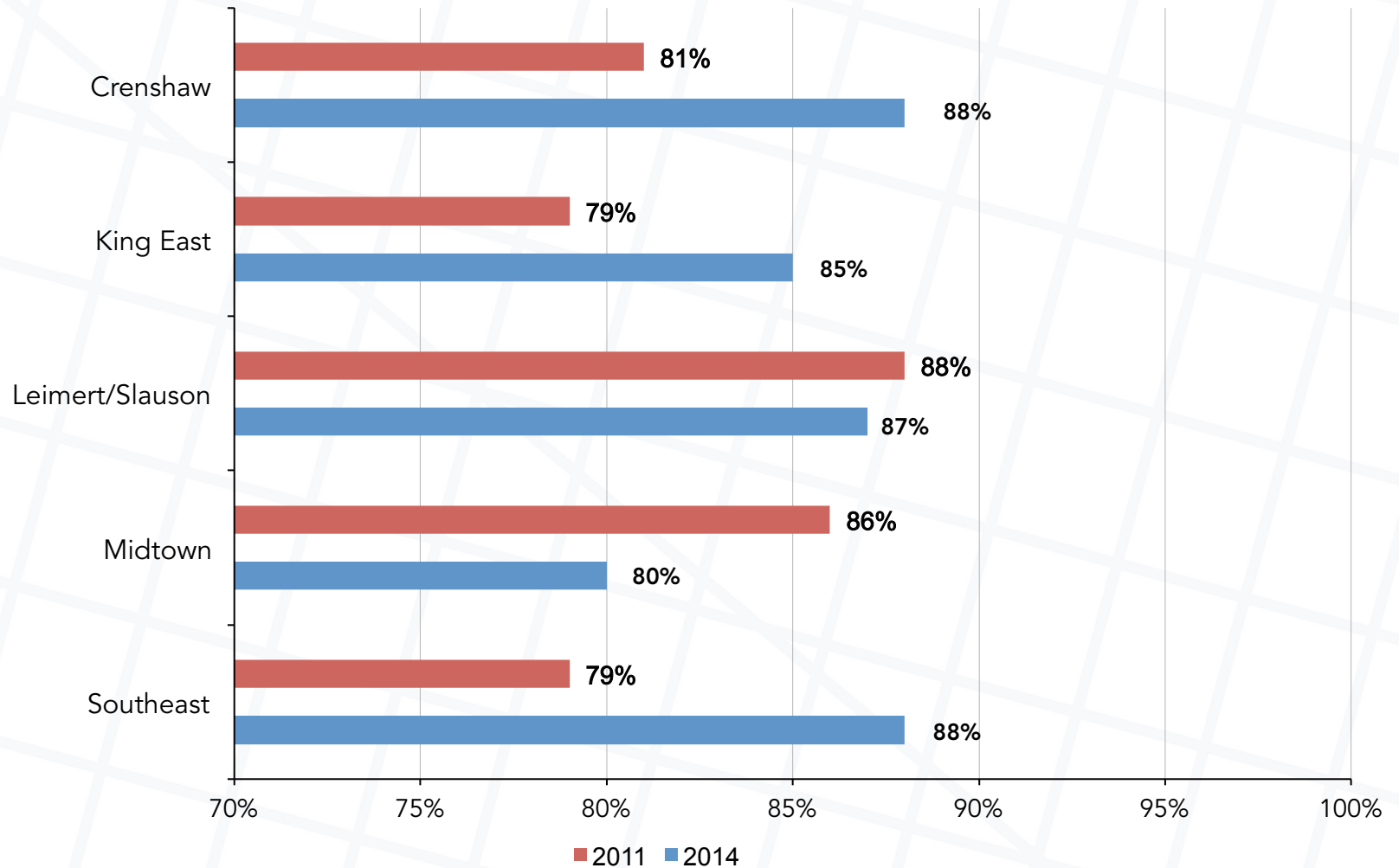
Overall Service Rating, Saturday *DASH*



