

2014 Rider Survey

- 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

Survey Methodology

- 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)

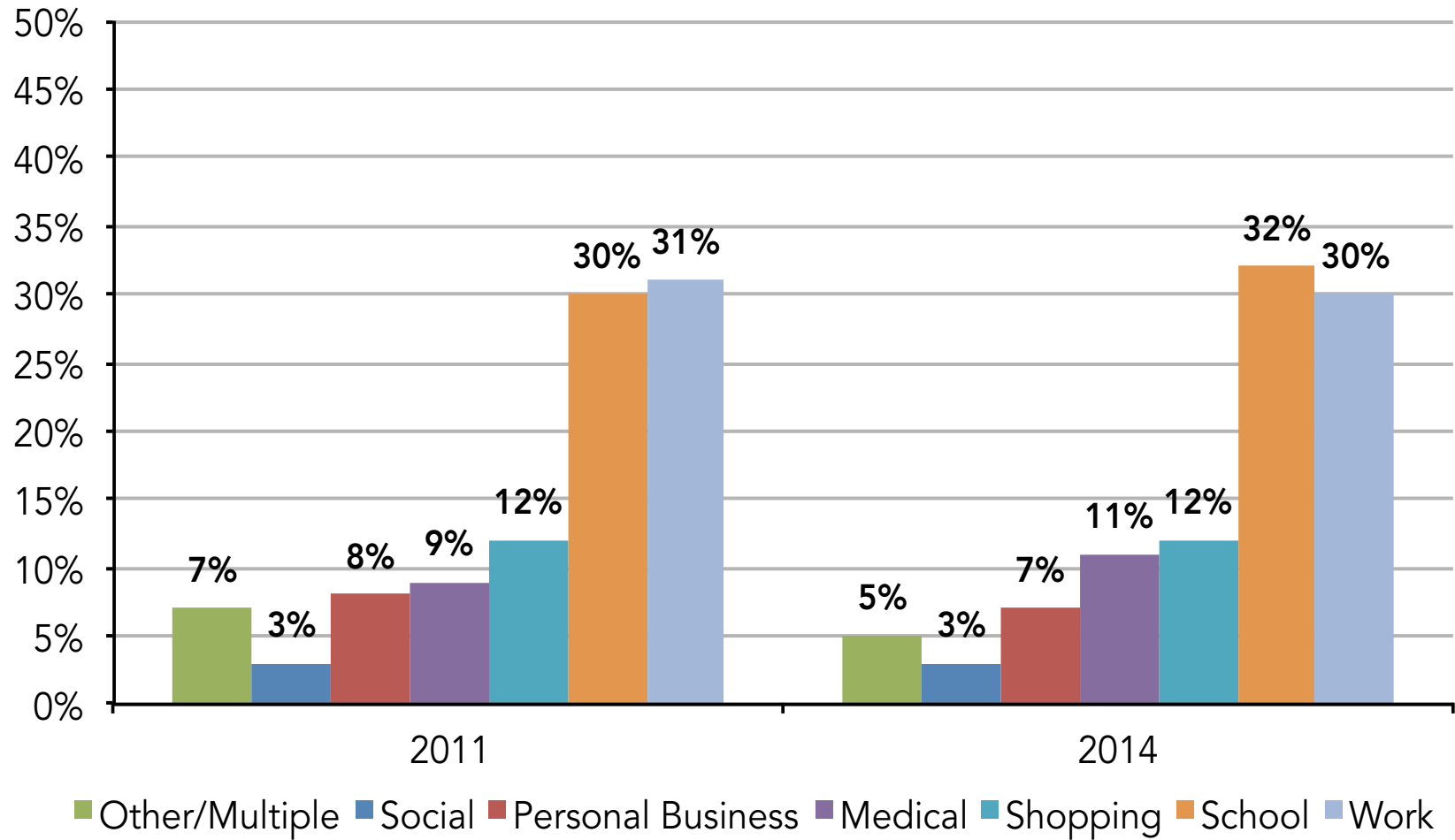
Presentation Organization

Weekday, Saturday, Sunday

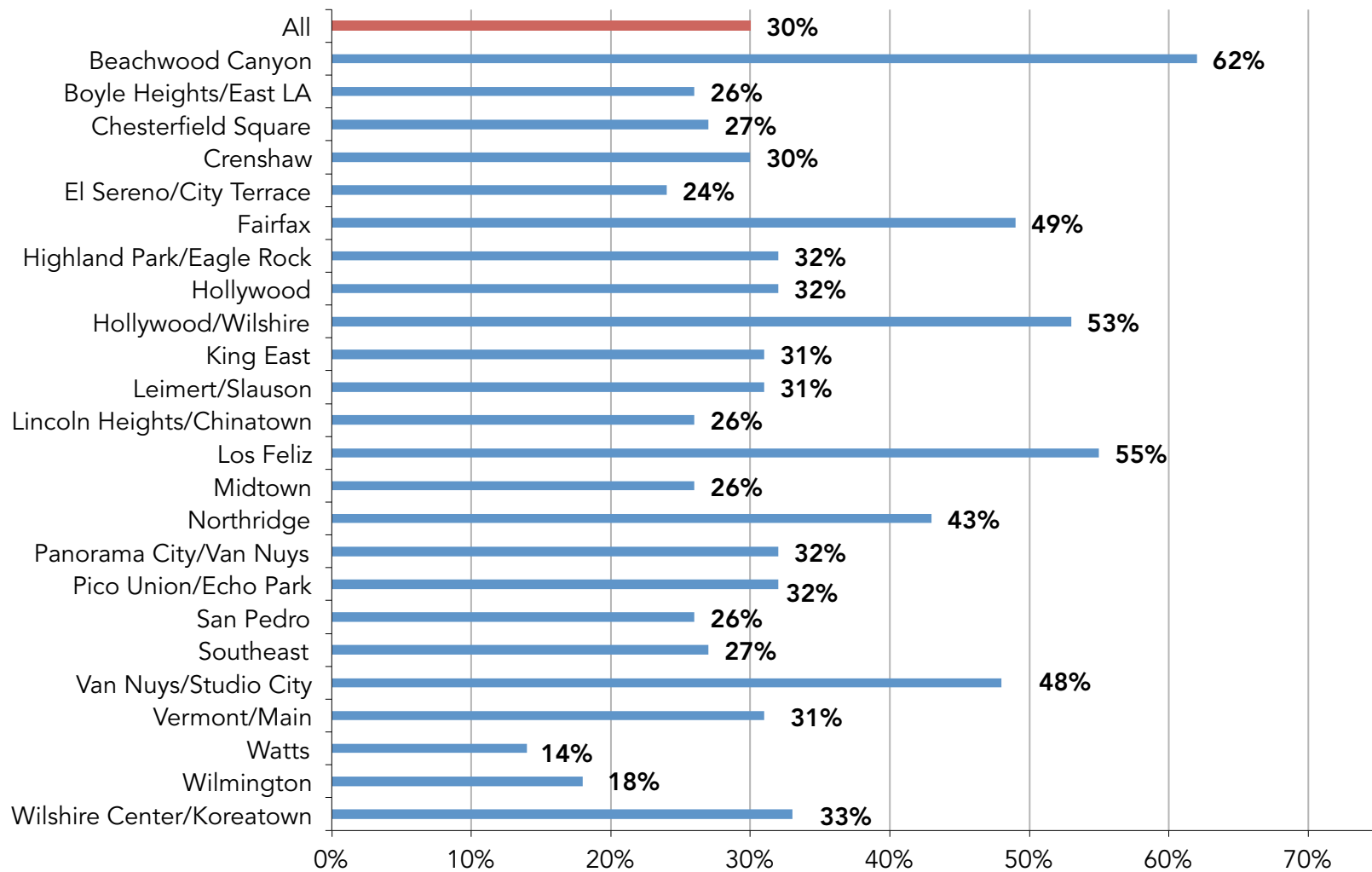
- Profile weekday riders
- Examine Overall Service Ratings
- Examine TAP, Real Time Information Satisfaction scores
- Examine Service Ratings by Route
- Examine Service Characteristic scores by Route

Weekday

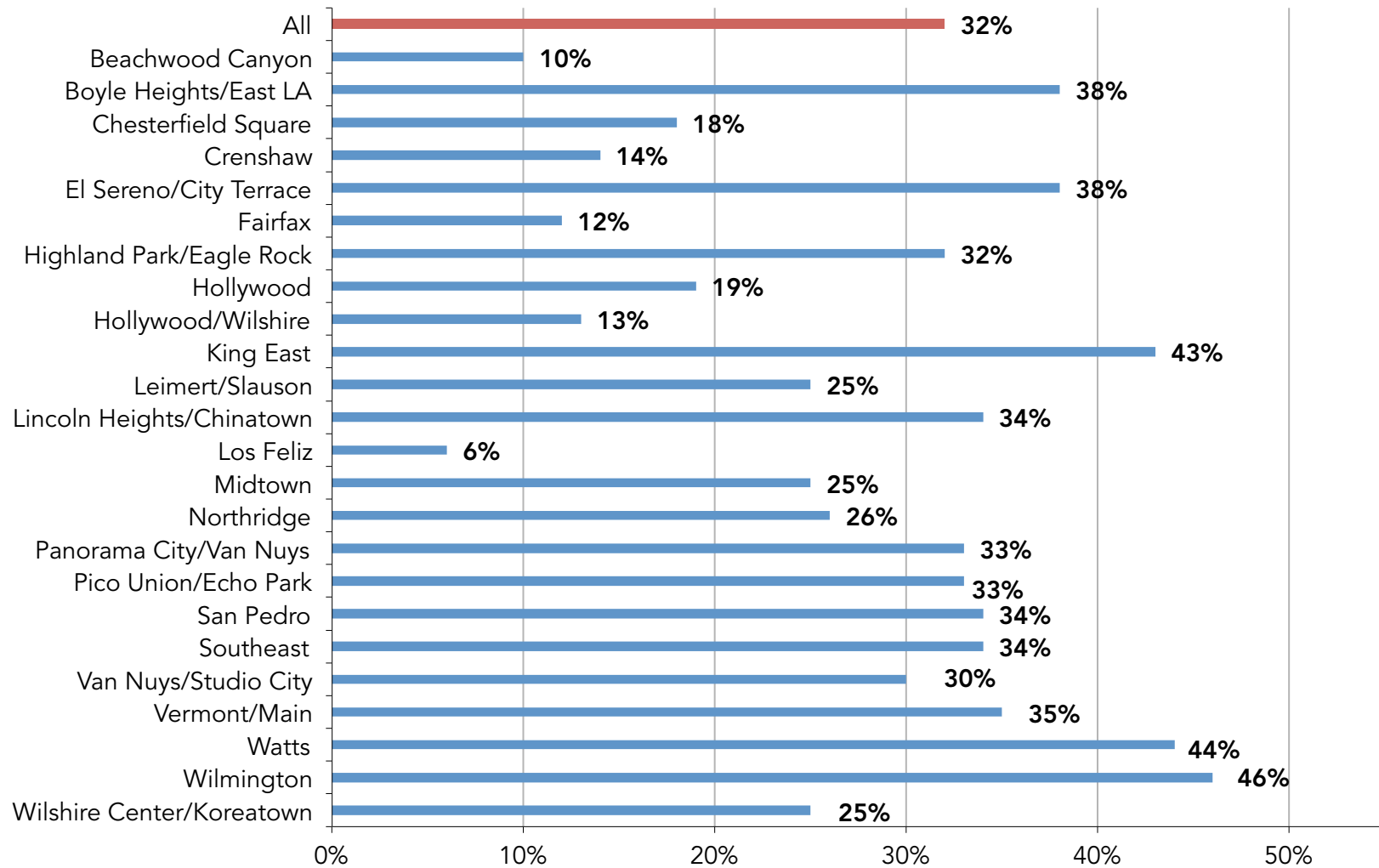
Trip Purpose, Weekday



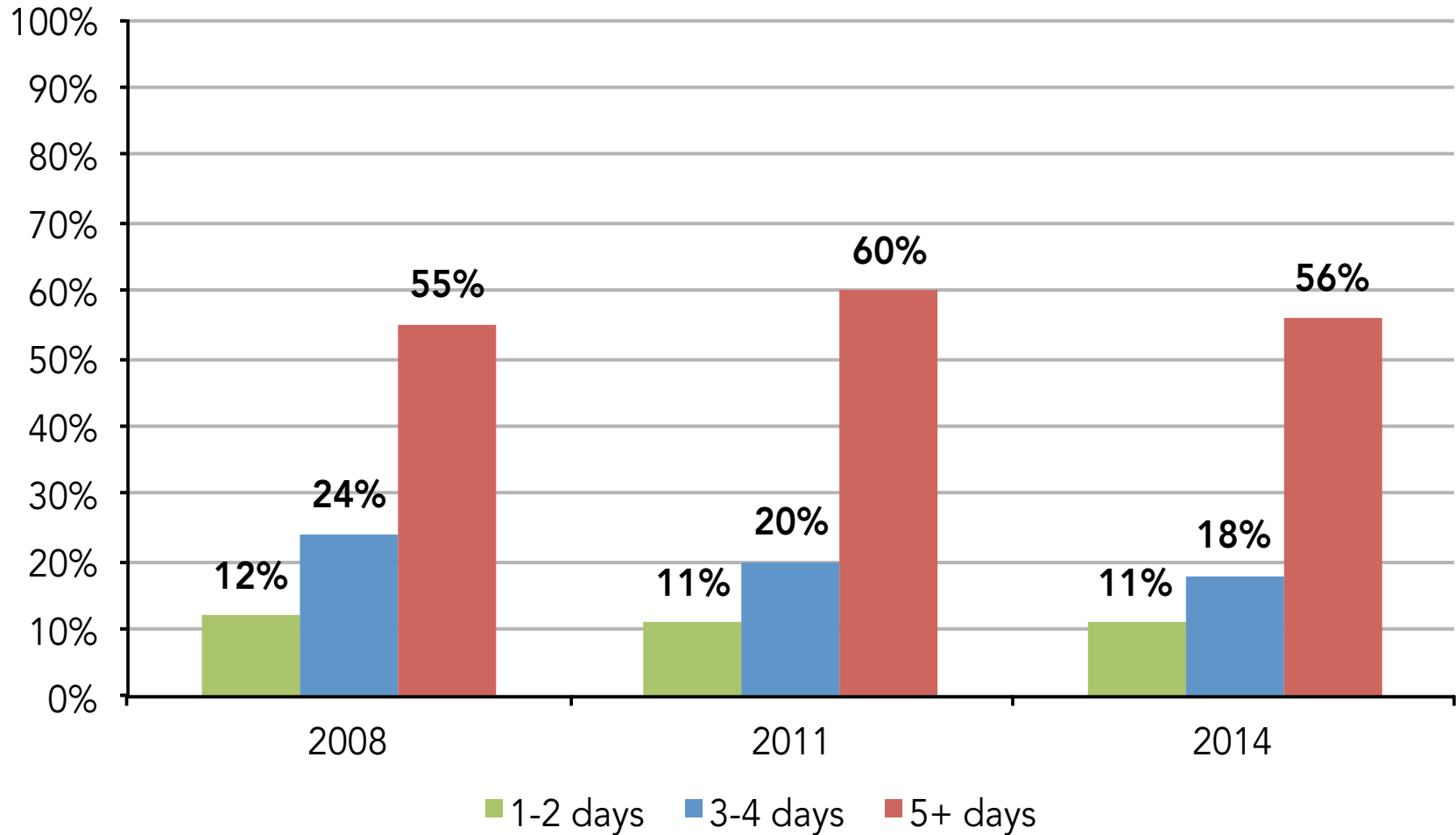
Work Travel, Weekday



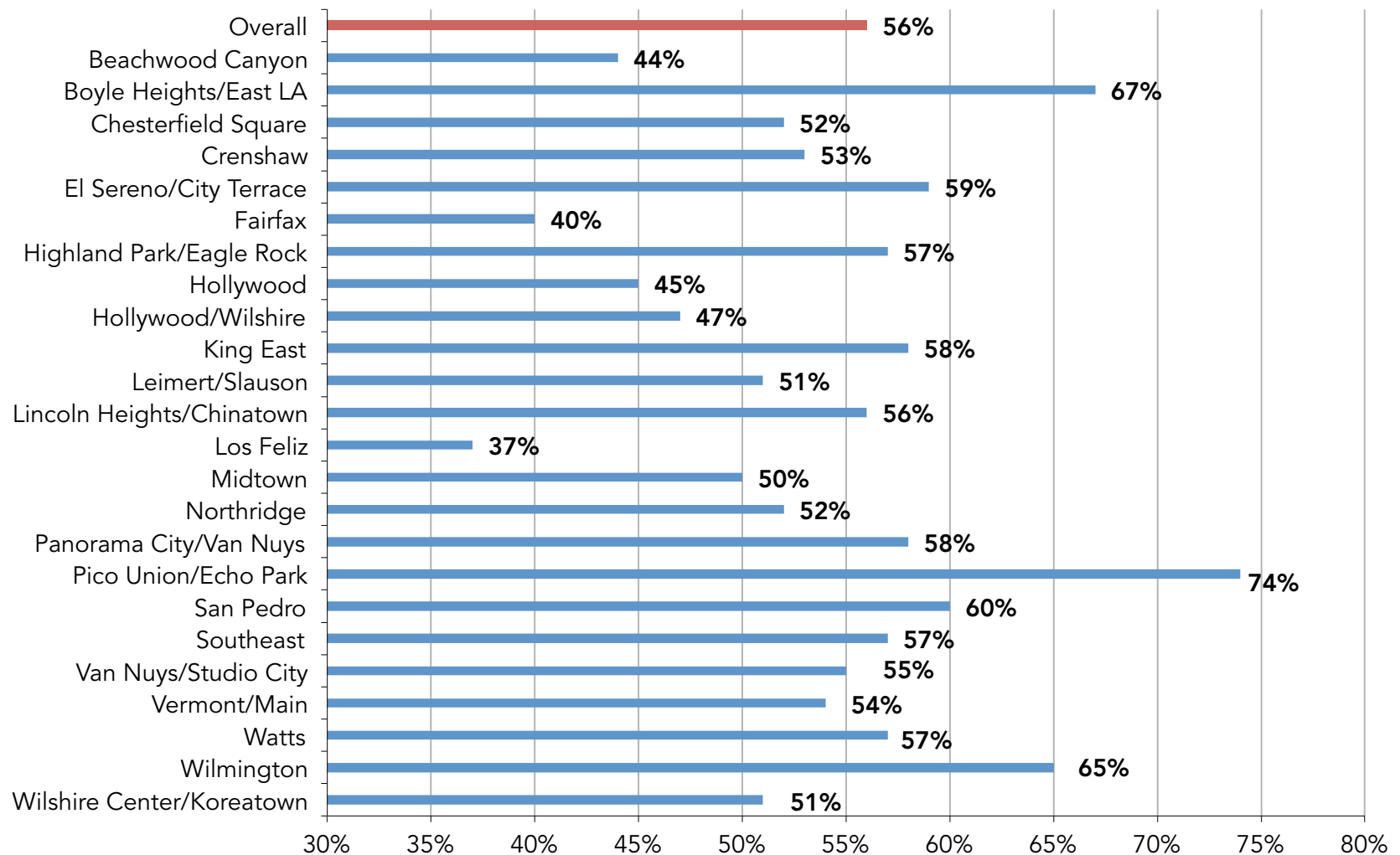
School Travel, Weekday



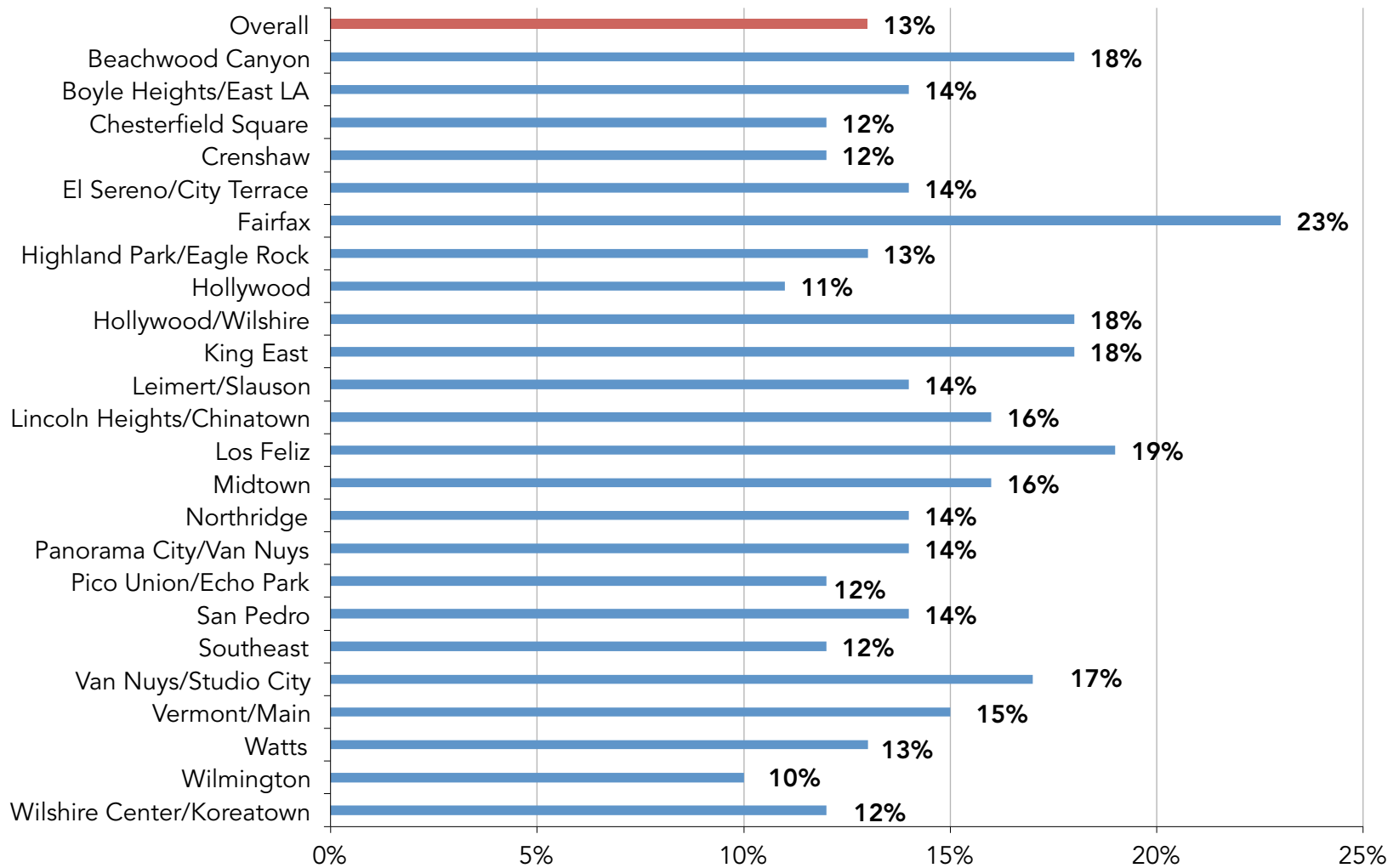
Frequency of Use, Weekday



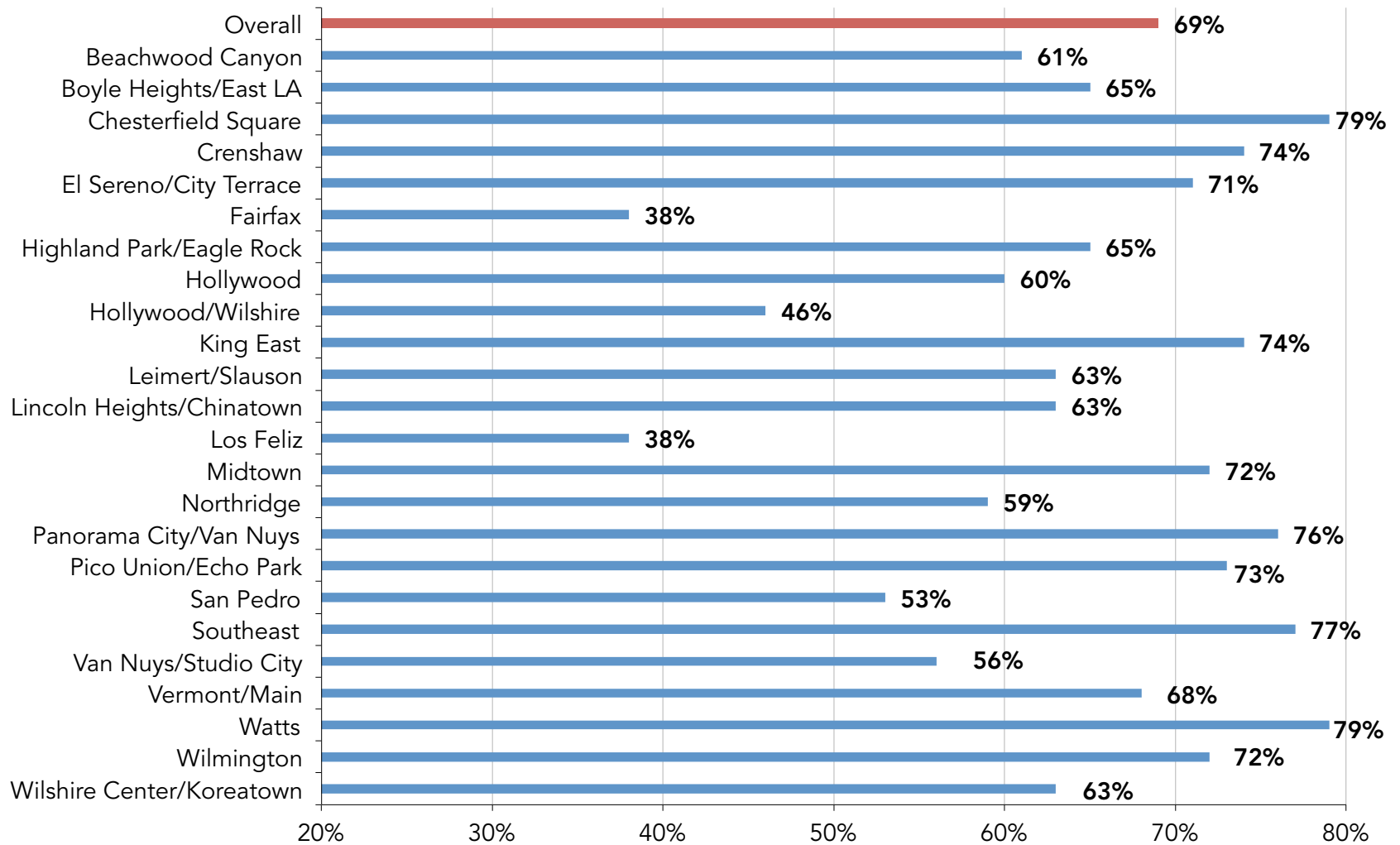
5+ Day Riders, Weekday



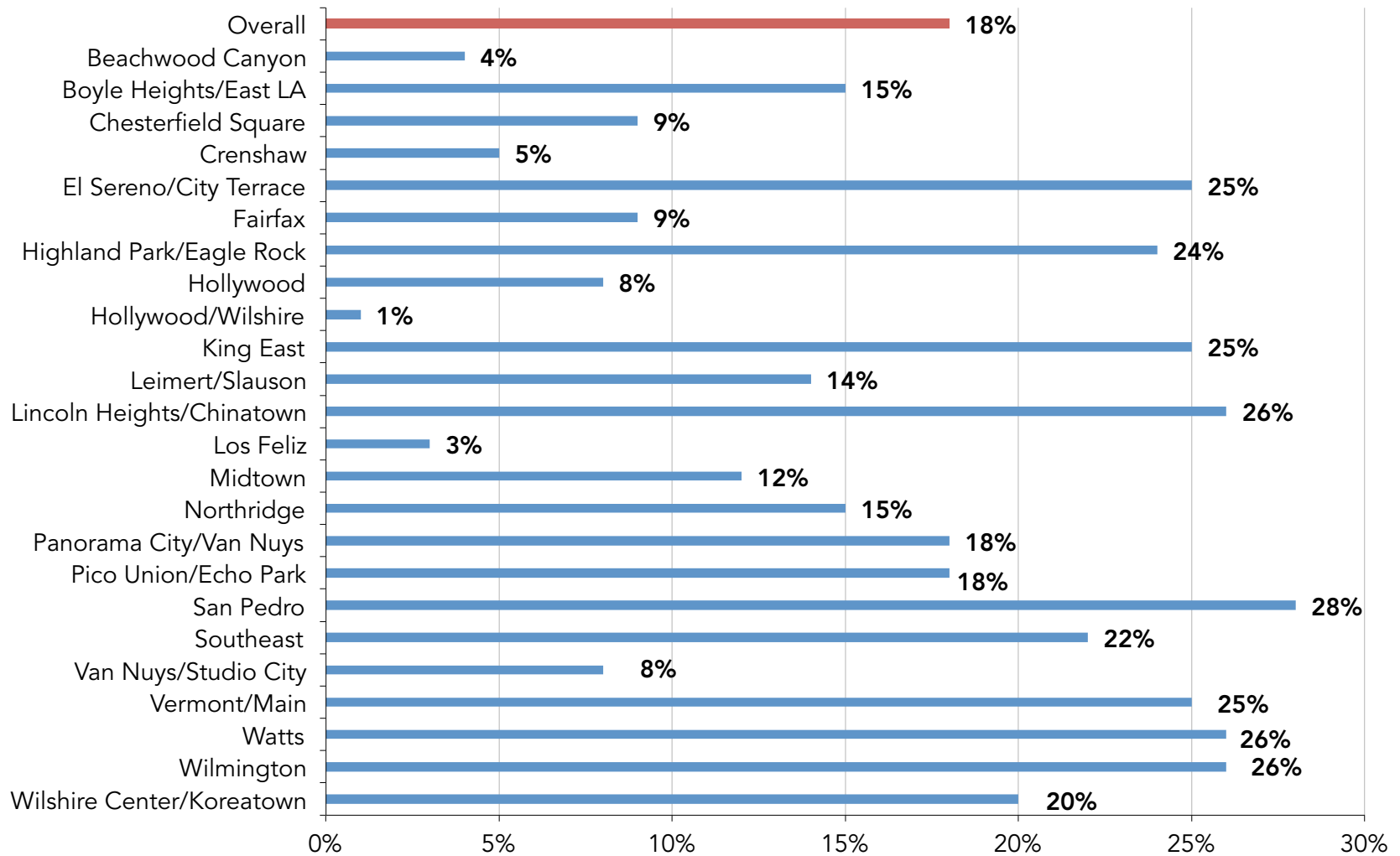
Car Availability by Route, Weekday



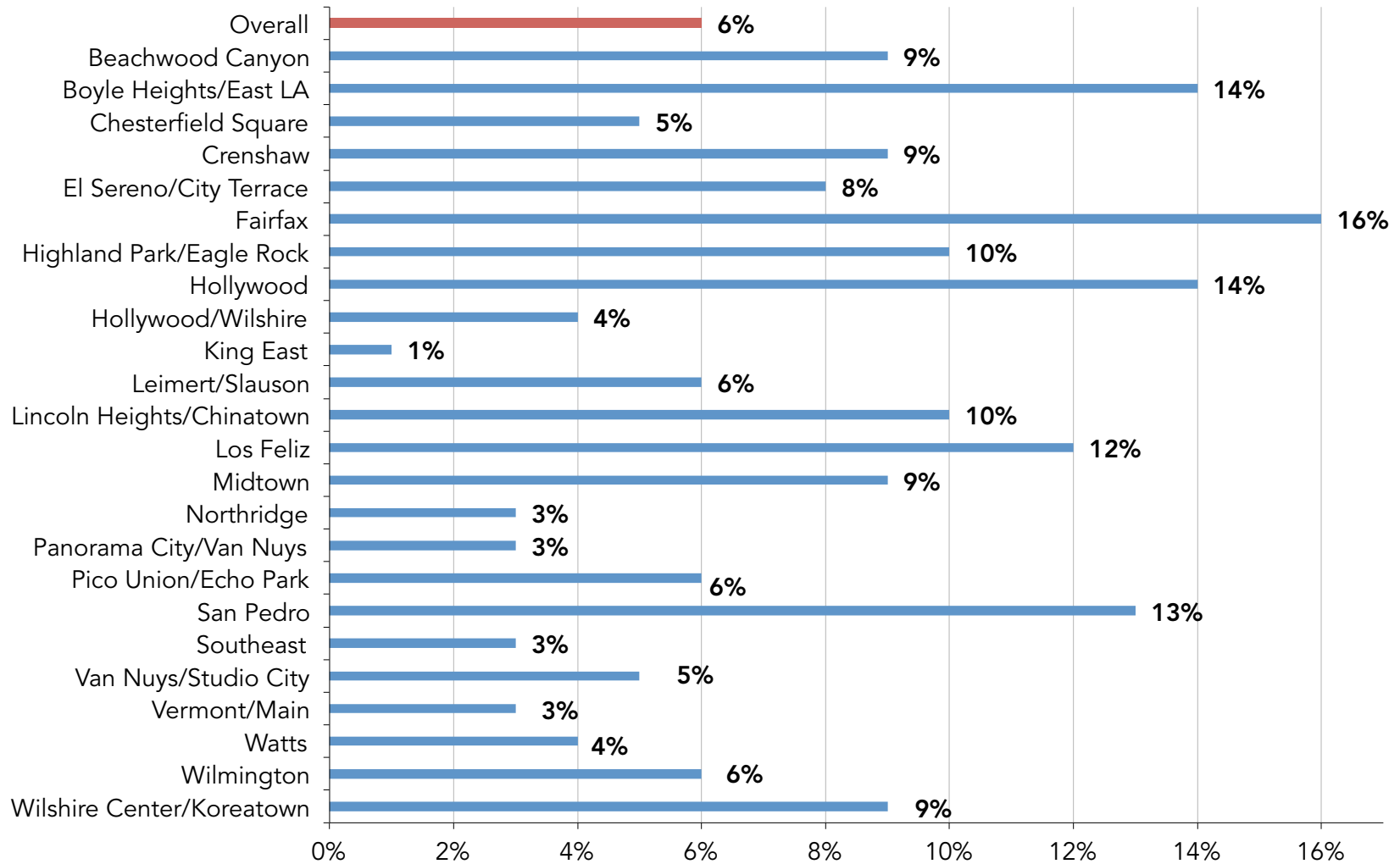
Income Under \$20k, 18+, Weekday



Riders Under 18, Weekday



Riders 65+, Weekday

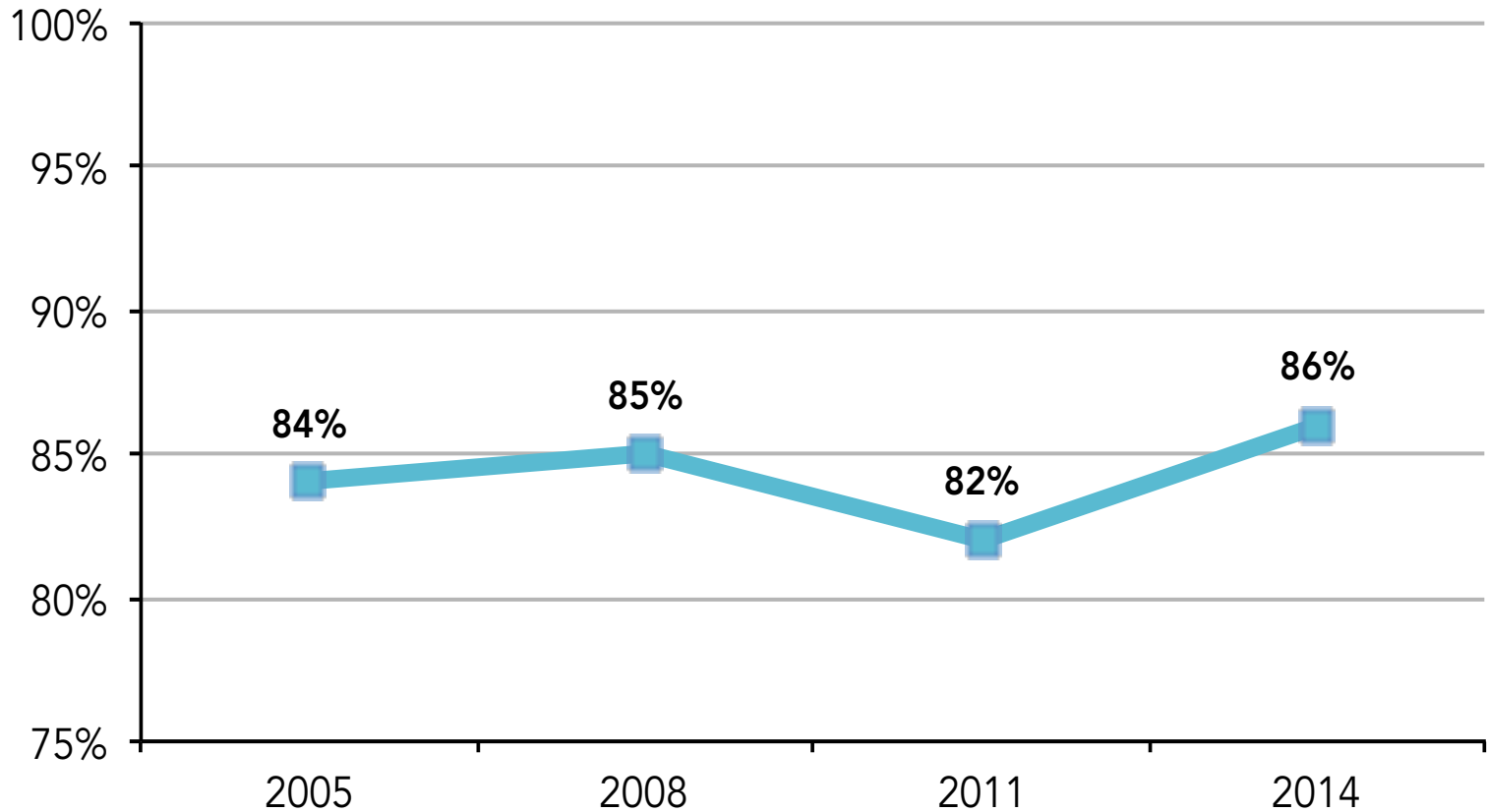


Service Ratings, Weekday

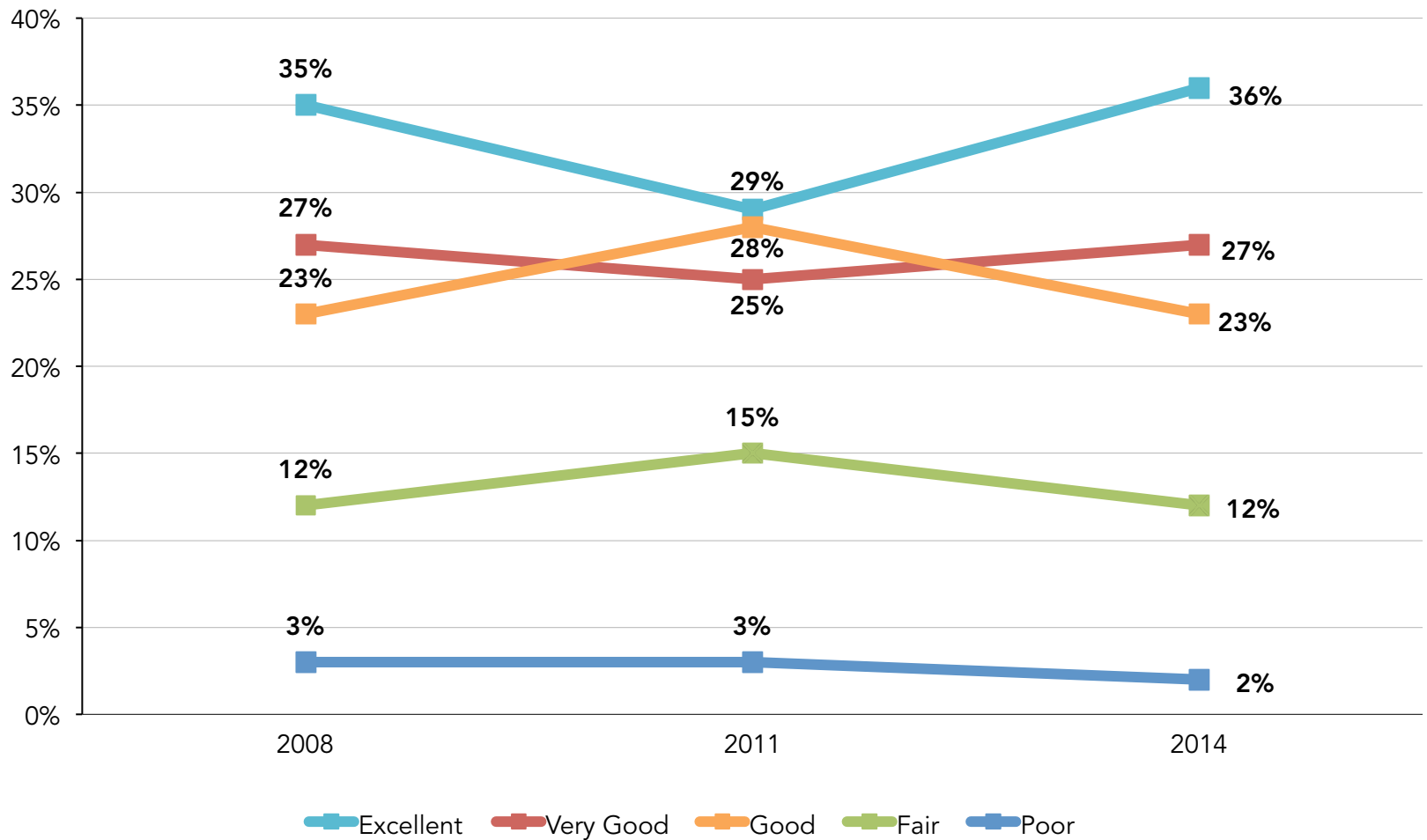
- Overall (Excellent, Very Good, Good combination)
- By Service Characteristic
- TAP Card Satisfaction
- Real Time Information Satisfaction