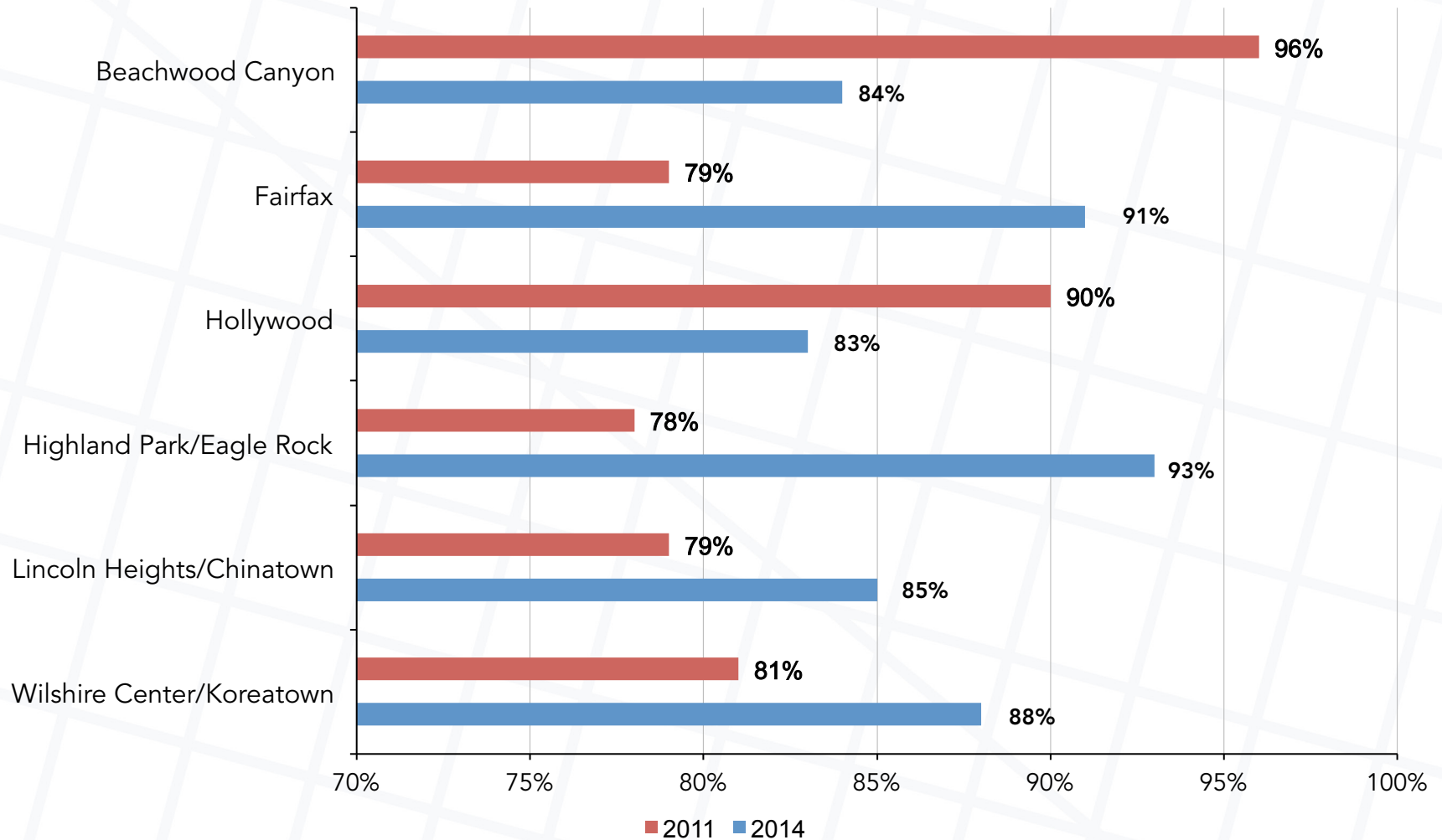
Service Characteristics, Sat.