Overall Service Rating, Weekday

–Excellent, Very Good, Good Scores

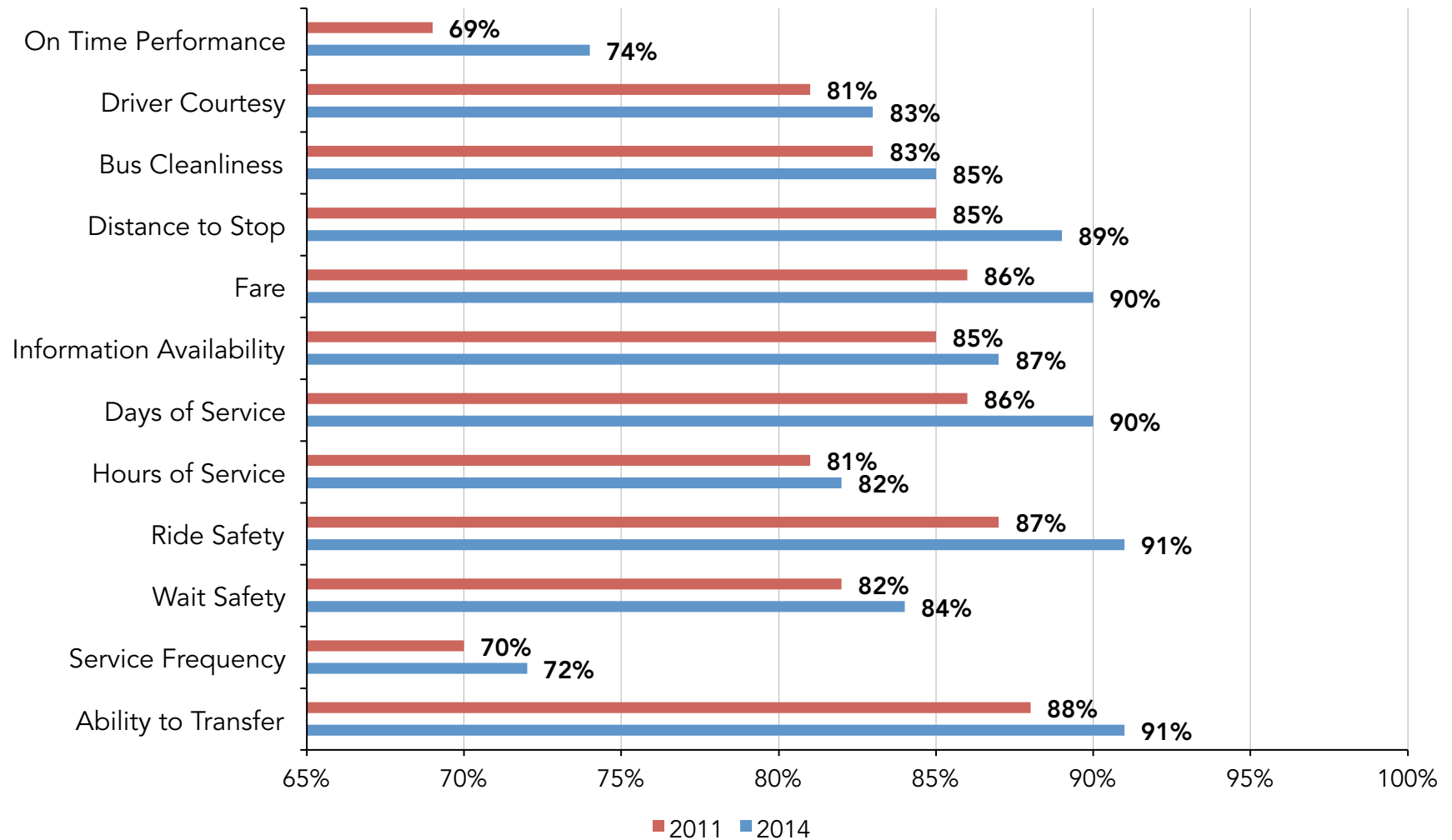


Overall Service Rating, Score Distribution

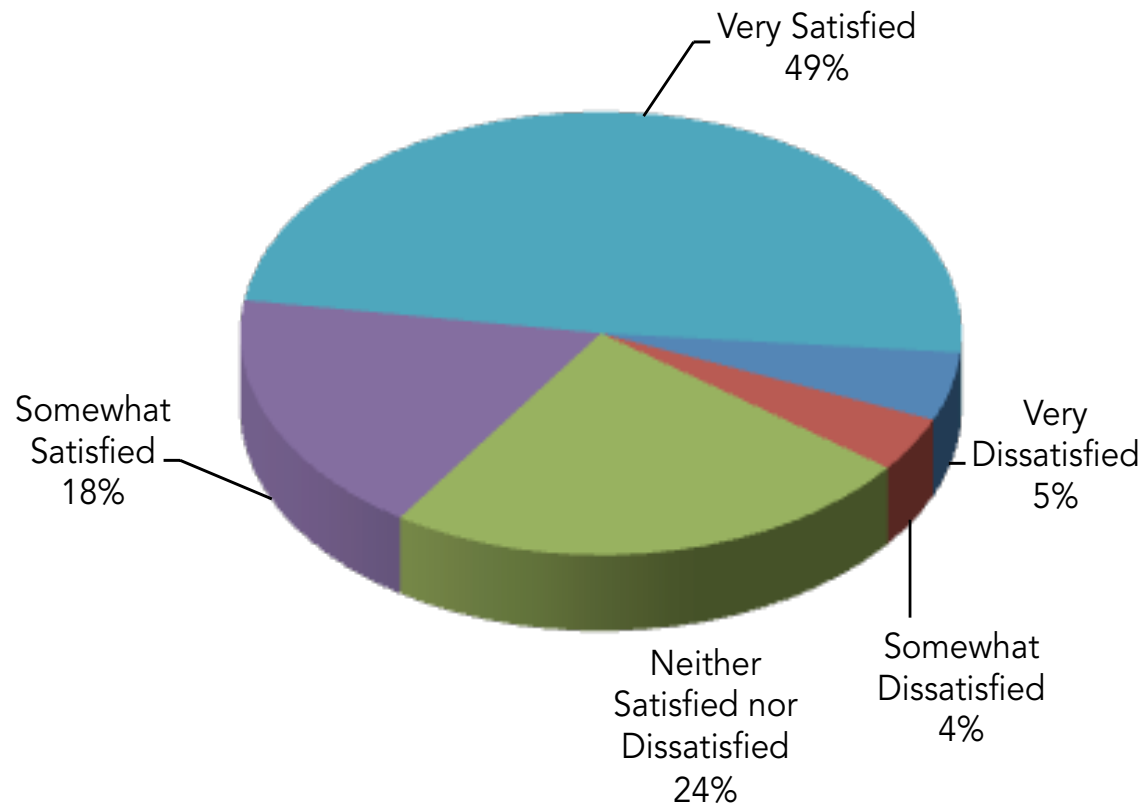


Service Characteristic Ratings, Weekday

—Excellent, Very Good, Good Scores

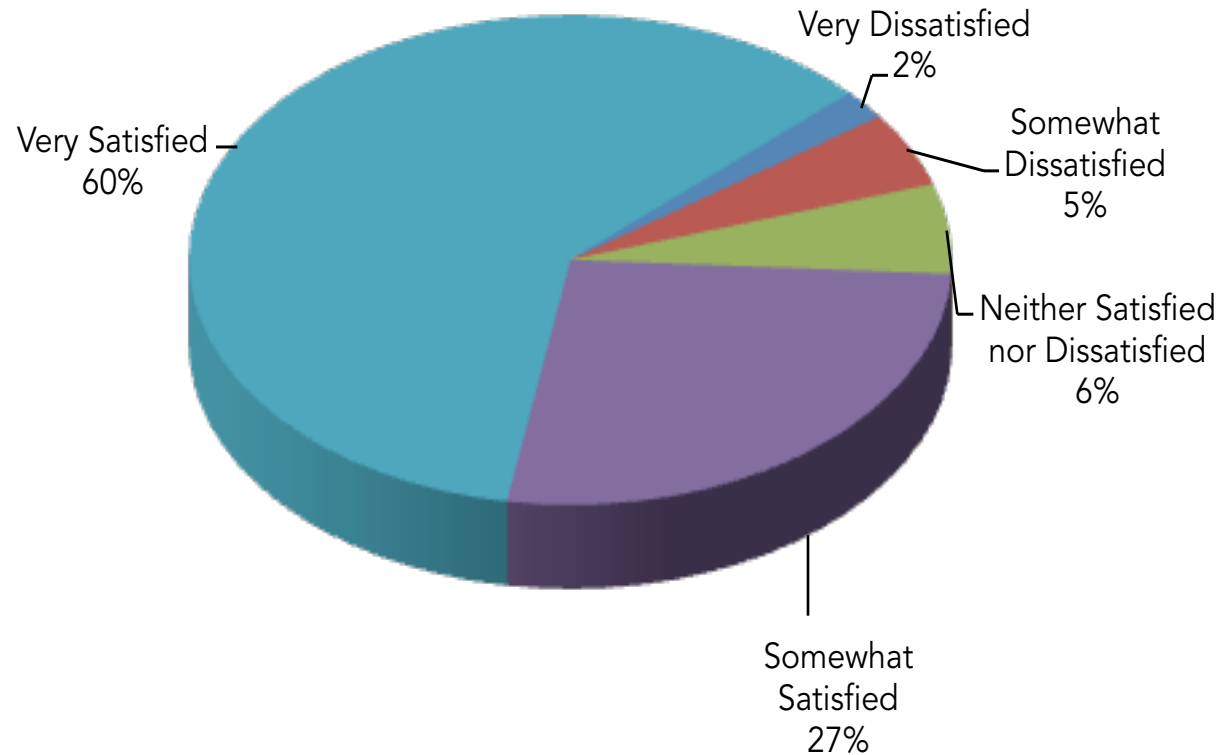


TAP Card Satisfaction



Real Time Bus Information

- 56% have used real time bus information



Service Ratings by Route

- 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%

Service Characteristics by Route