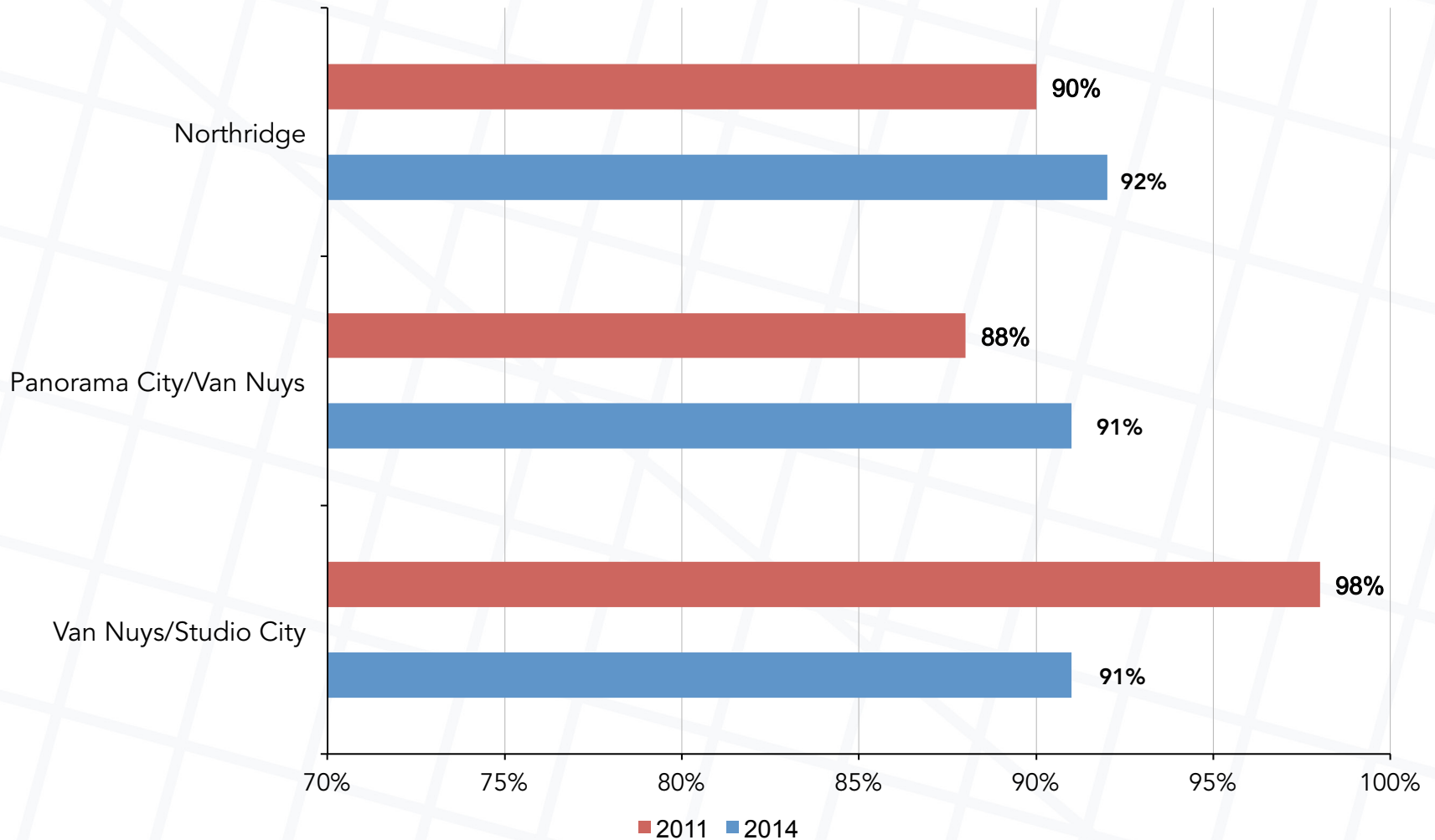
Overall Service Rating, Saturday



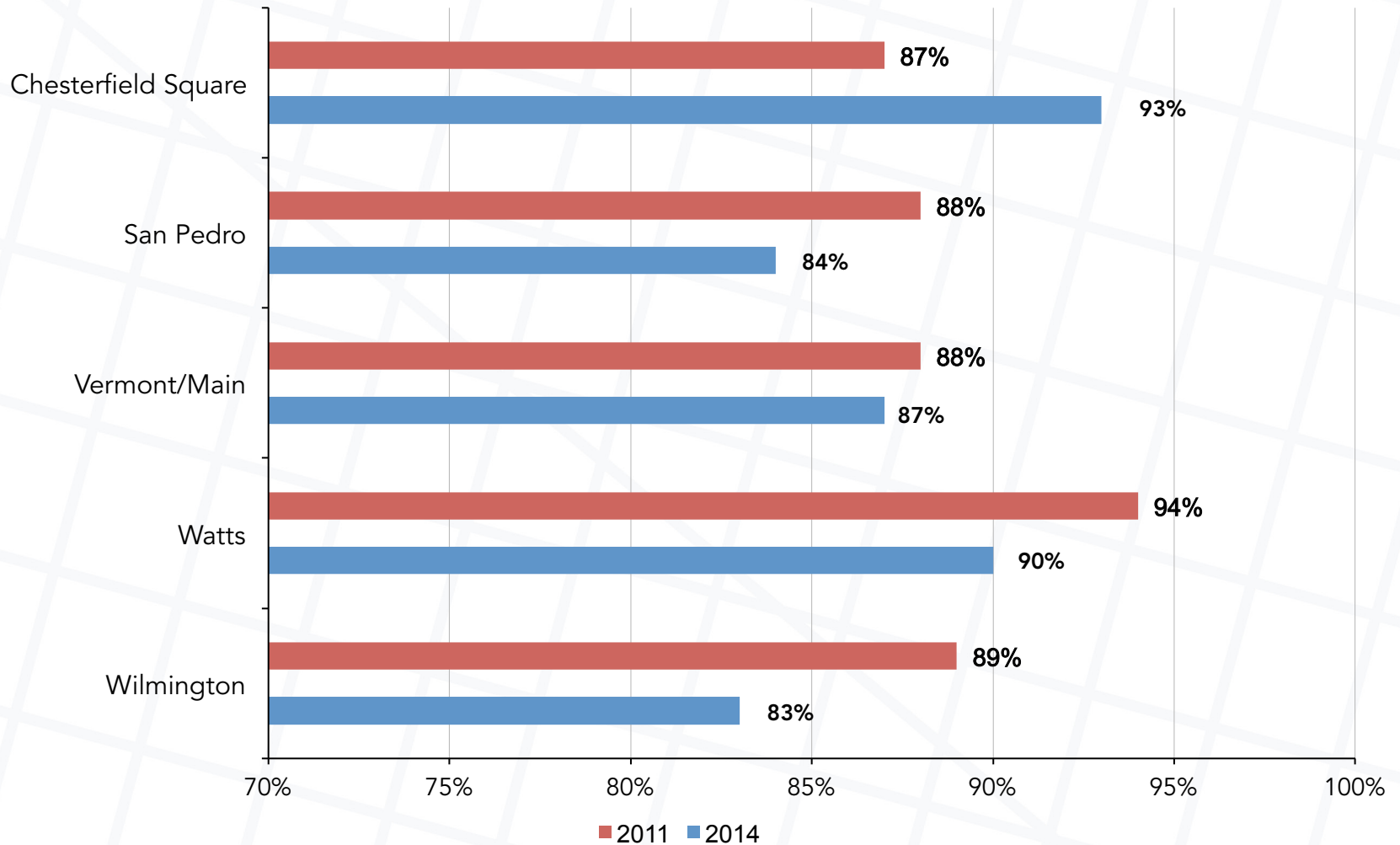