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%

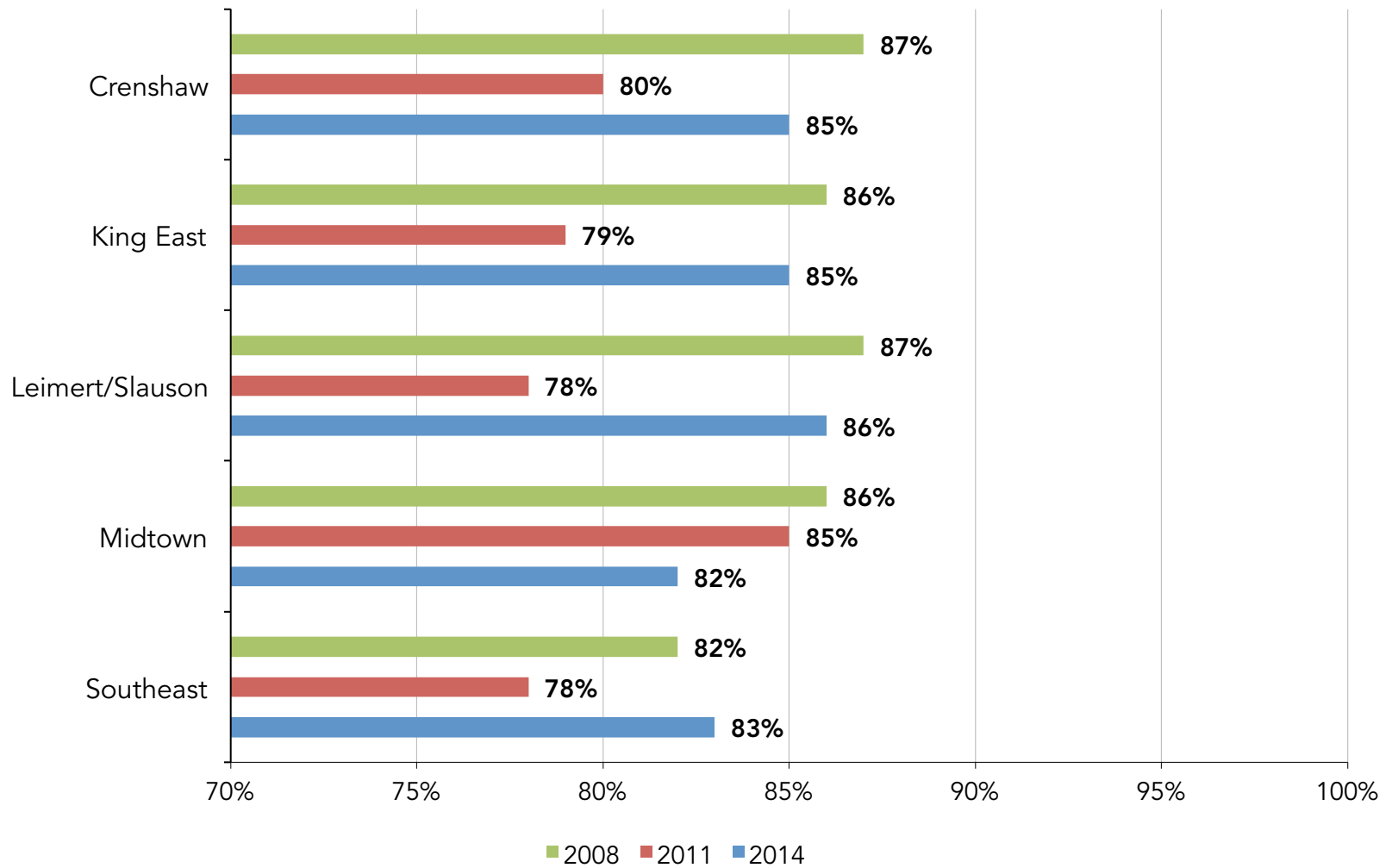
Double Digit Decreases

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

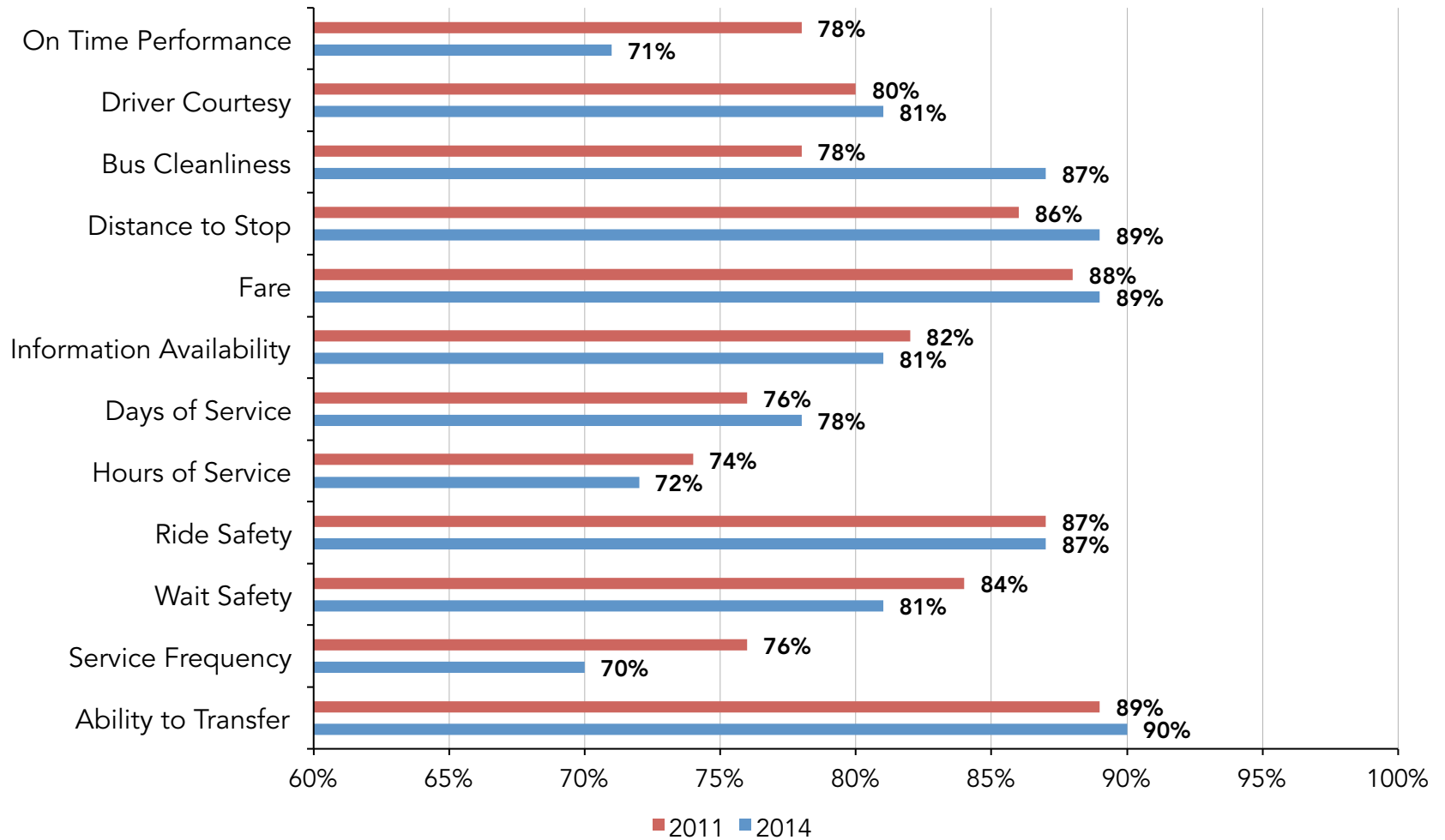
Of Note

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

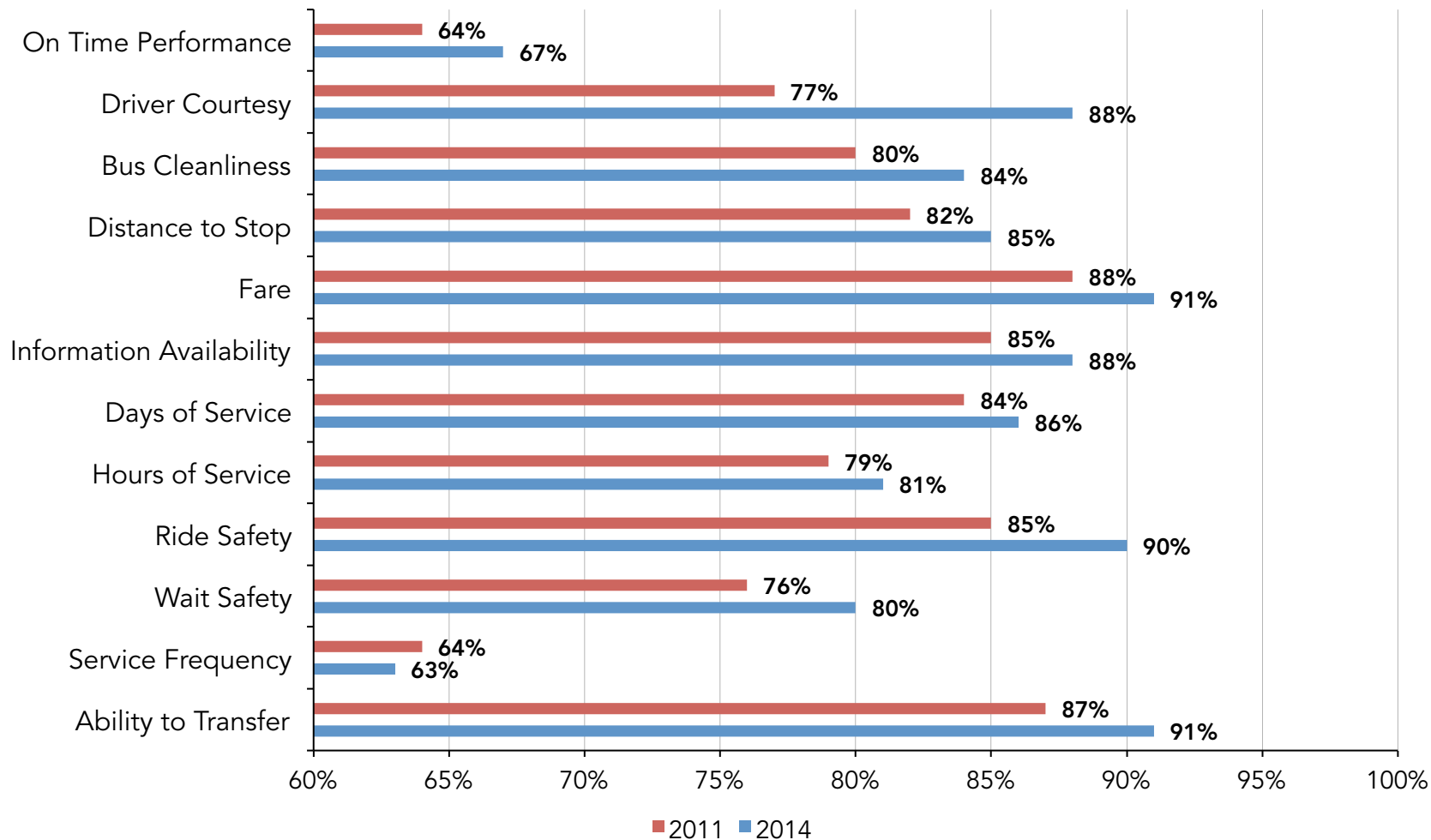
Overall Service Rating, Weekday



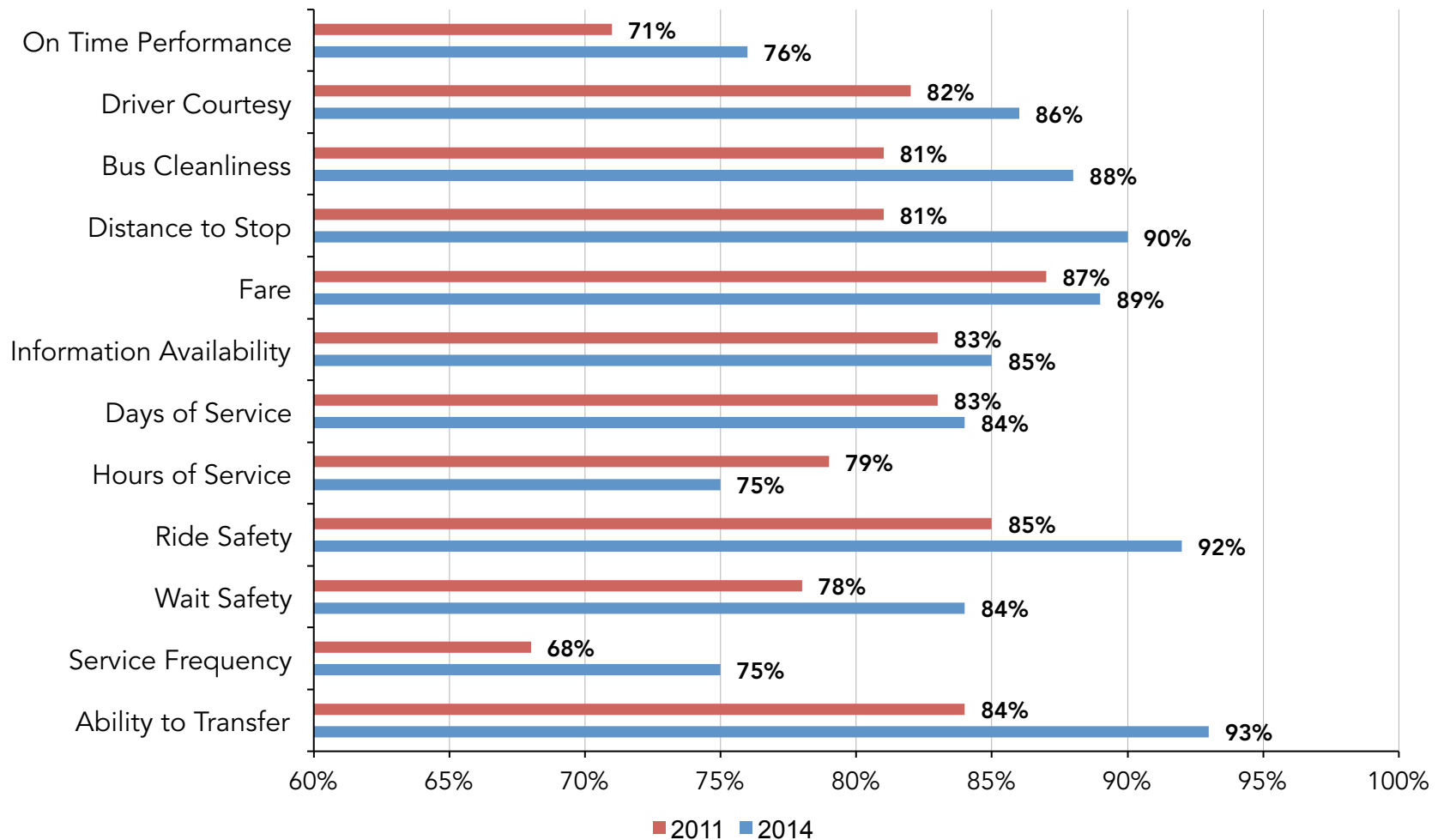
Crenshaw



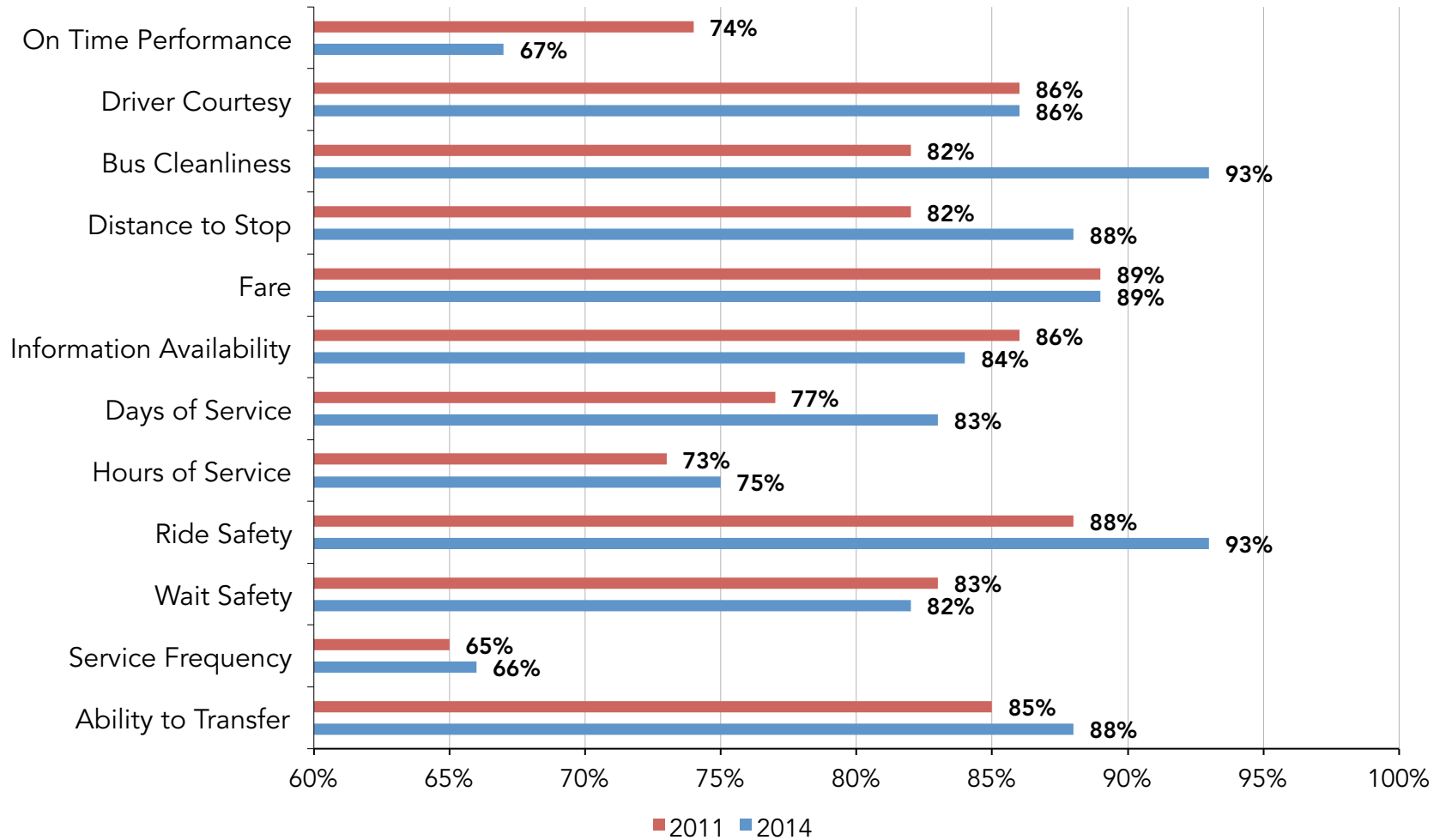
King East



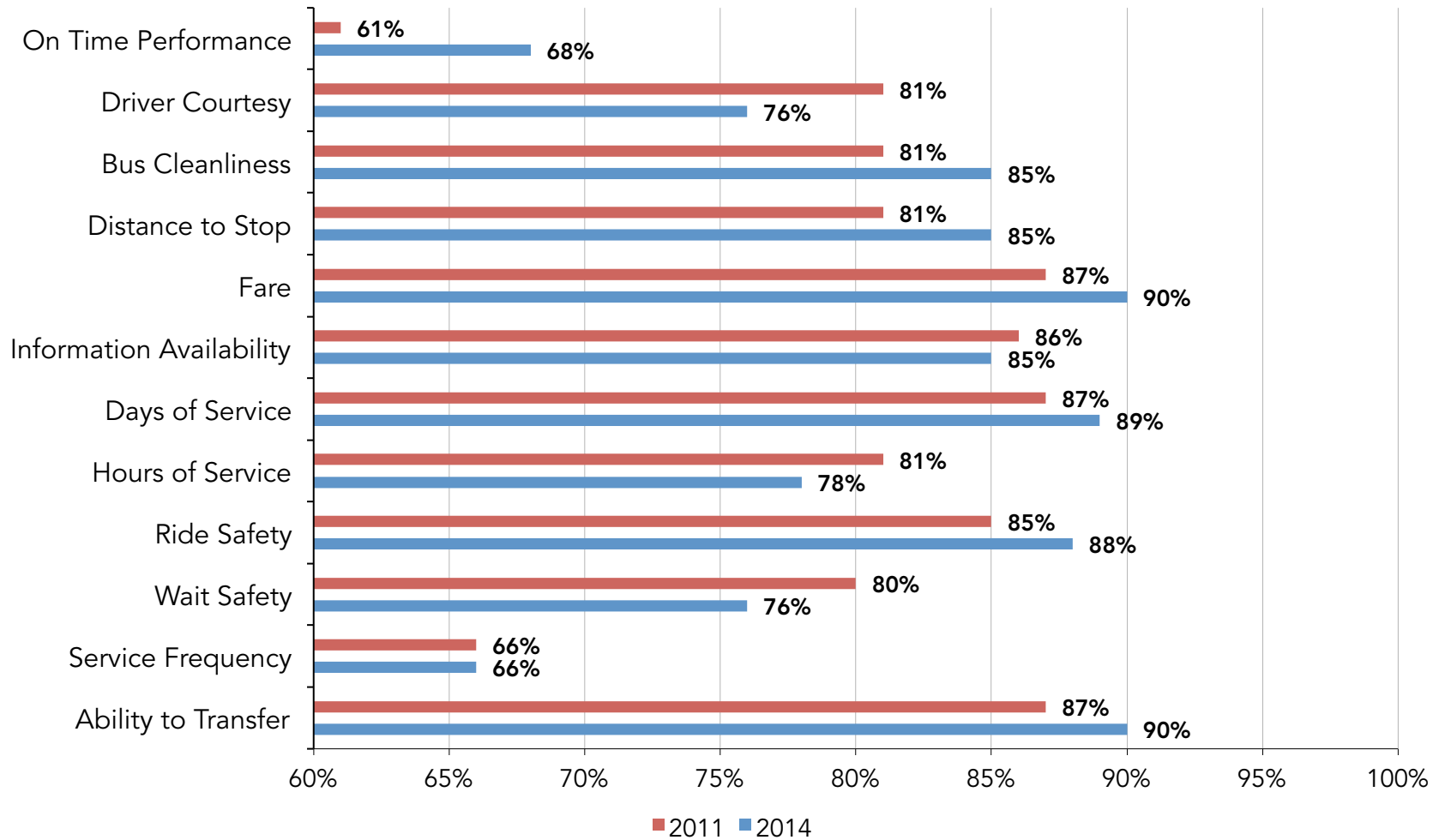
Leimert/Slauson



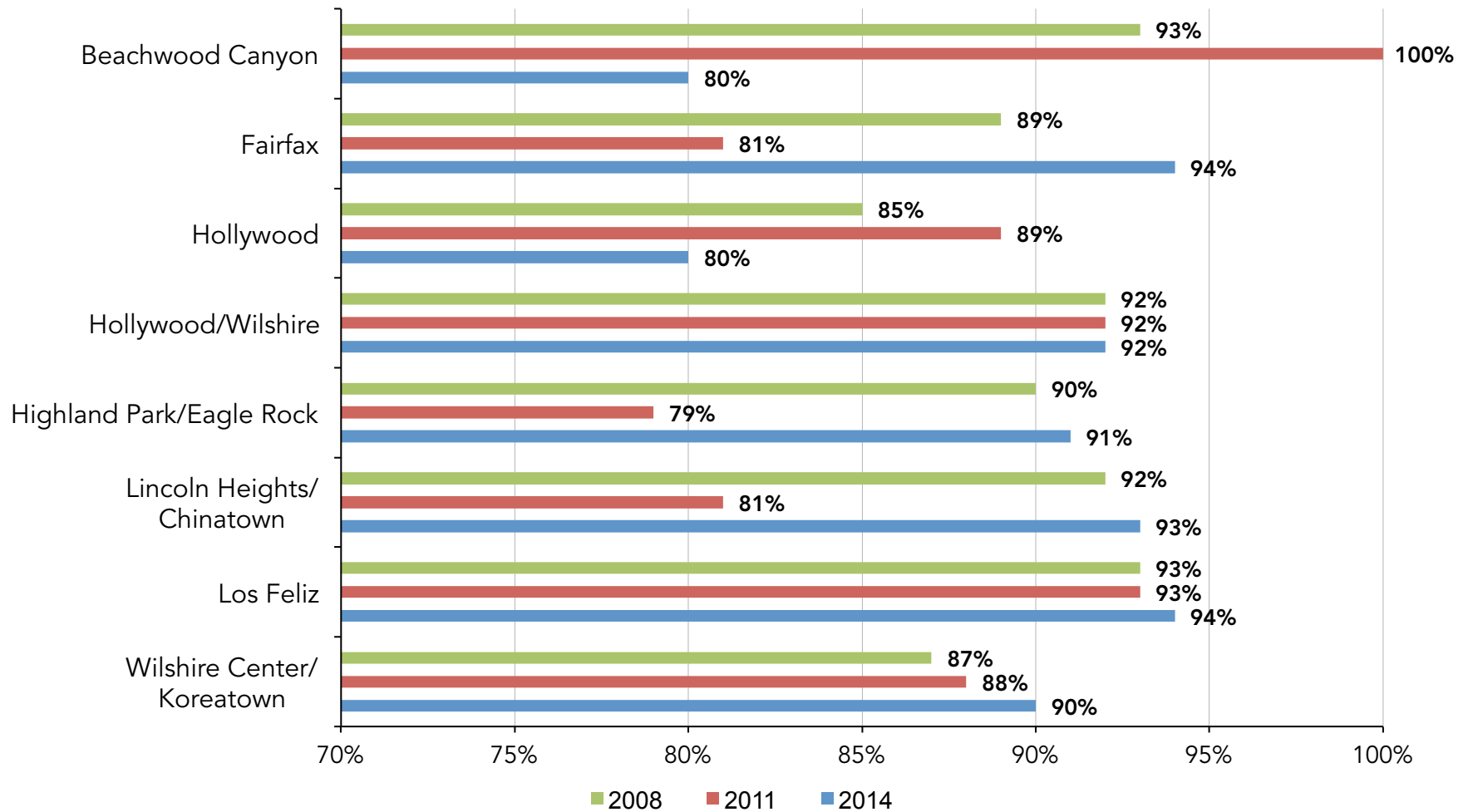
Midtown



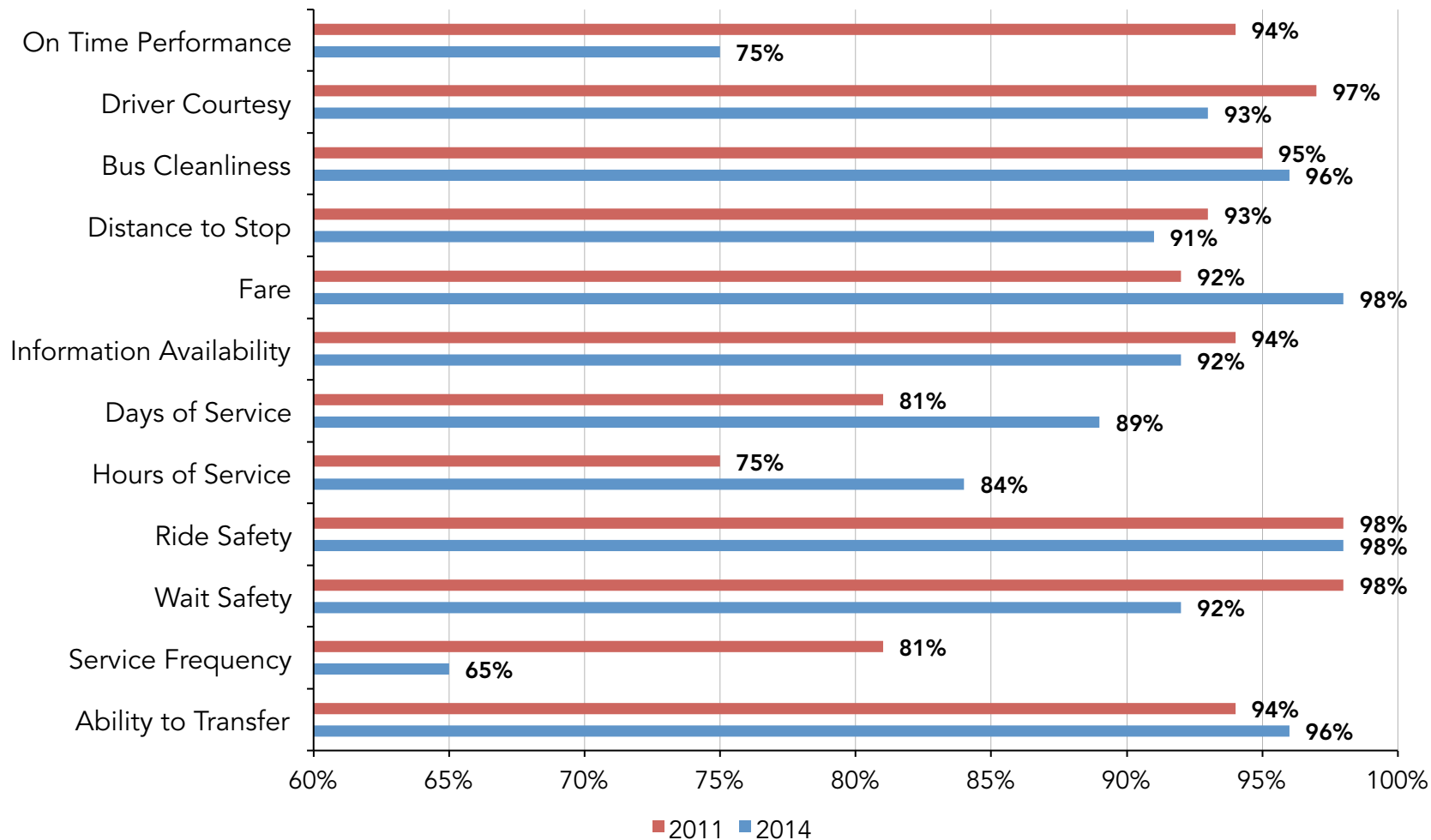
Southeast



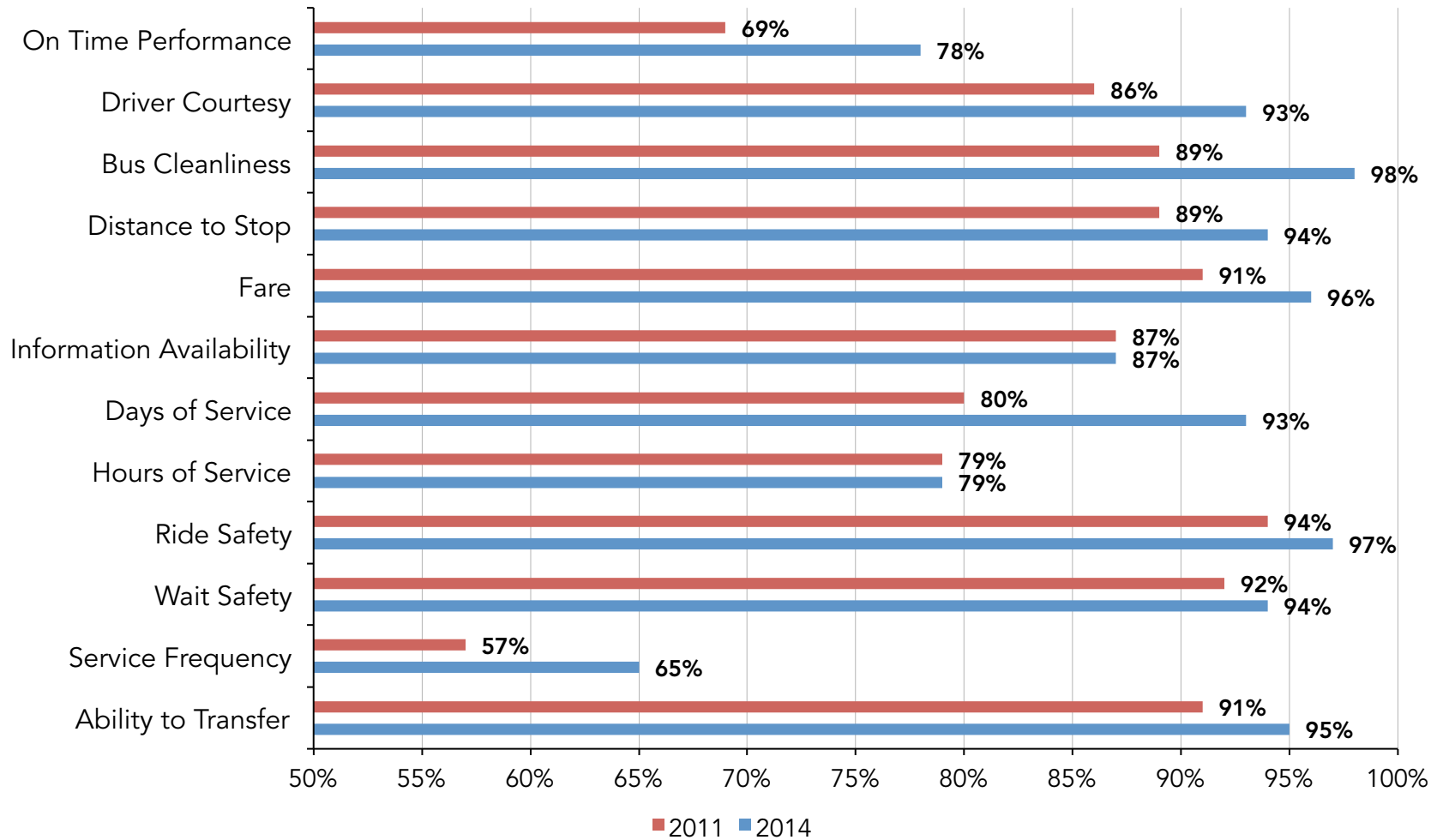
Overall Service Rating, Weekday



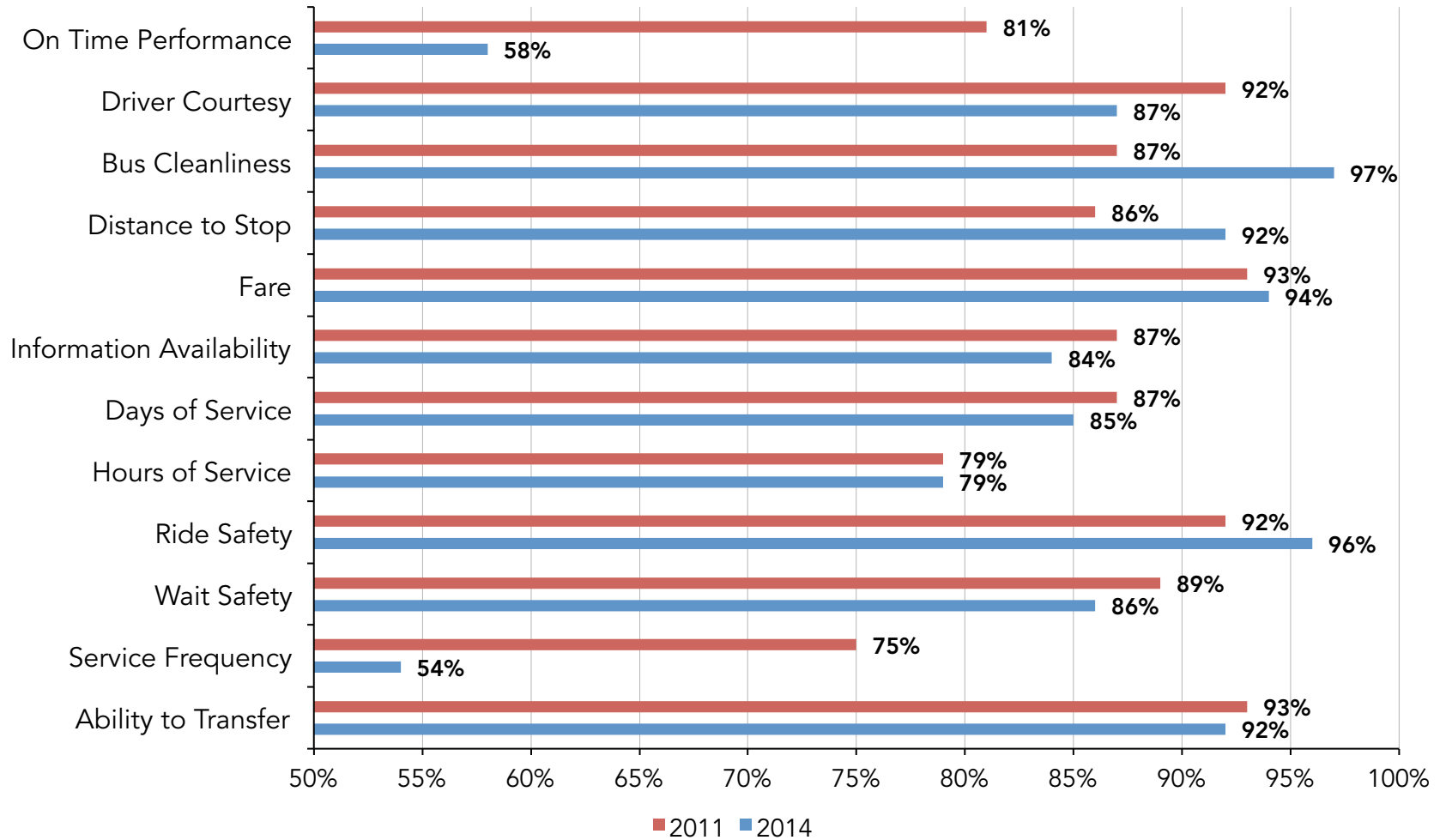
Beachwood Canyon



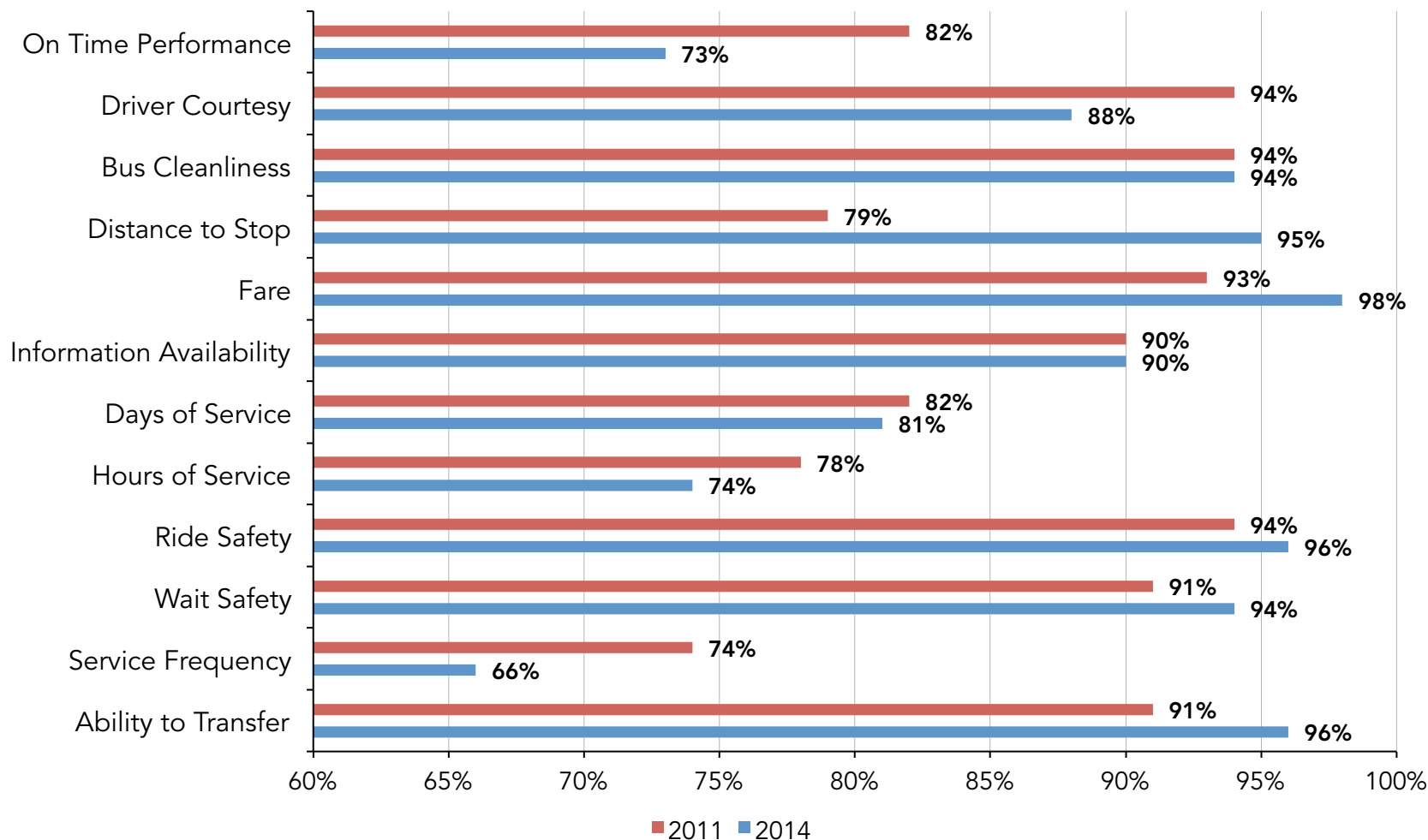
Fairfax



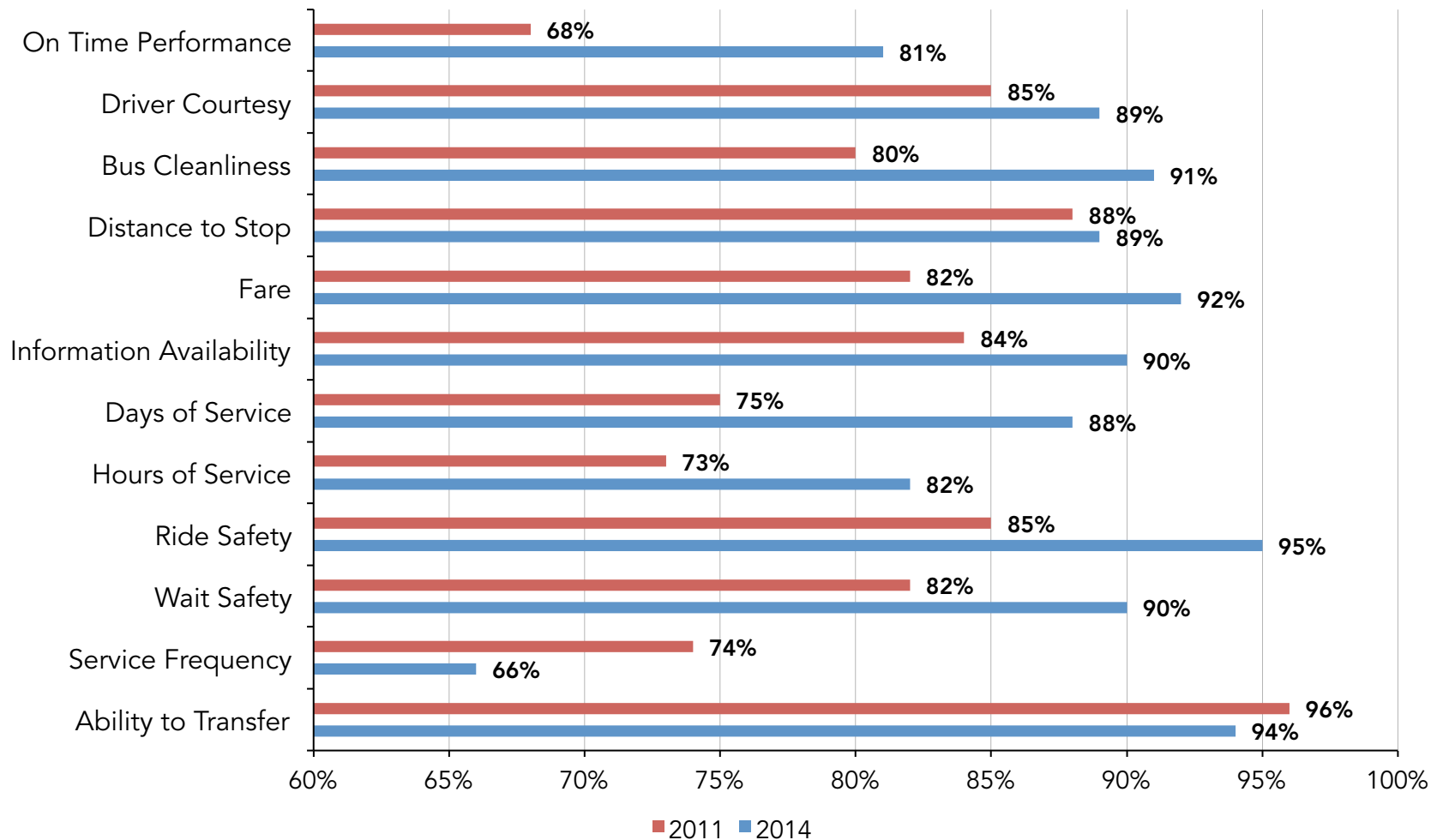
Hollywood



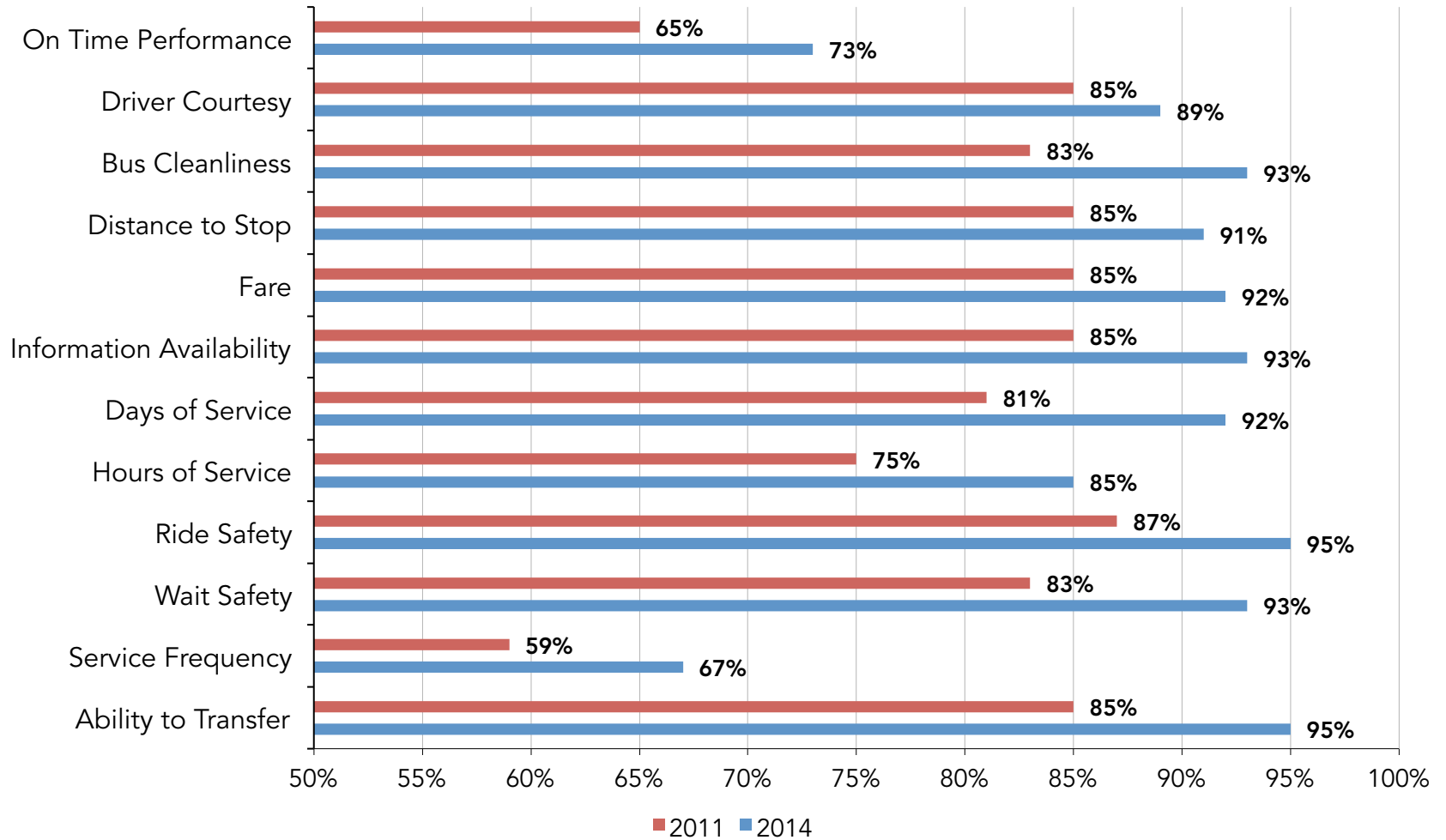
Hollywood/Wilshire



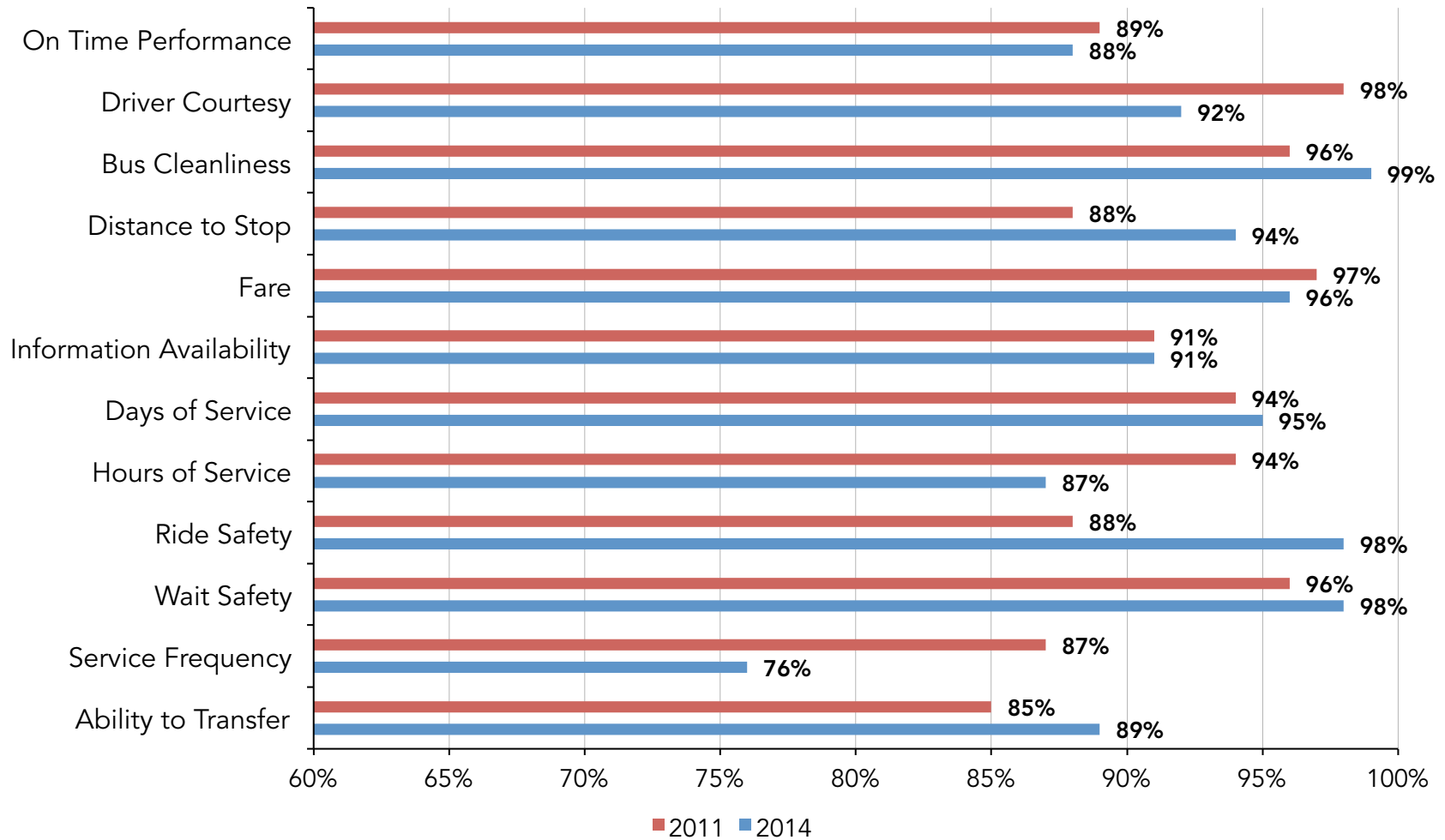
Highland Park/Eagle Rock



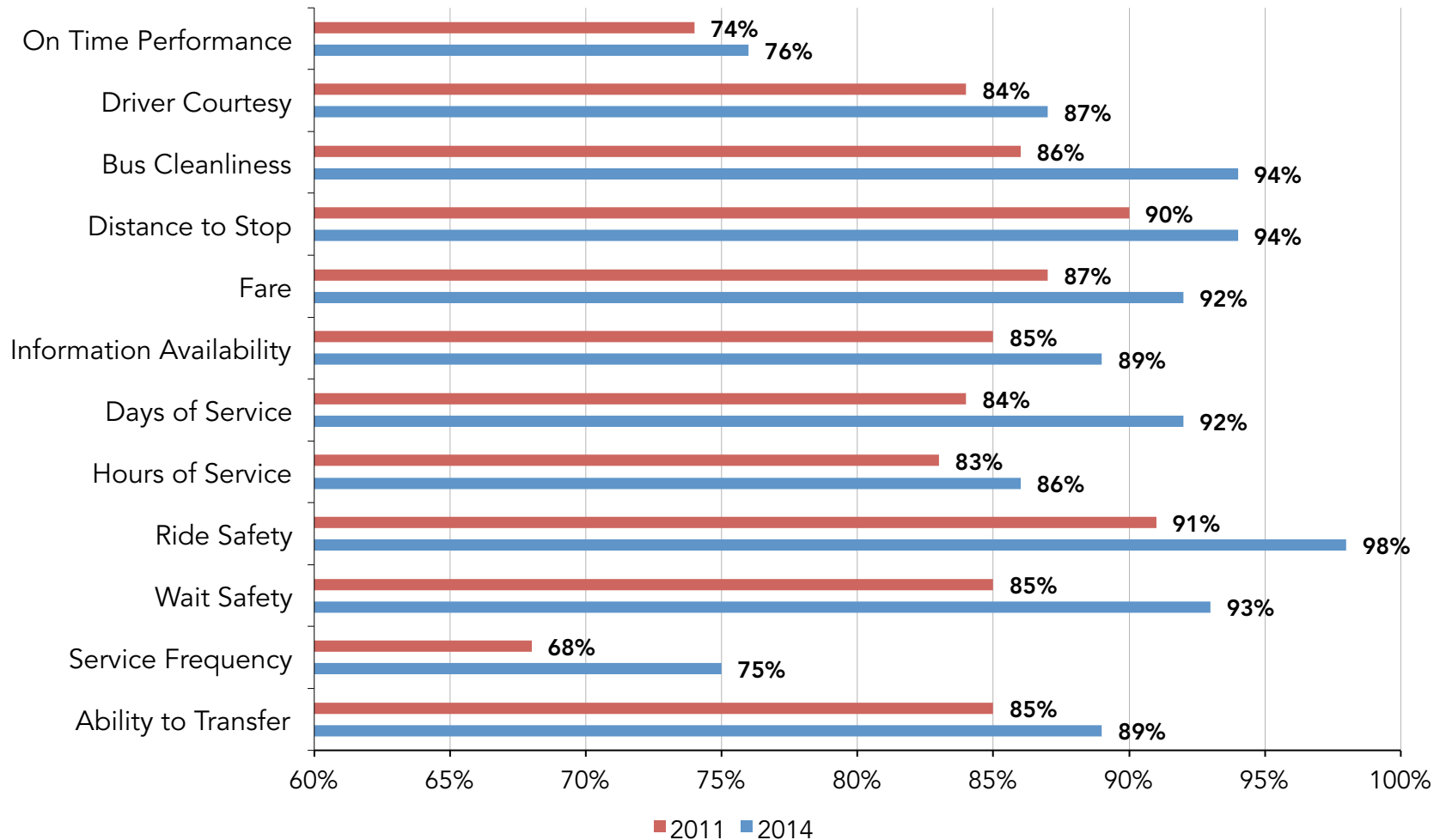