Overall Service Rating, Saturday



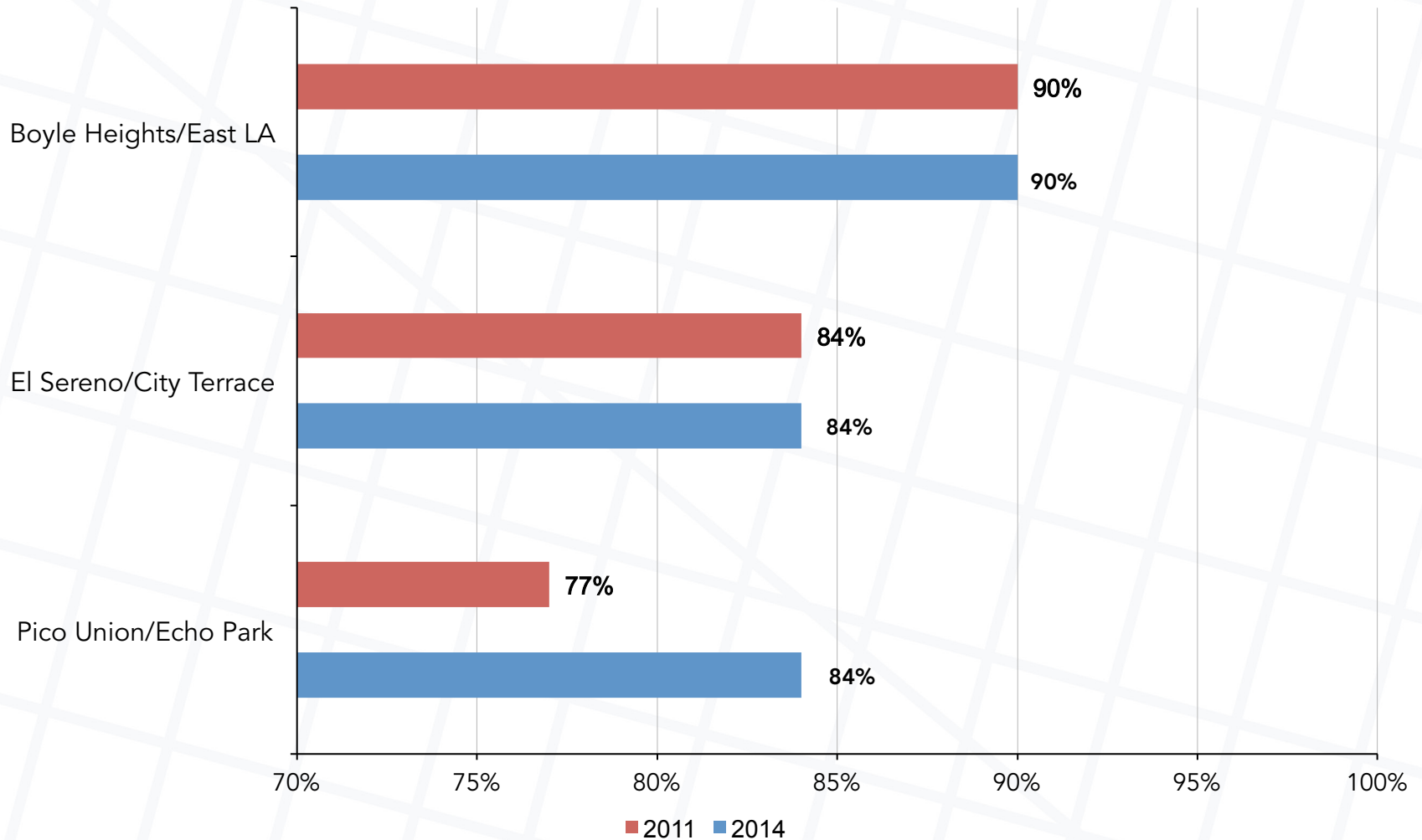