Lincoln Heights/Chinatown



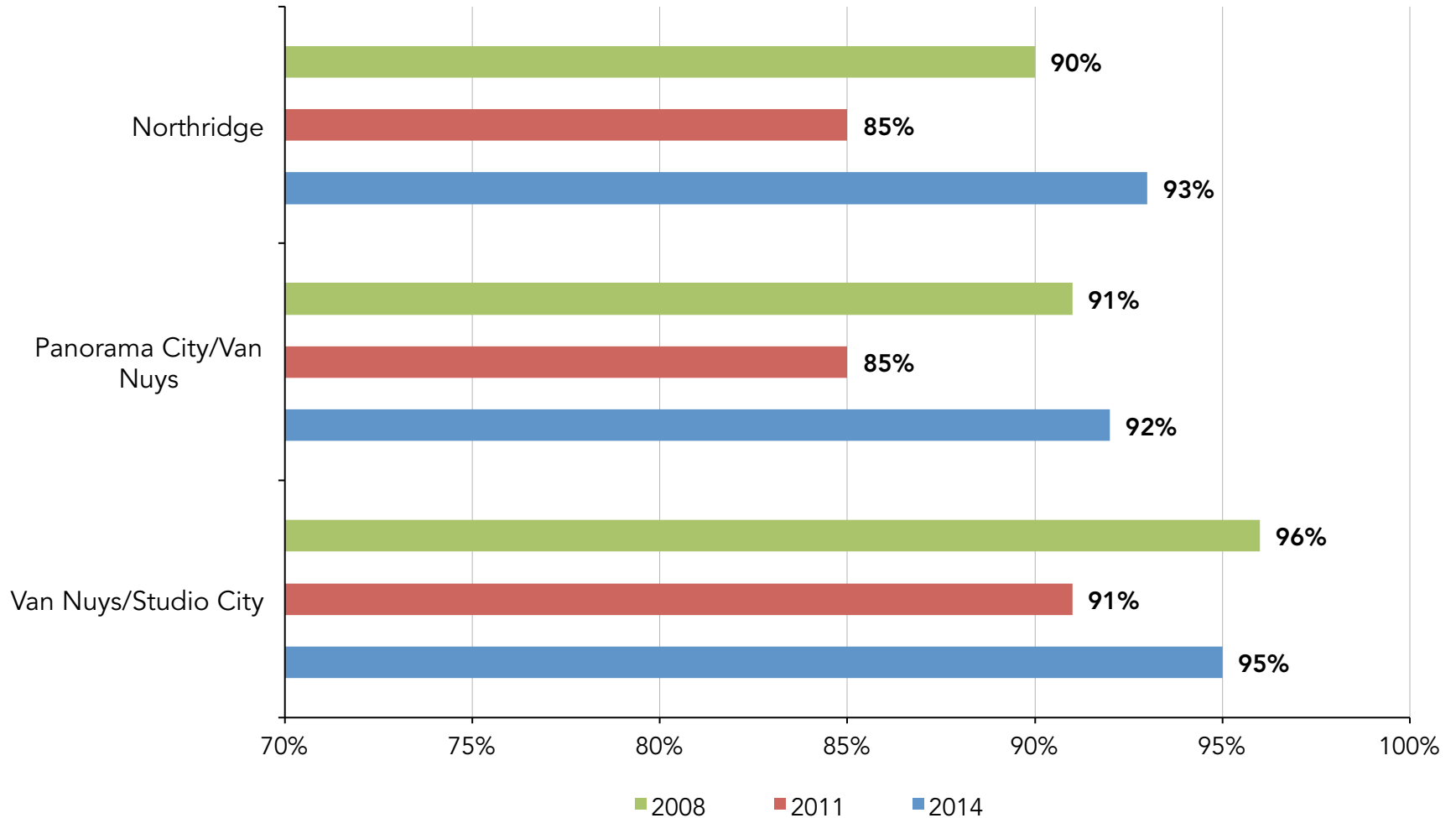
Los Feliz



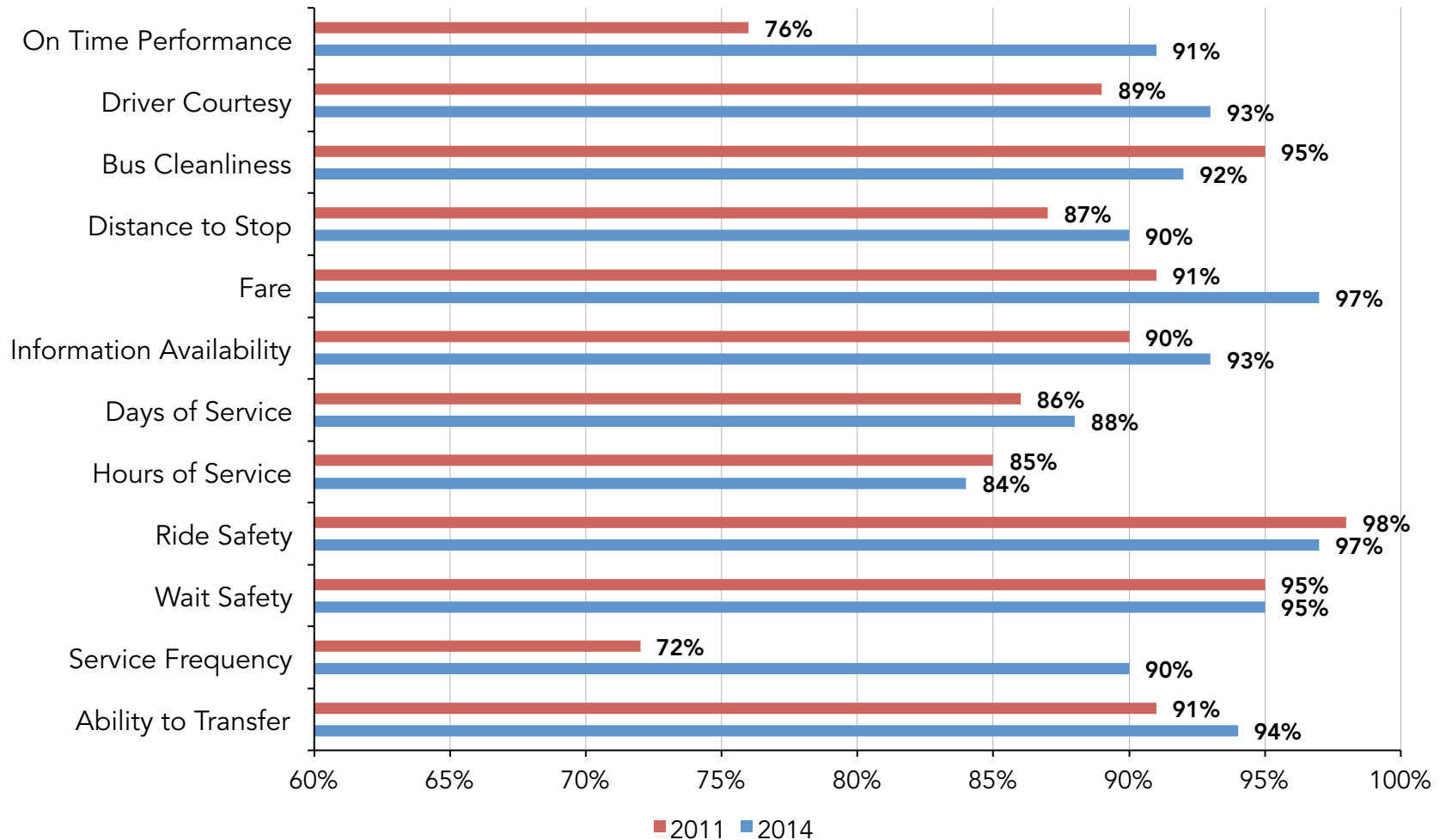
Wilshire Center/Koreatown



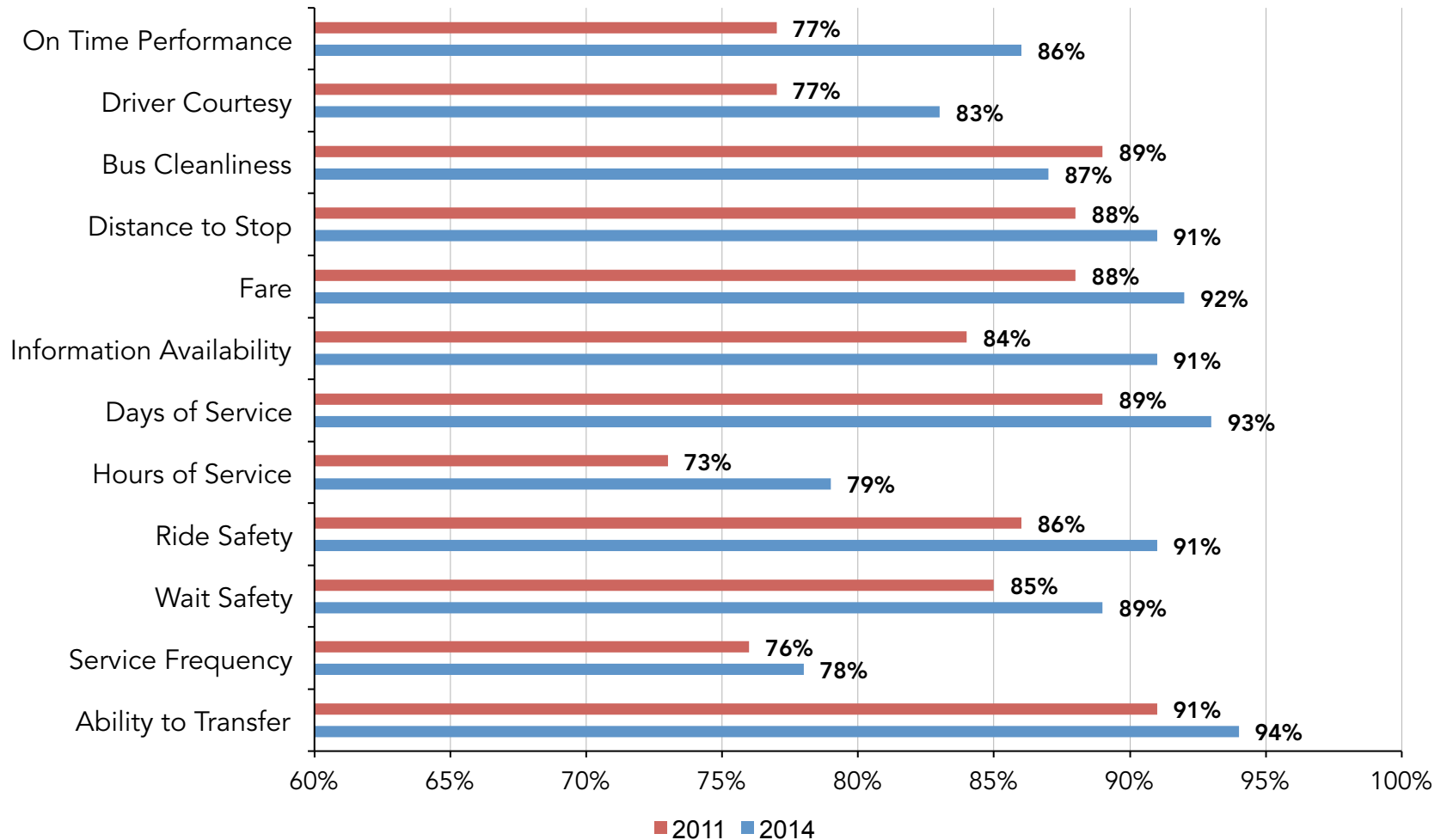
Overall Service Rating, Weekday



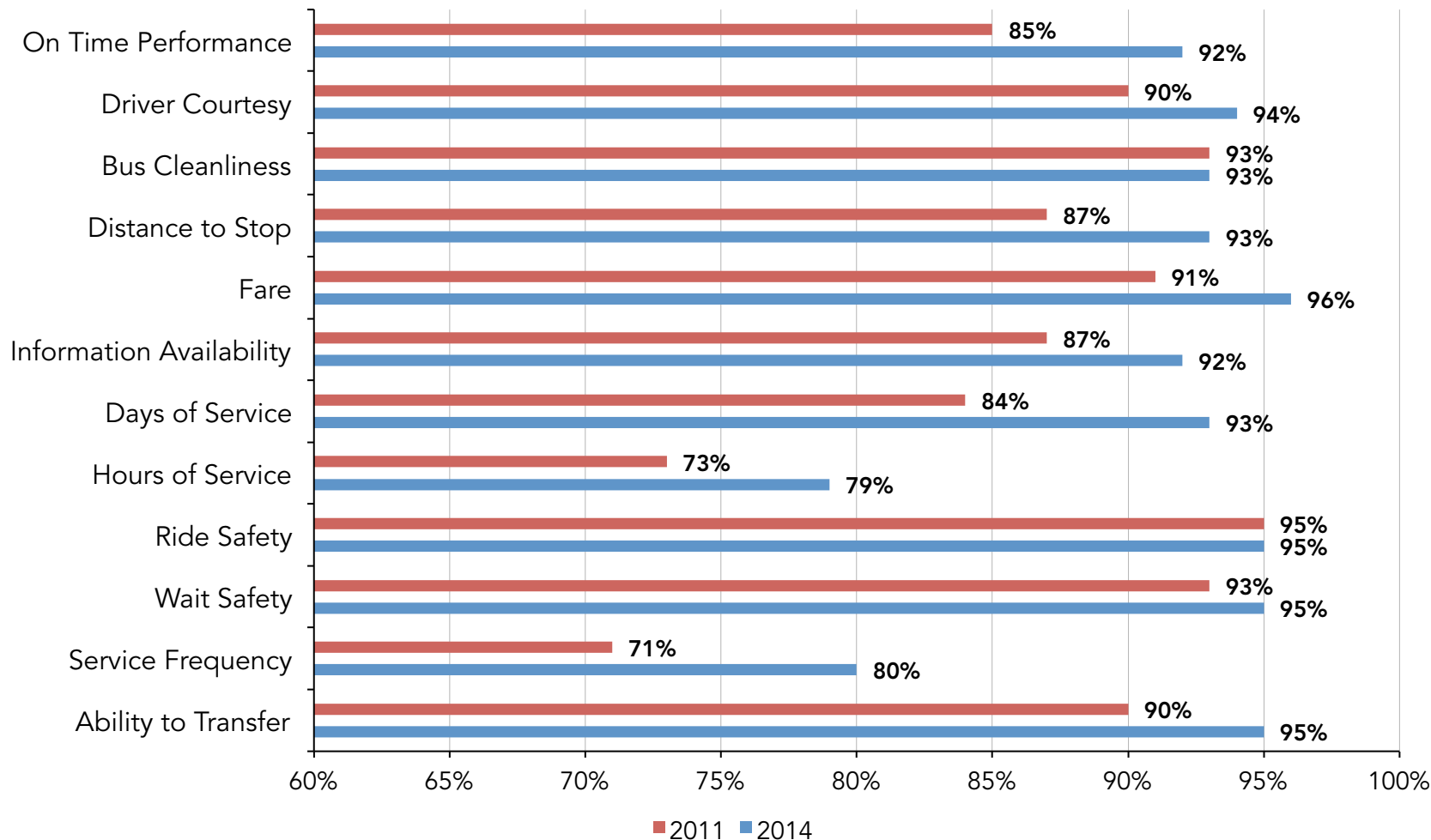
Northridge



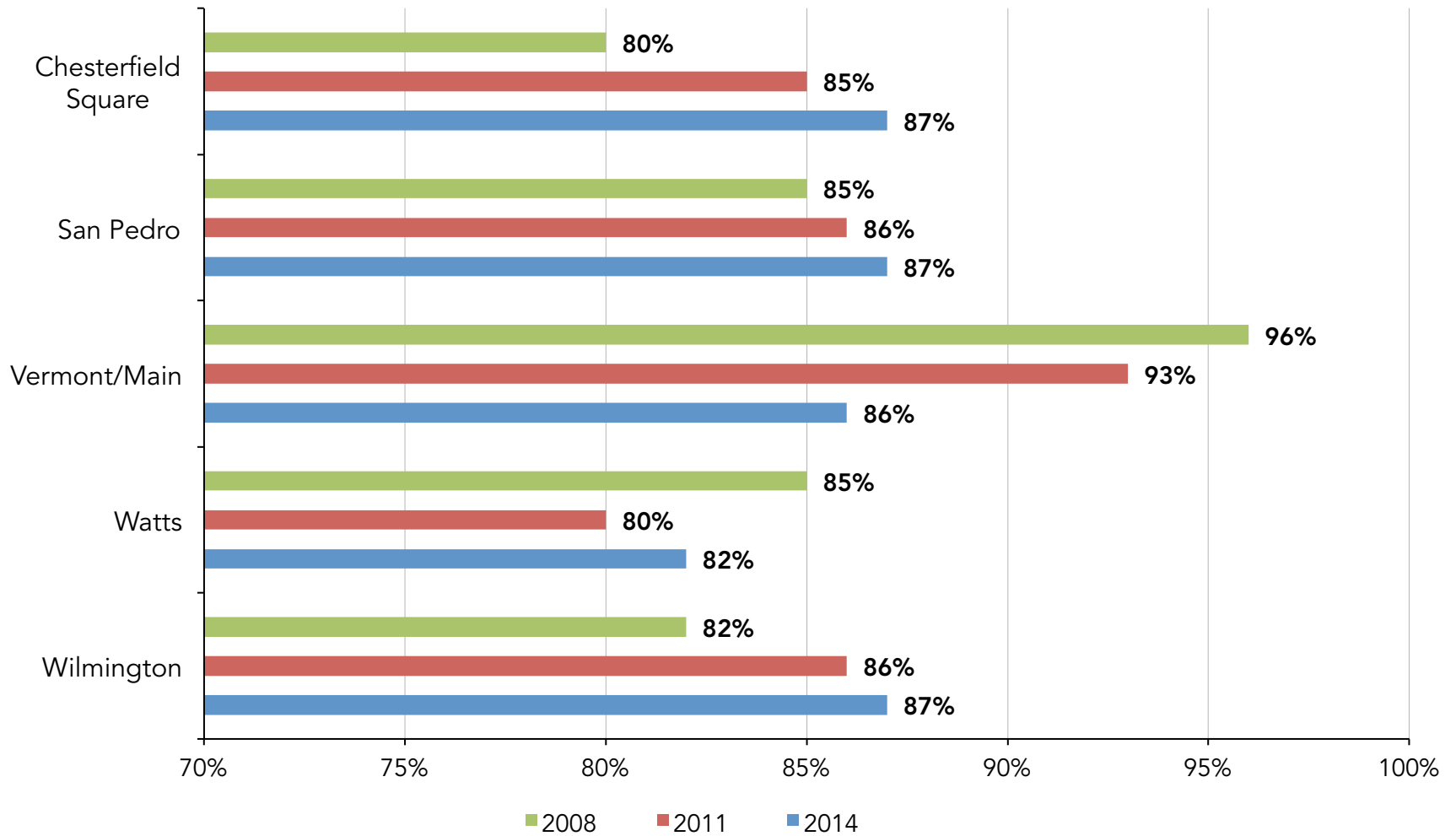
Panorama City/Van Nuys



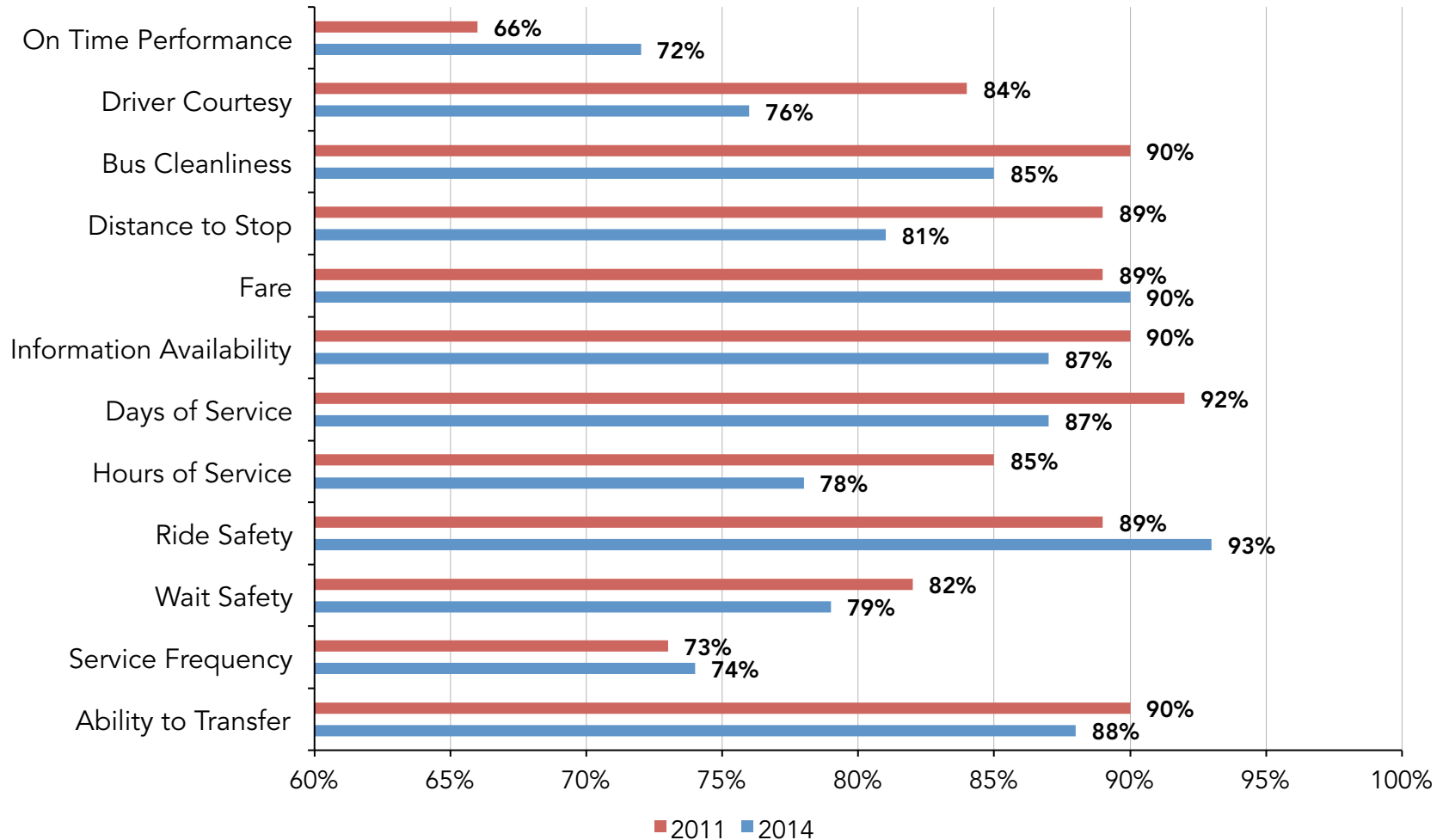
Van Nuys/Studio City



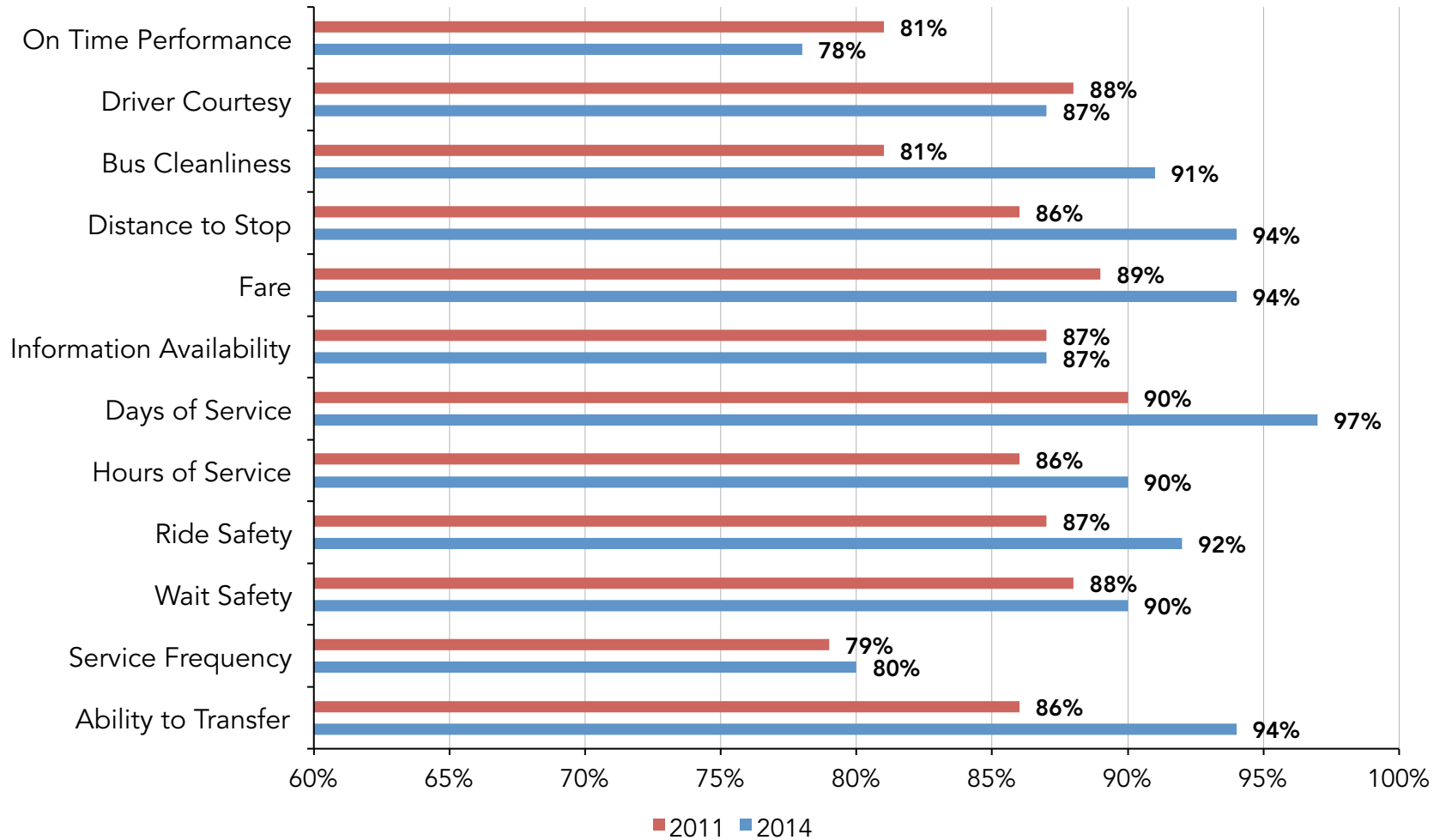
Overall Service Rating, Weekday



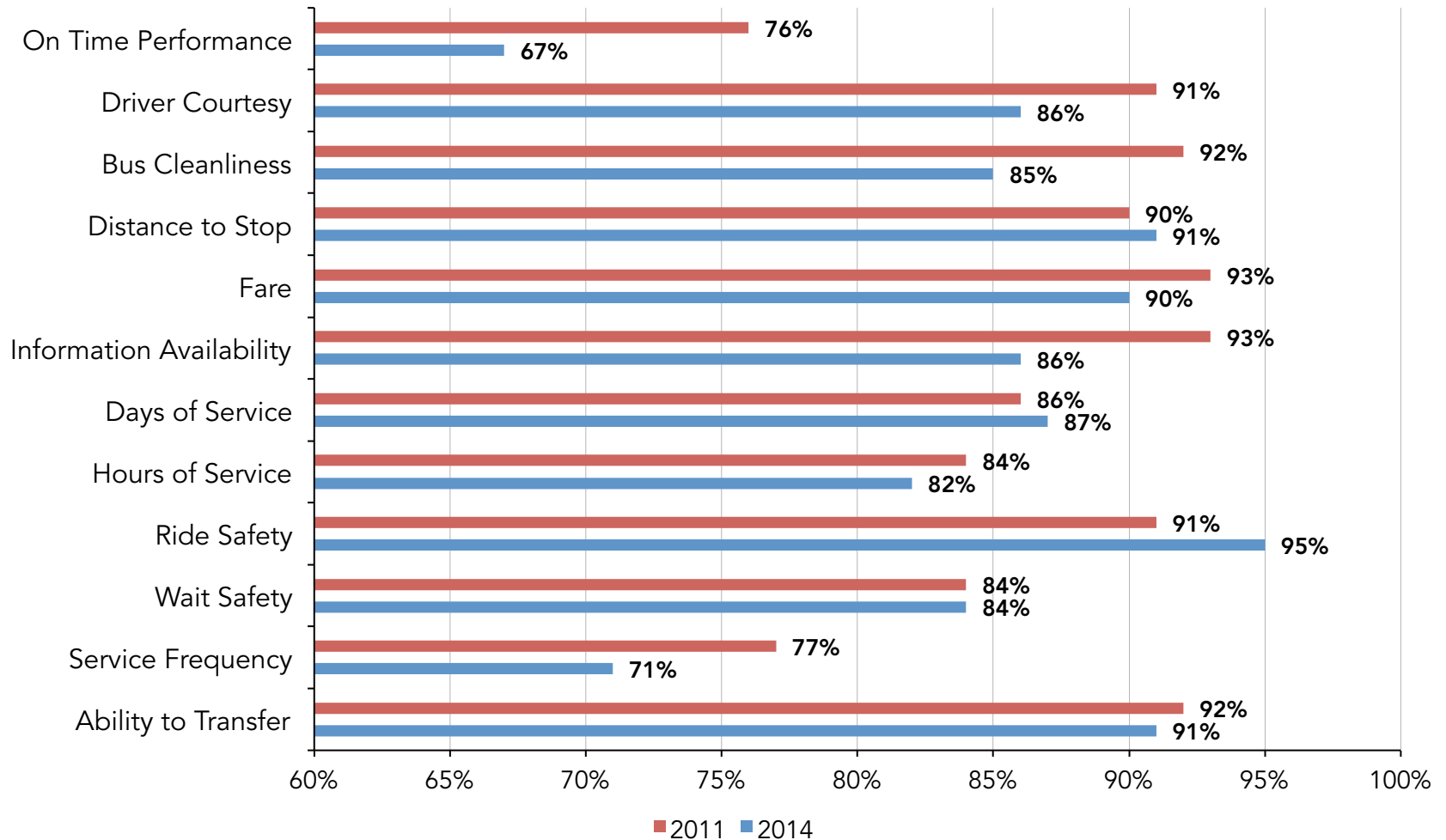
Chesterfield Square



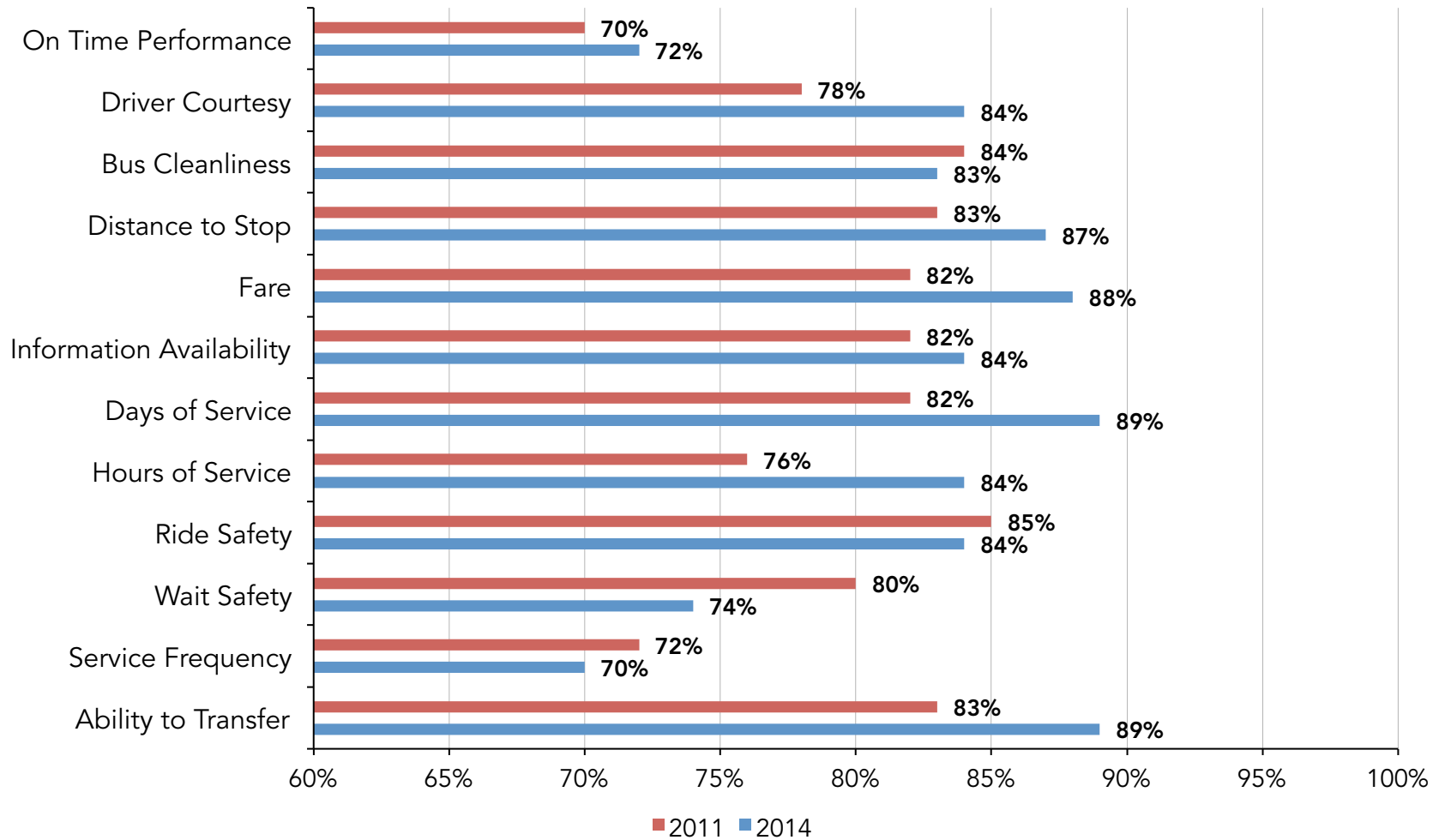
San Pedro



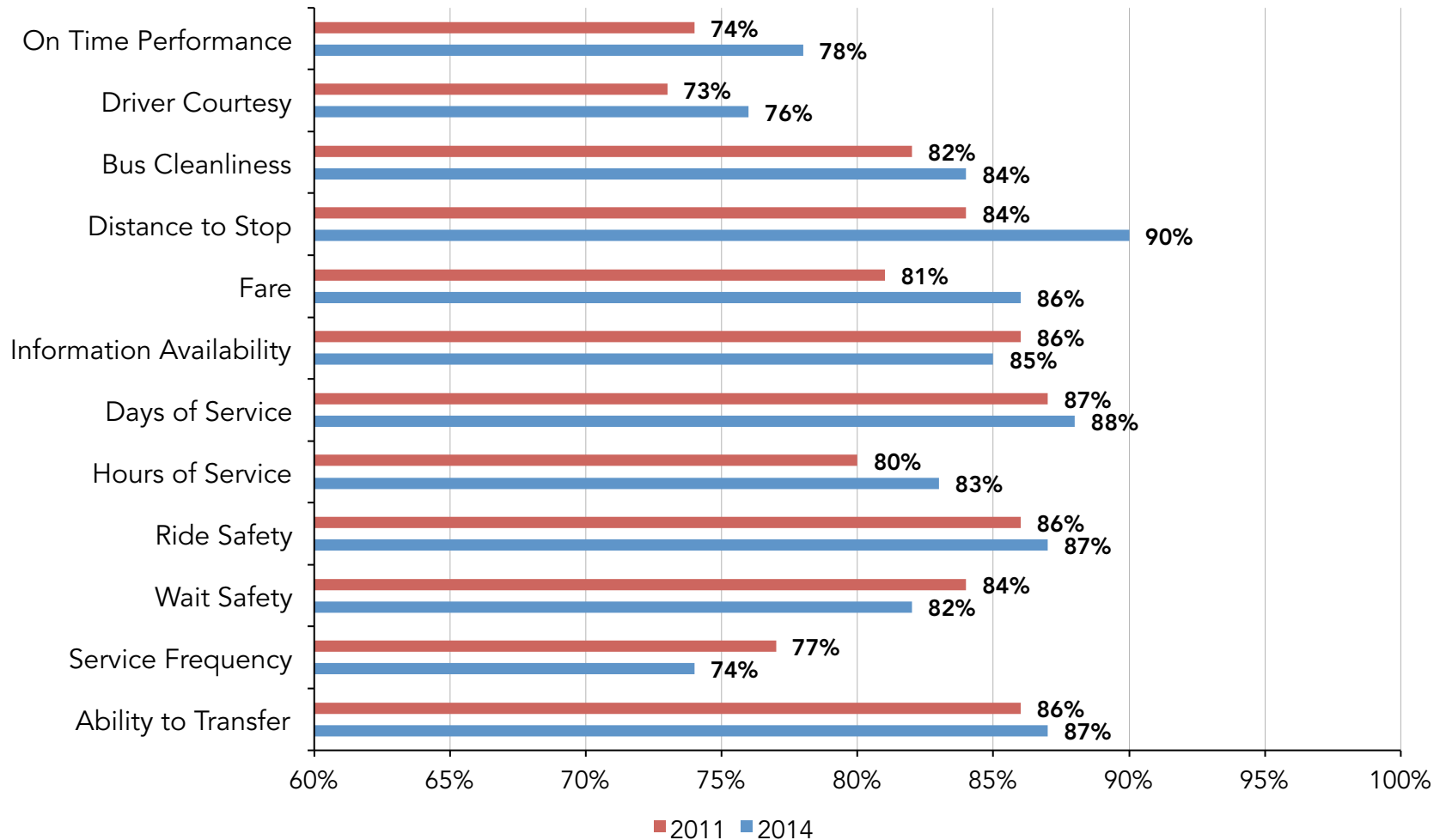
Vermont/Main



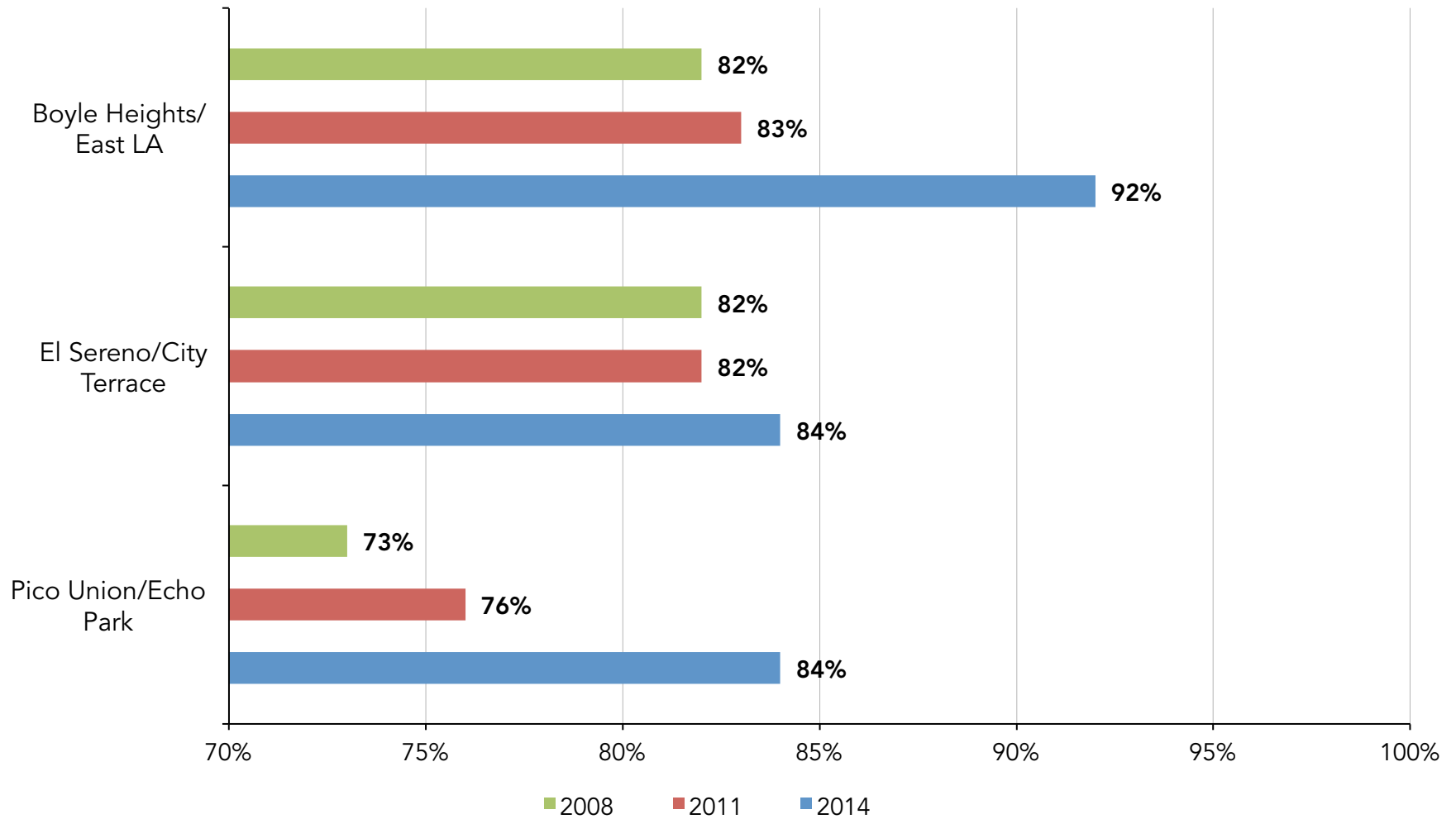
Watts



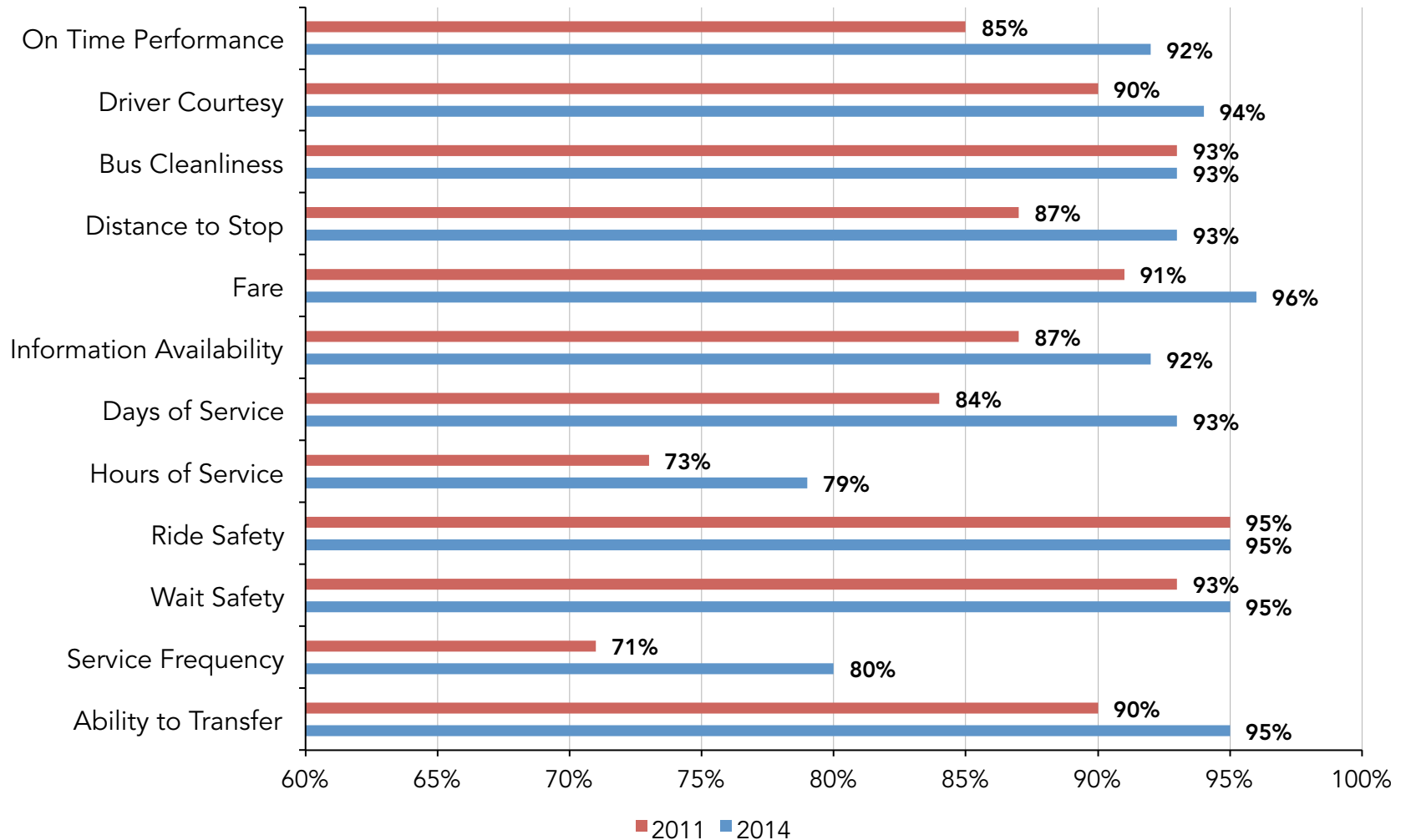
Wilmington



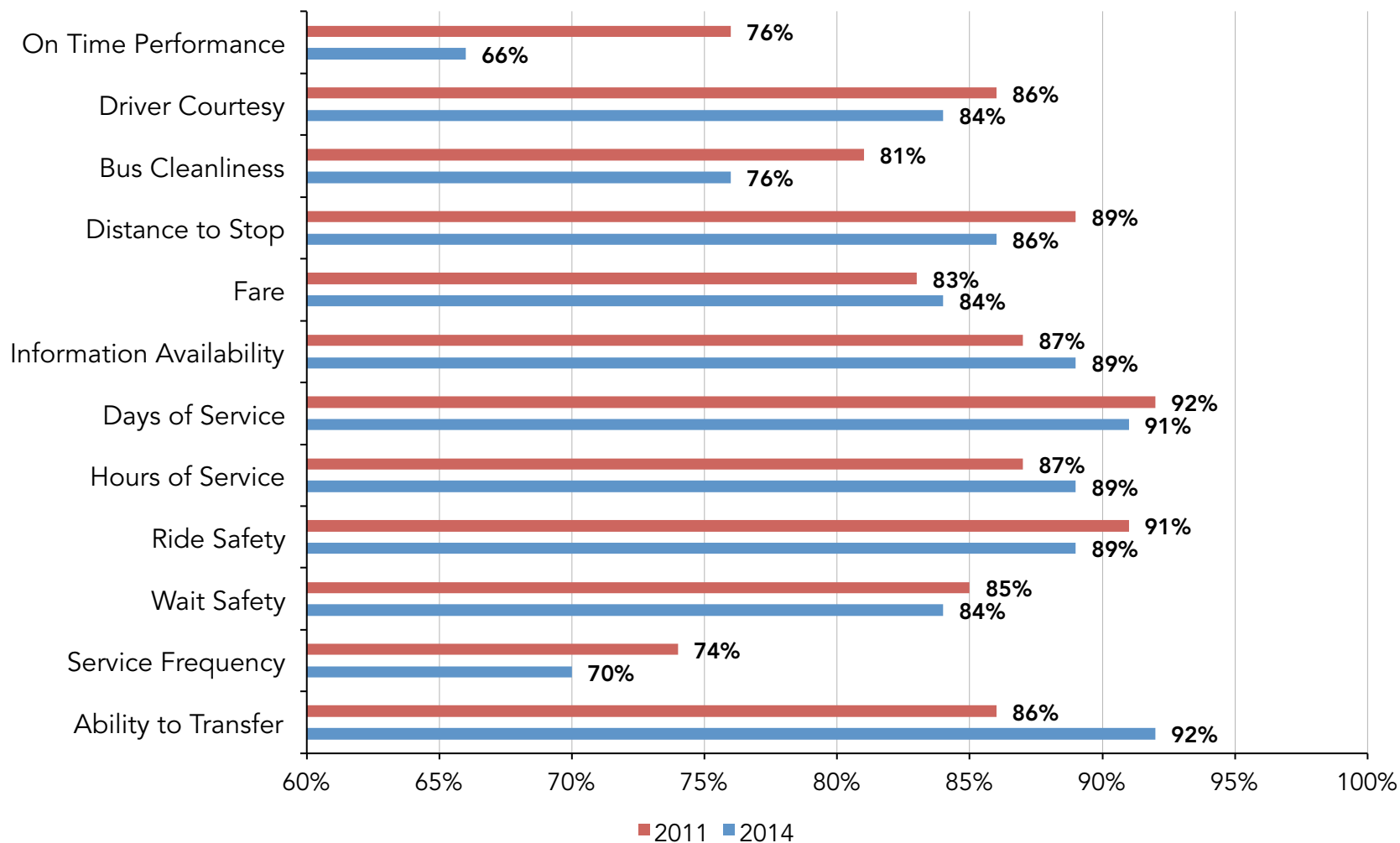
Overall Service Rating, Weekday



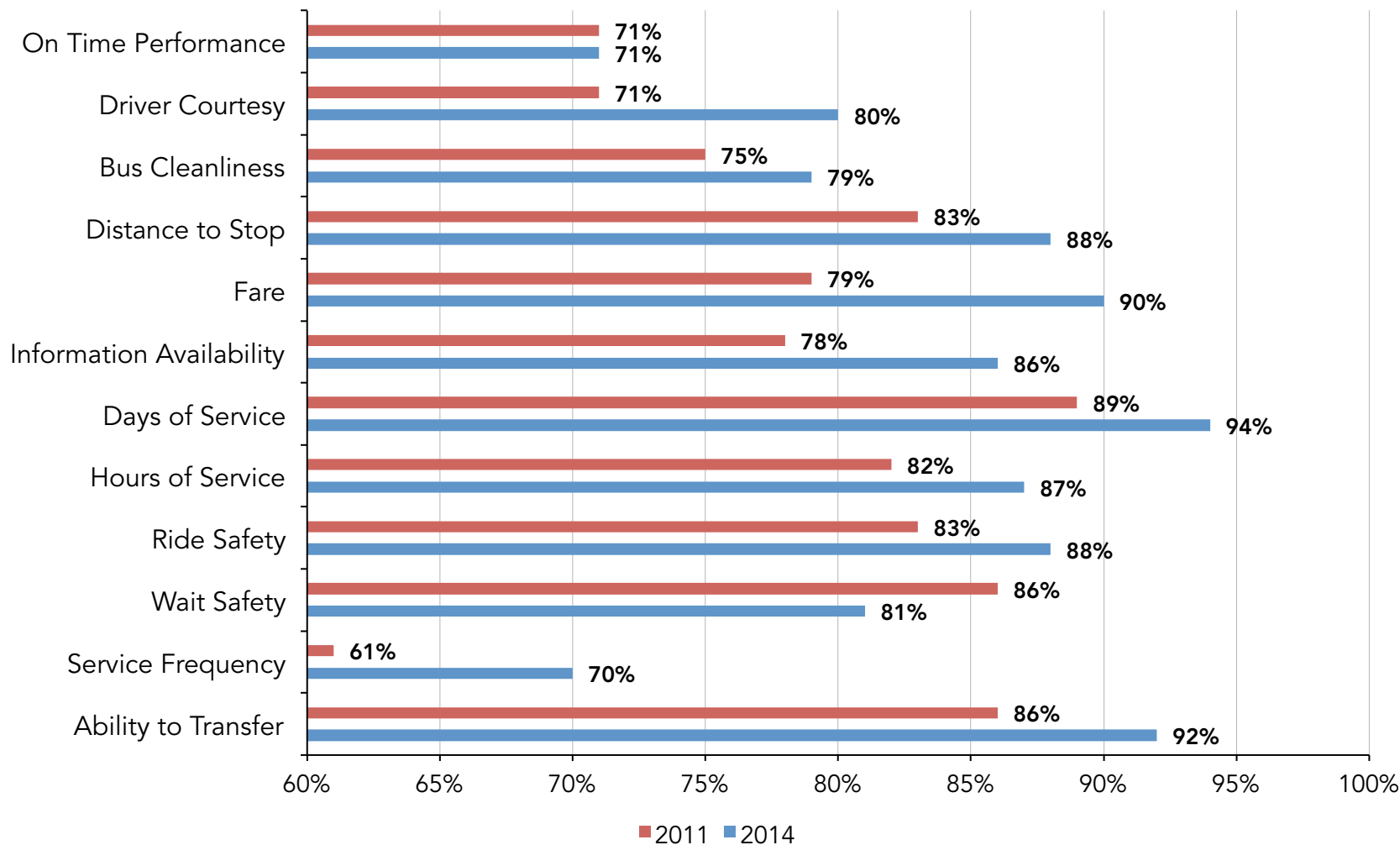
Boyle Heights/East LA



El Sereno/City Terrace

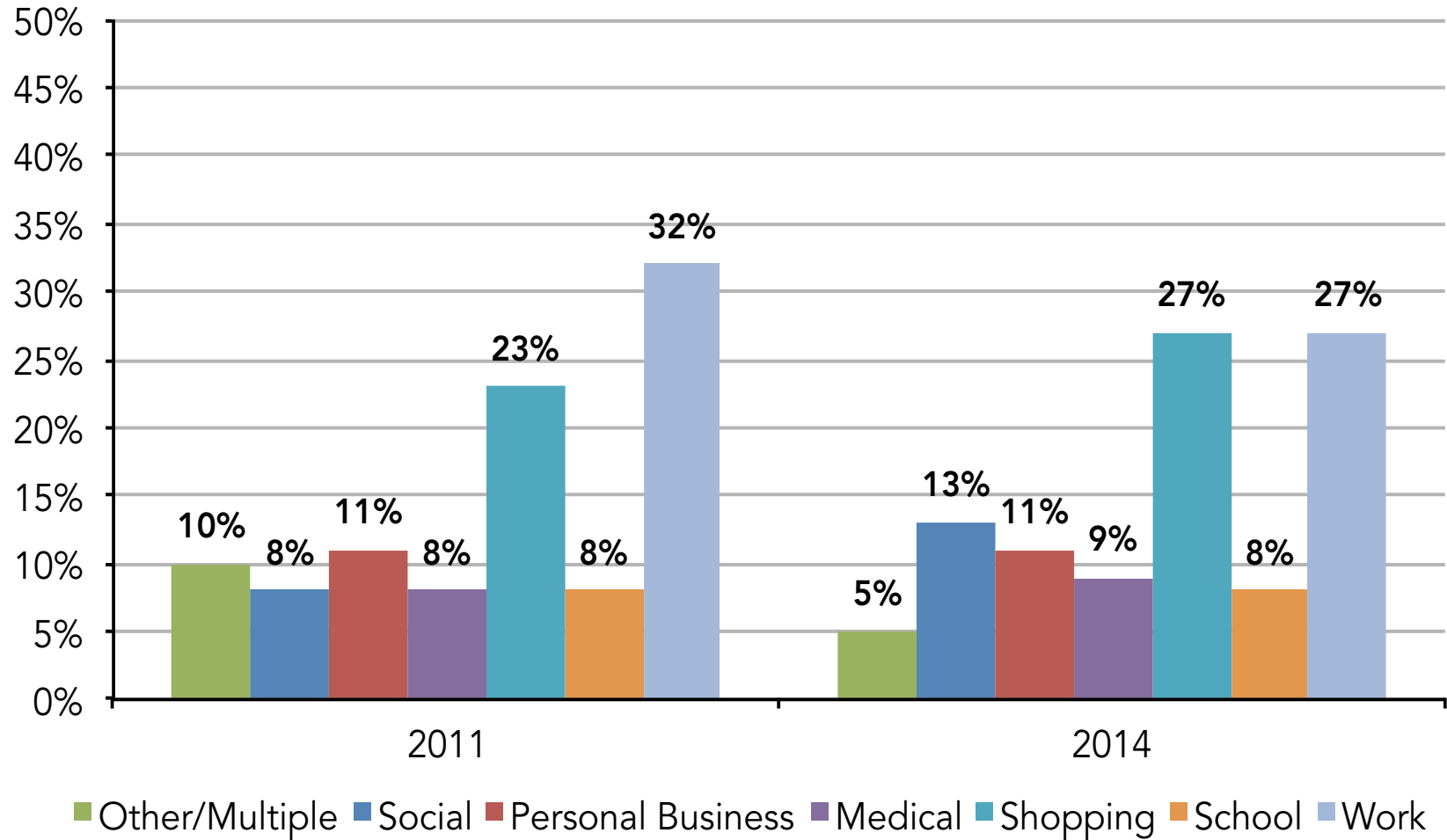


Pico Union/Echo Park

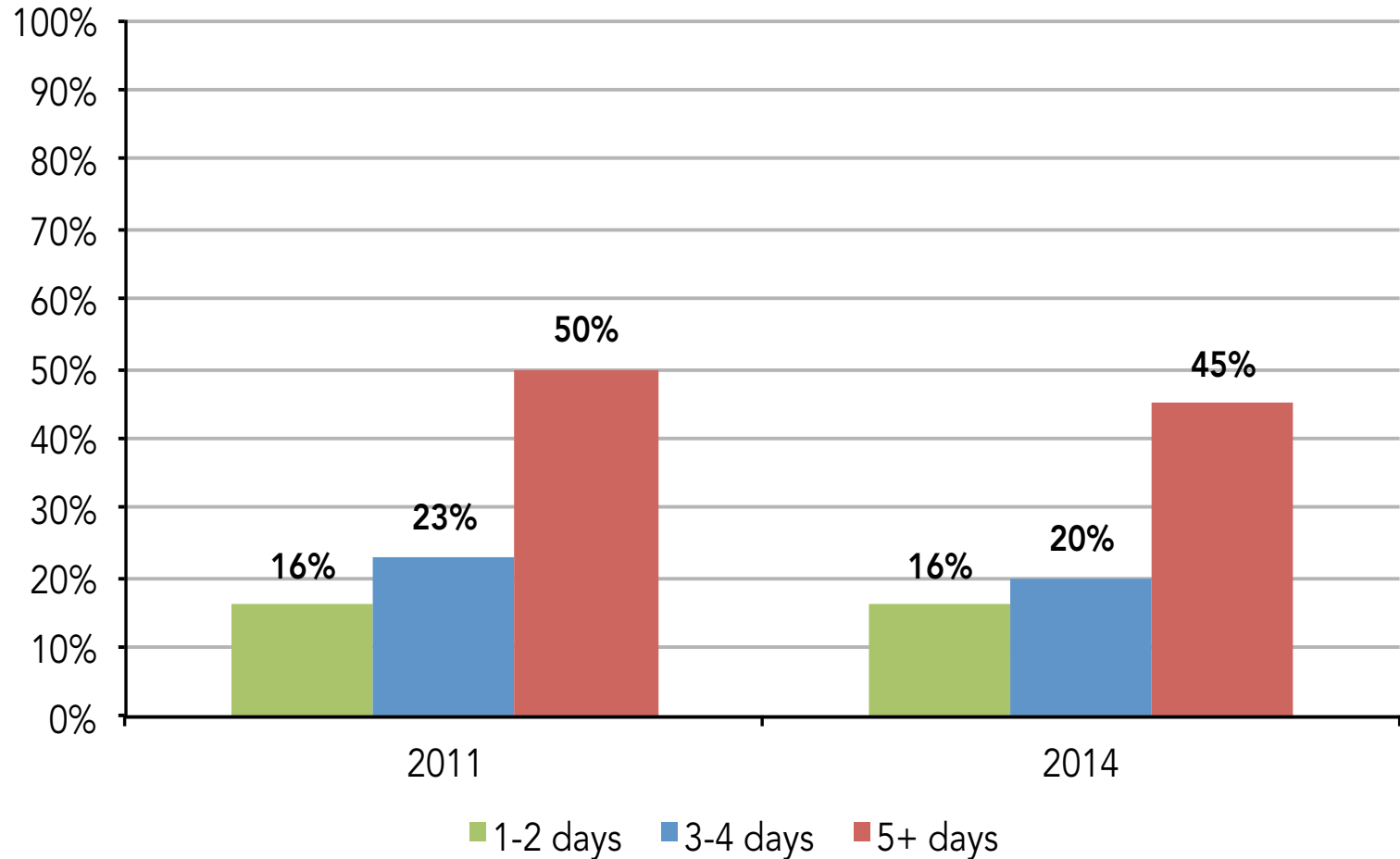


Weekend Service