Overall Service Rating, Saturday



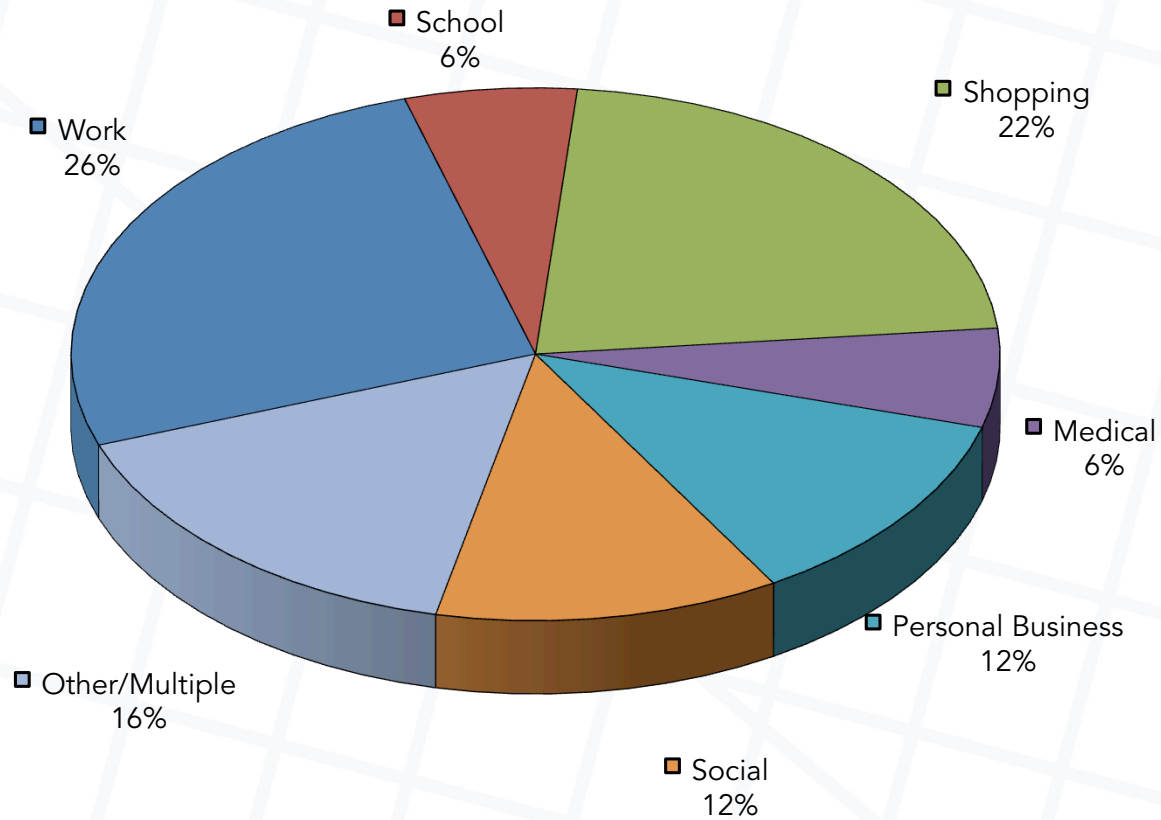
Overall Service Rating, Saturday



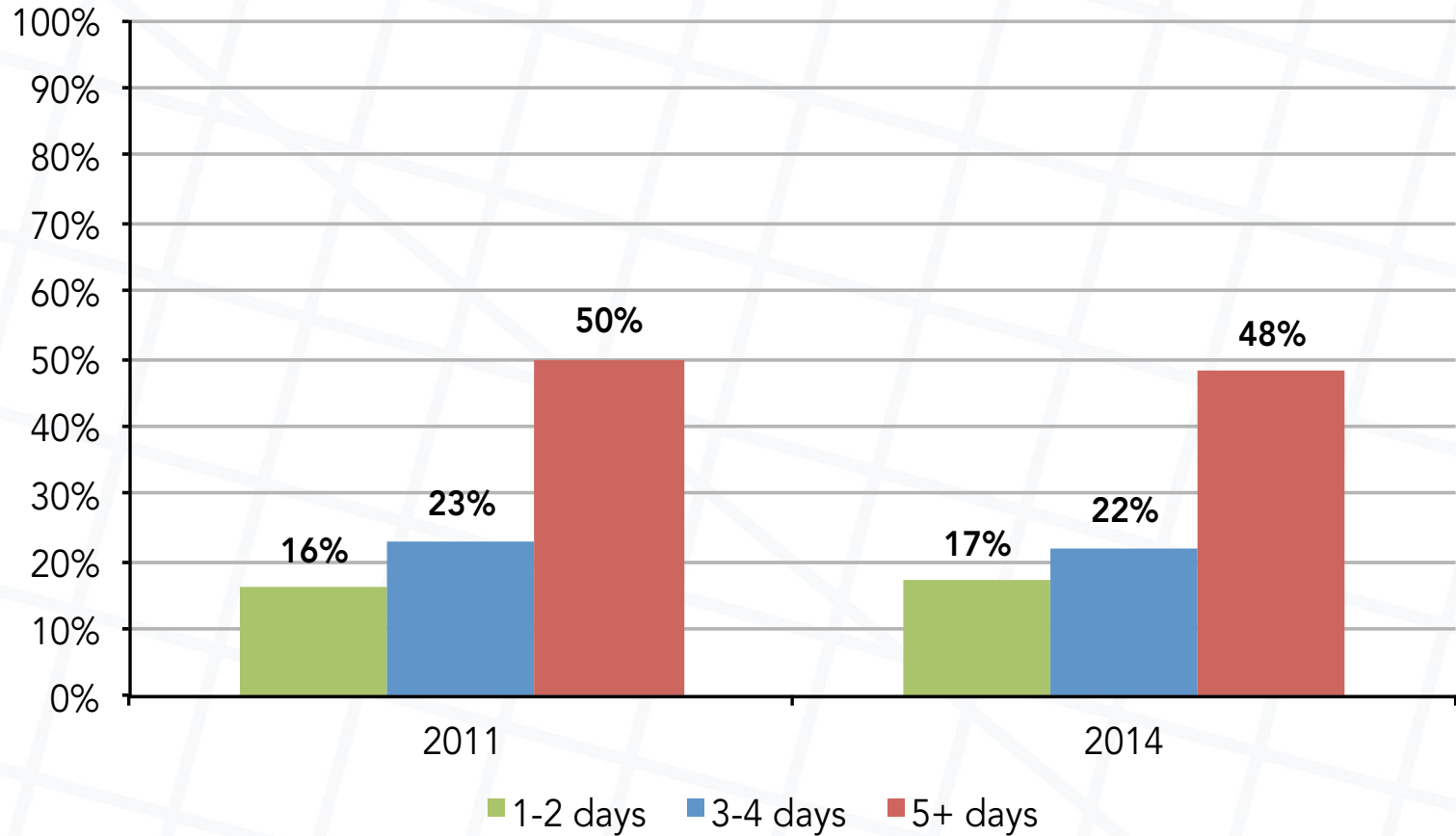
Overall Service Rating, Saturday



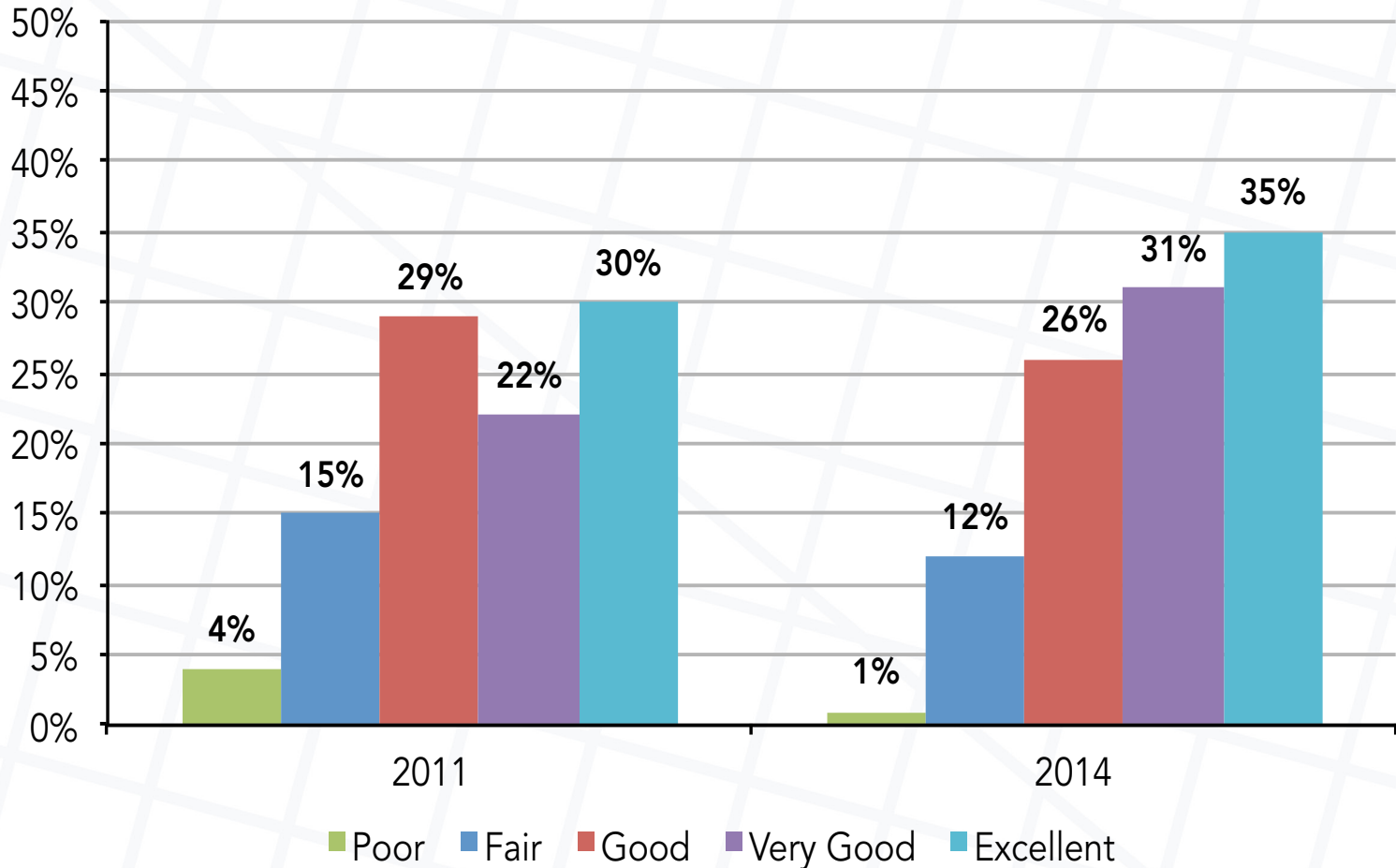
Trip Purpose, Sunday



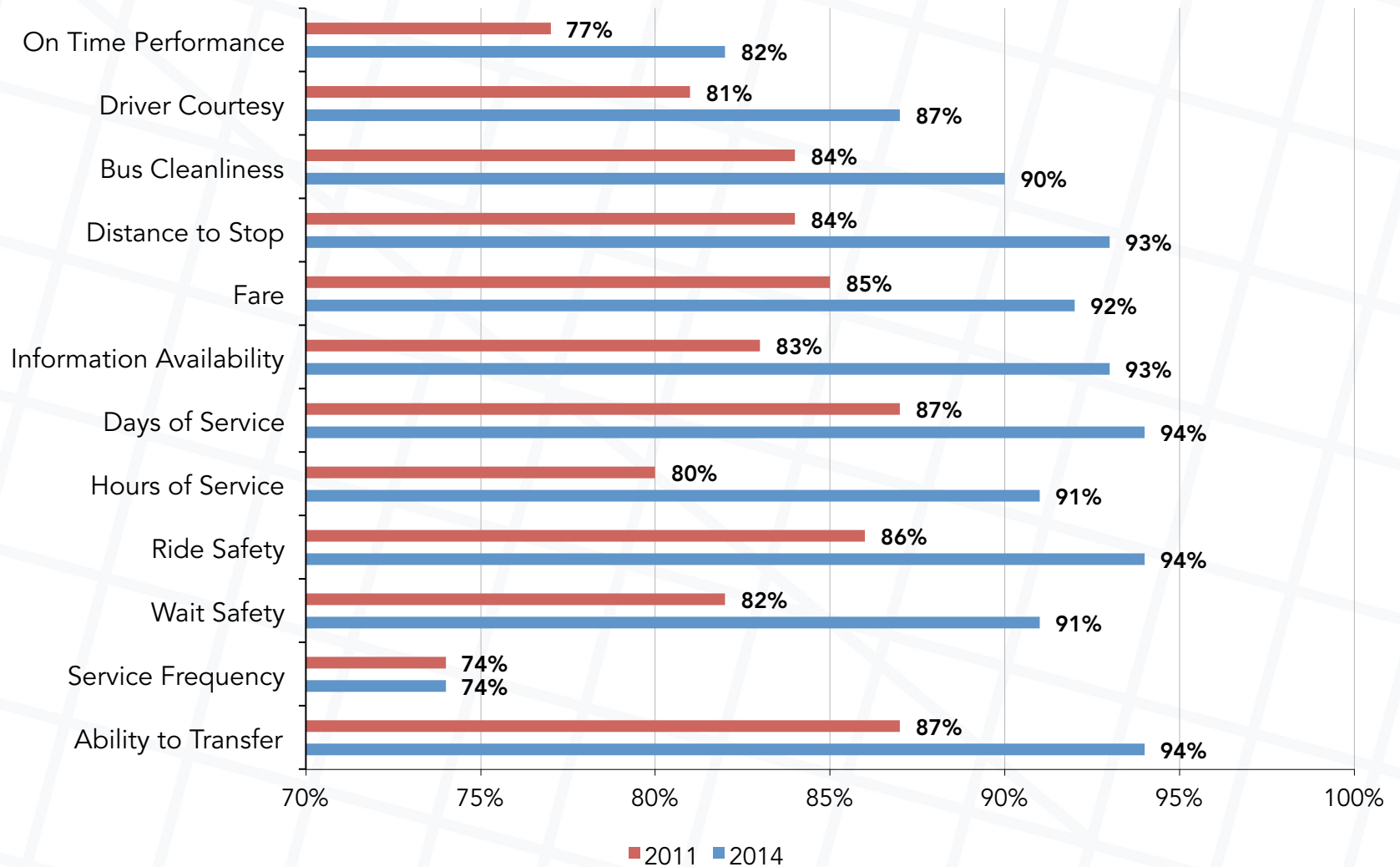
Frequency of Use, Sunday



Overall Service Rating, Sunday



Service Characteristics, Sunday



Overall Service Rating, Sunday