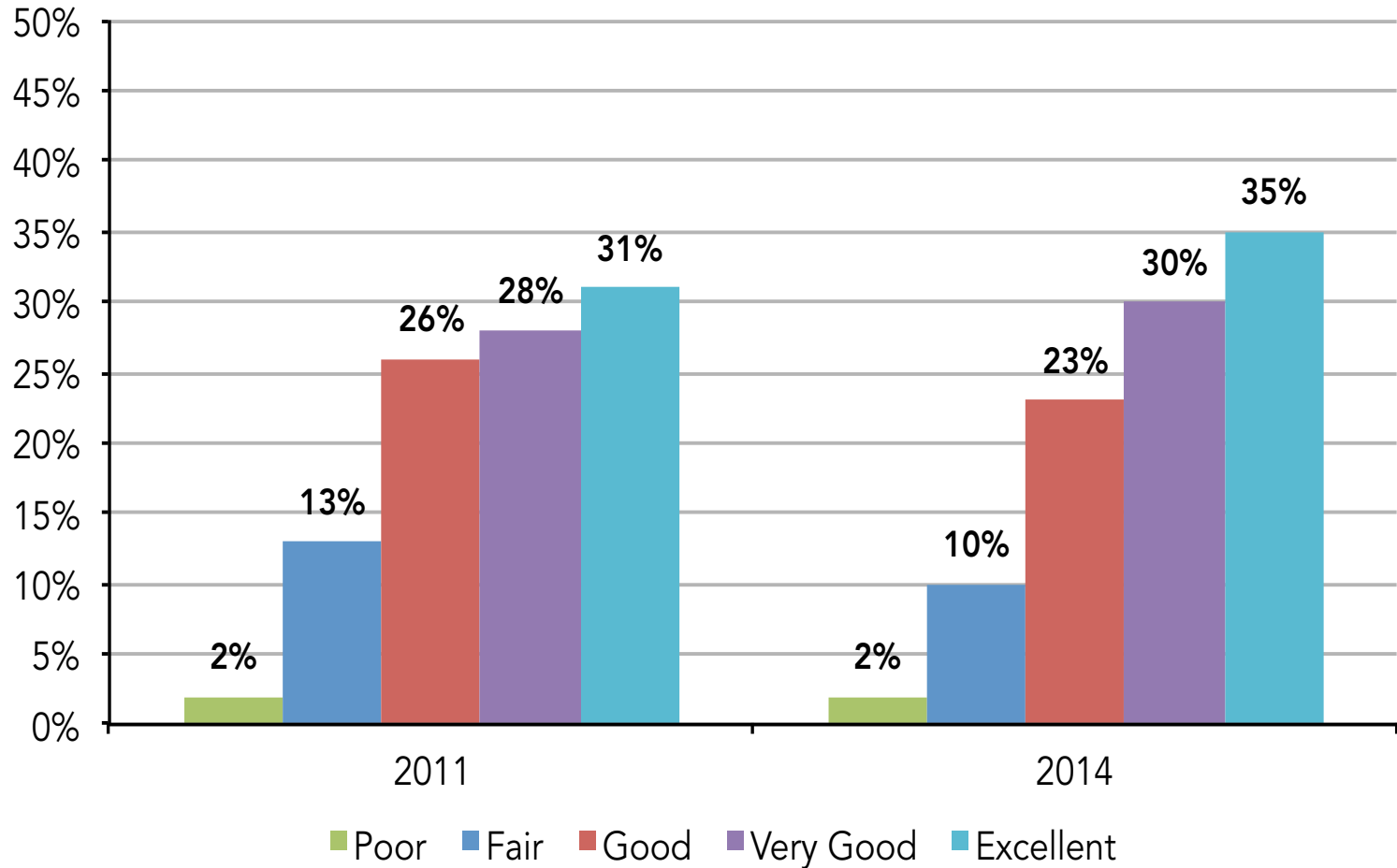
Trip Purpose, Saturday



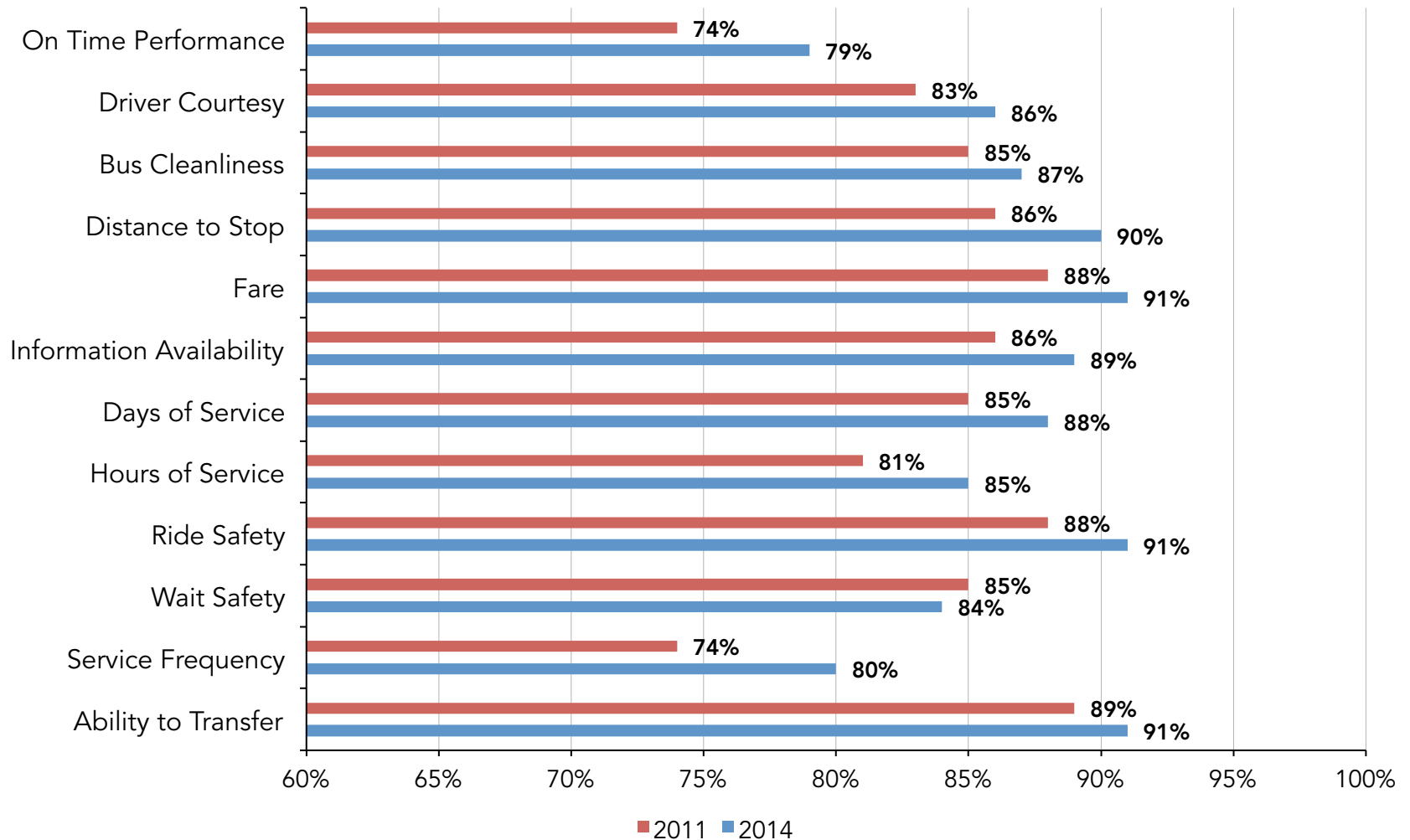
Frequency of Use, Saturday



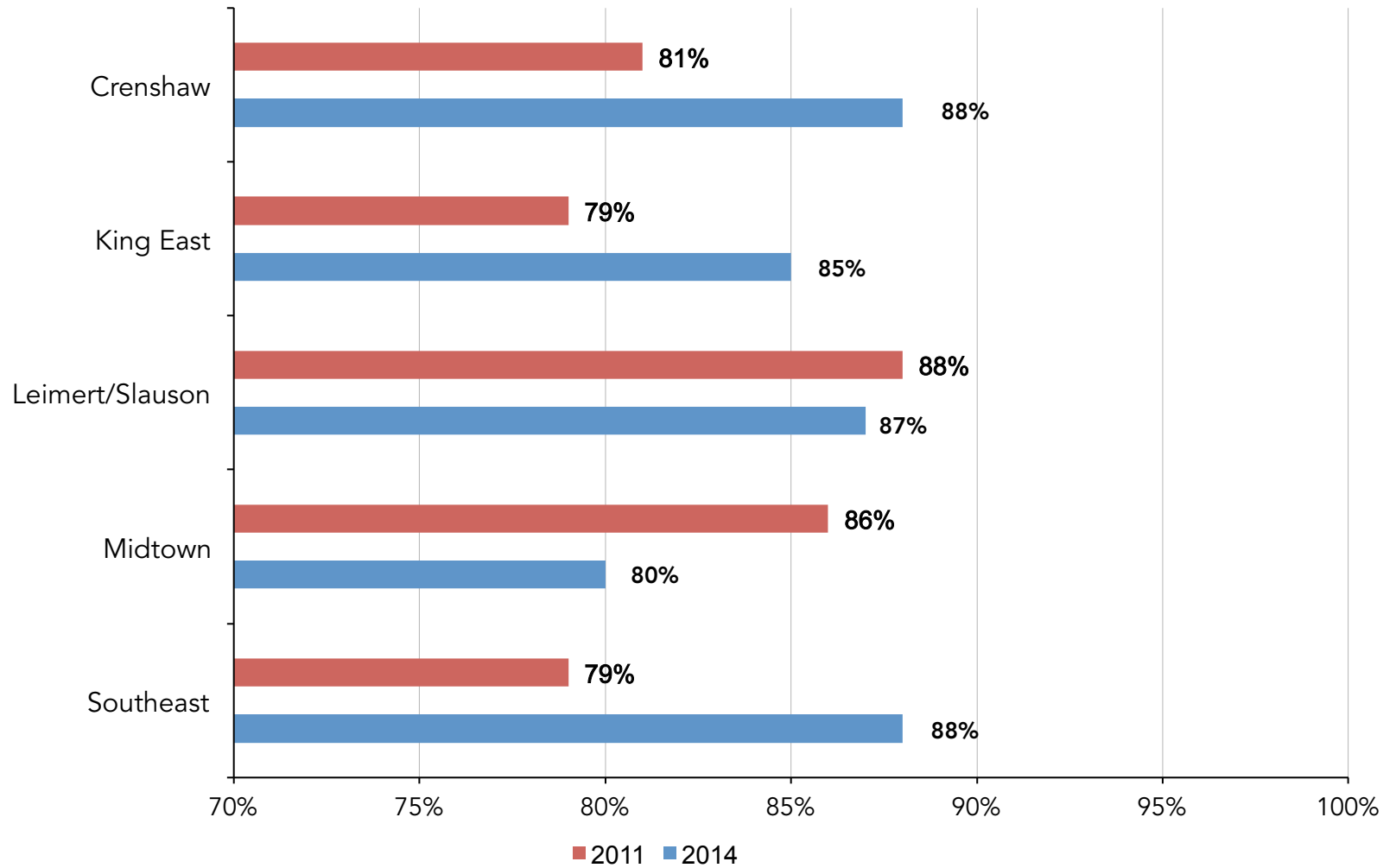
Overall Service Rating, Saturday



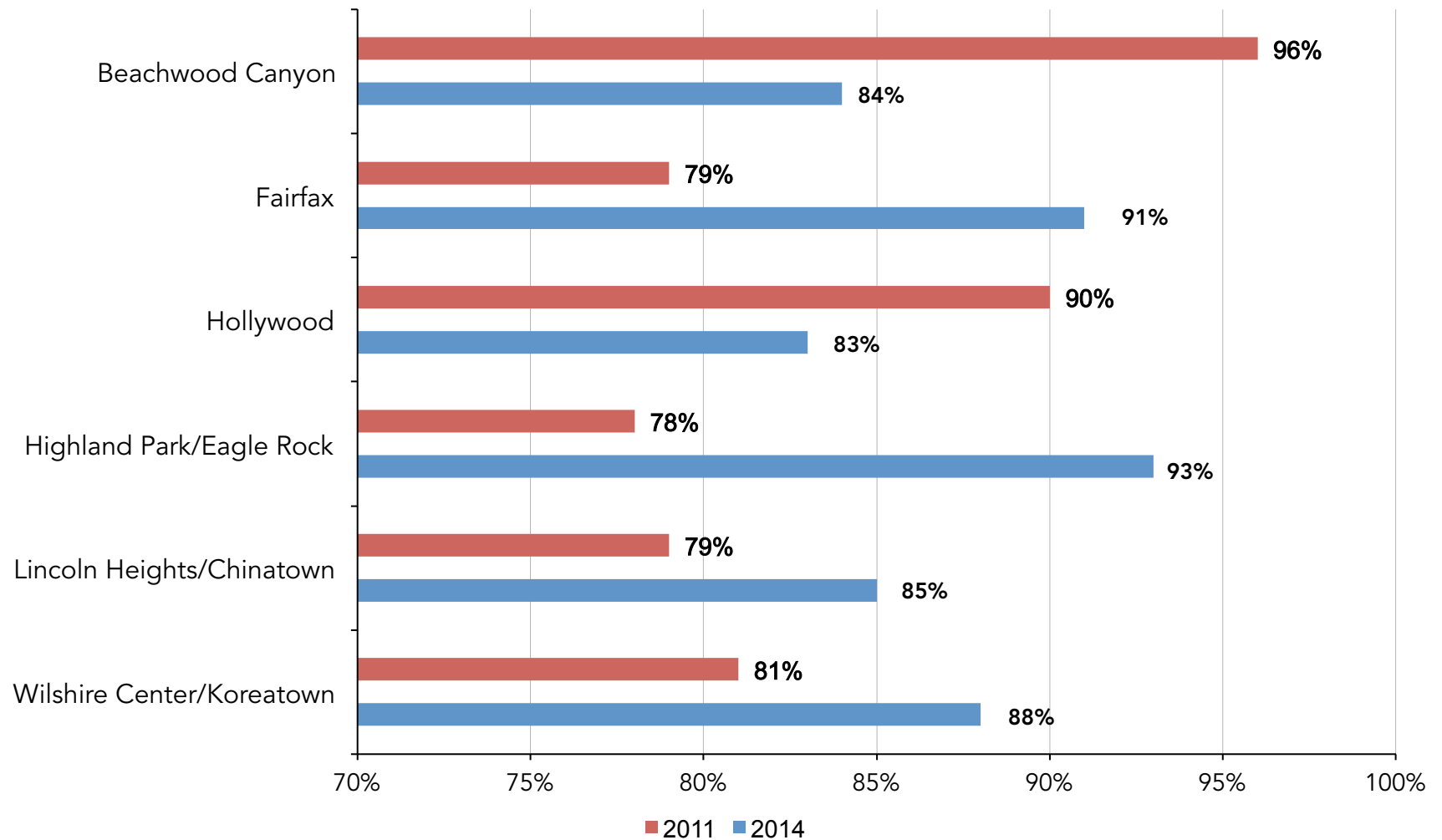
Service Characteristics, Sat.



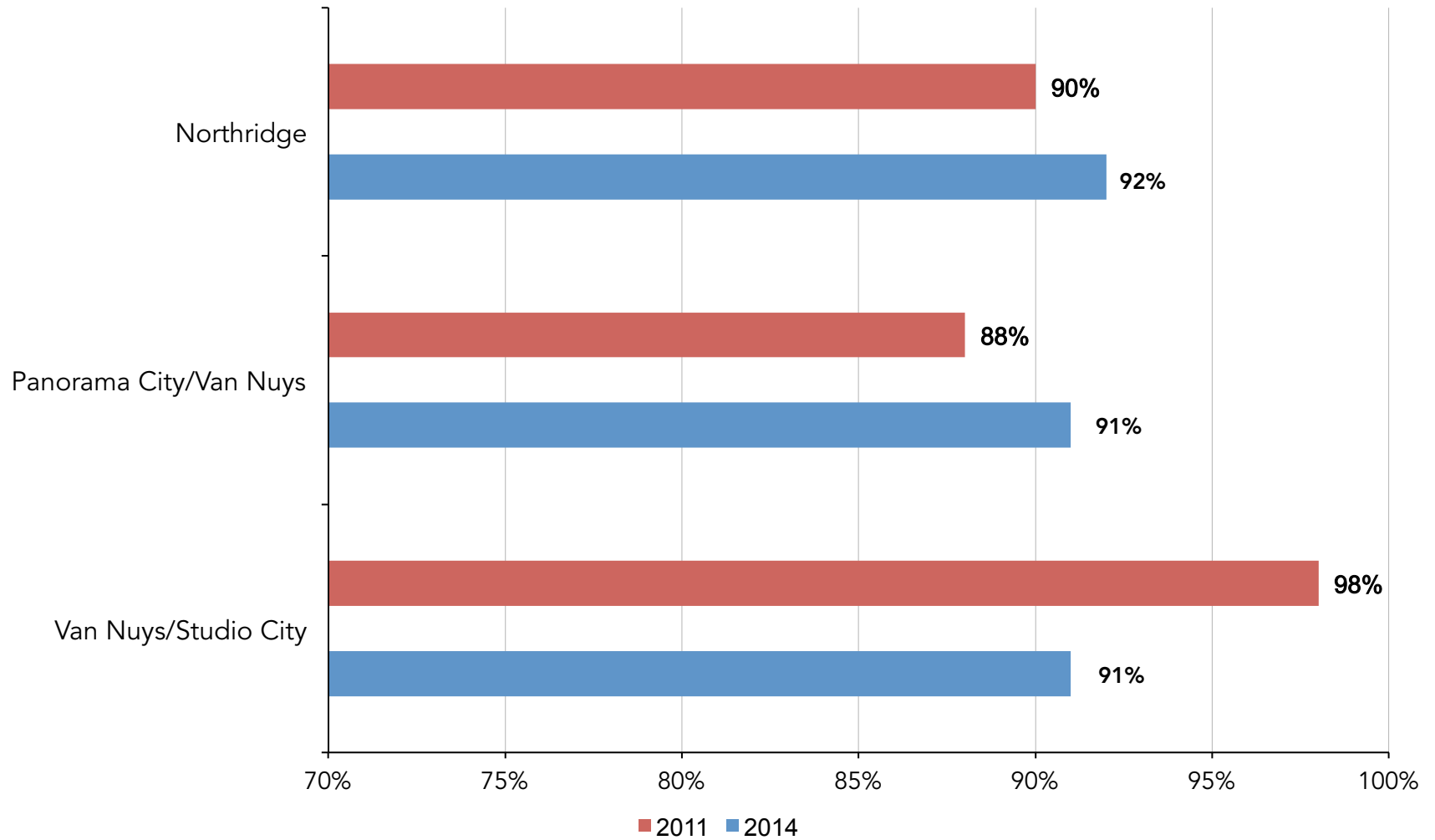
Overall Service Rating, Saturday



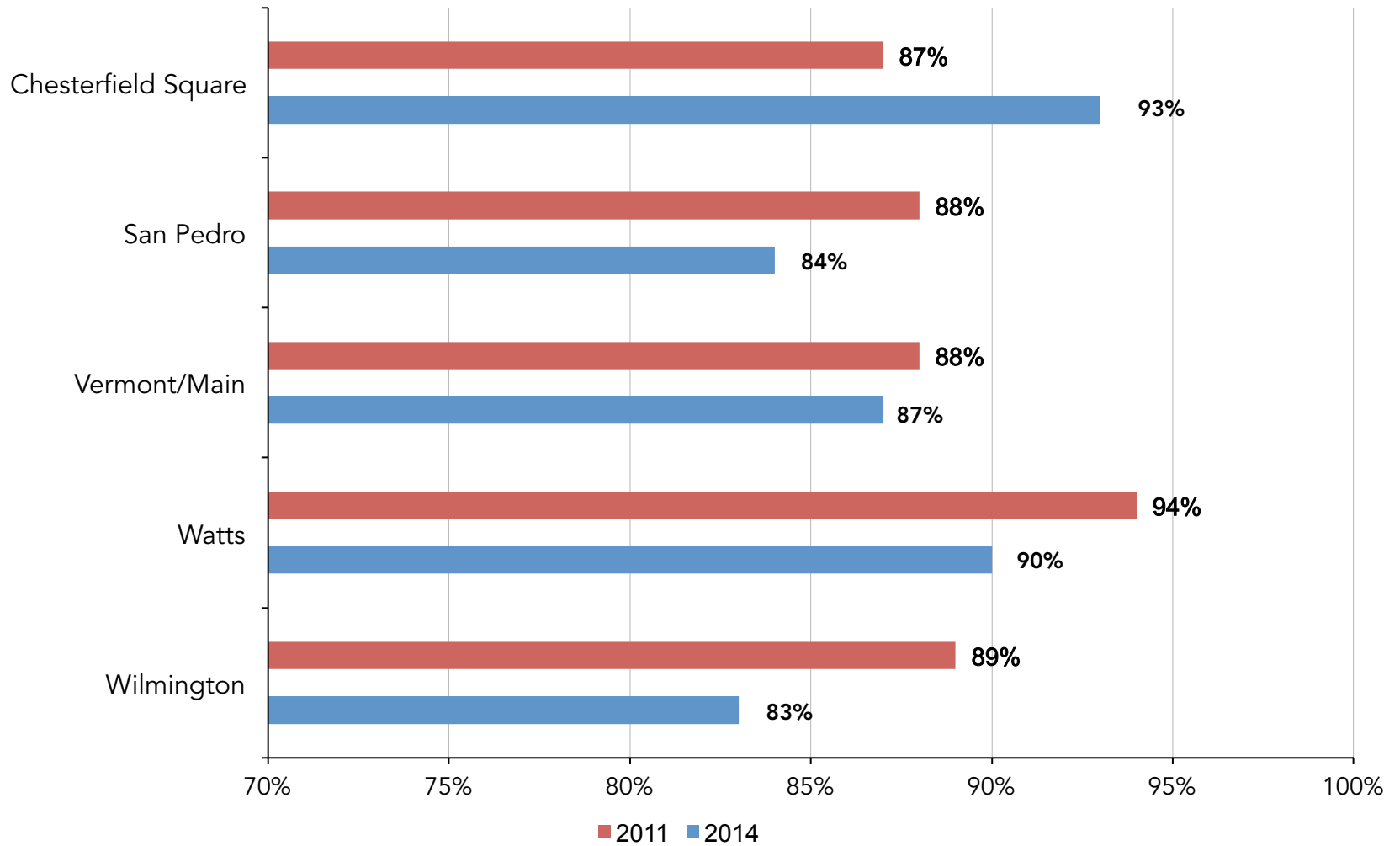
Overall Service Rating, Saturday



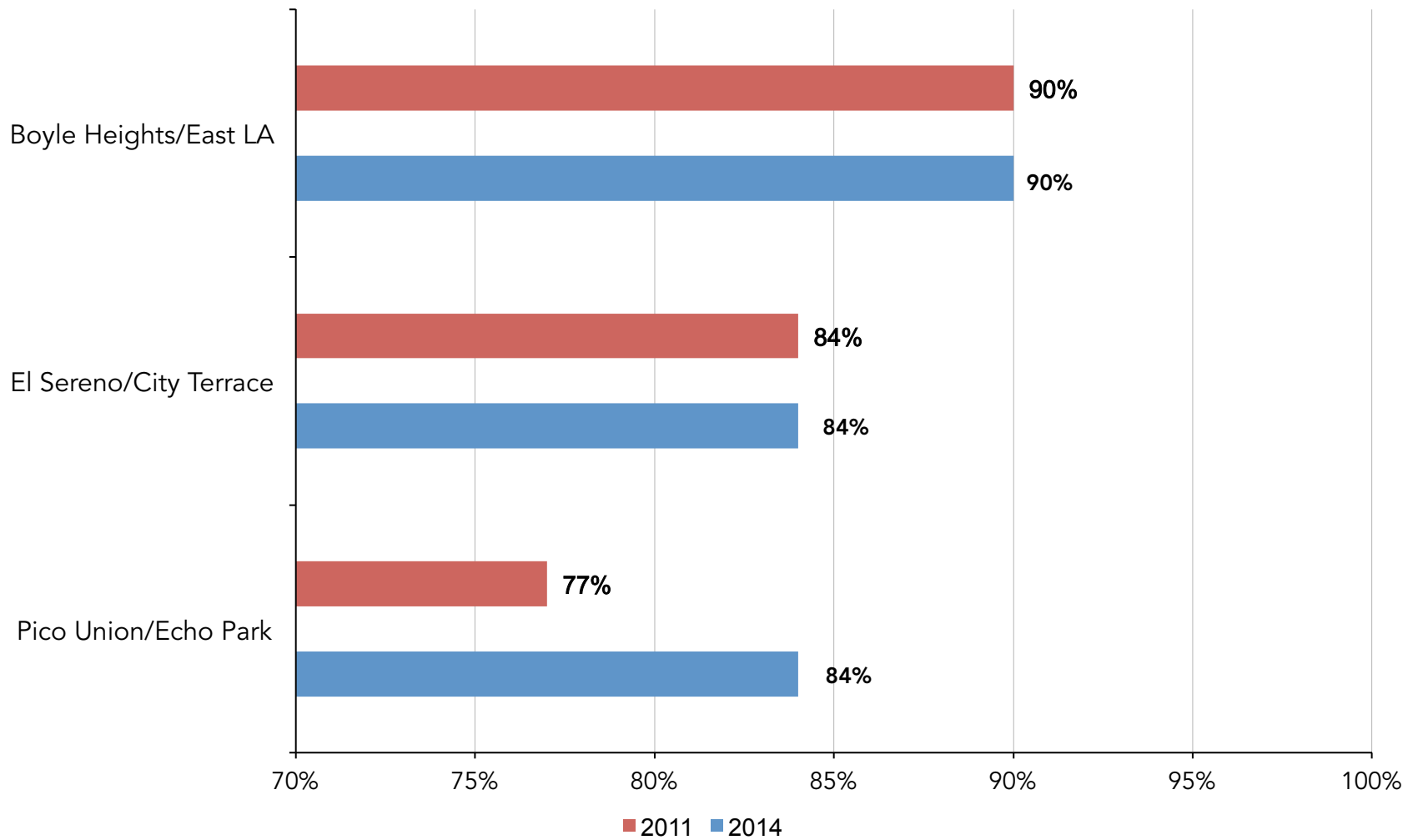
Overall Service Rating, Saturday



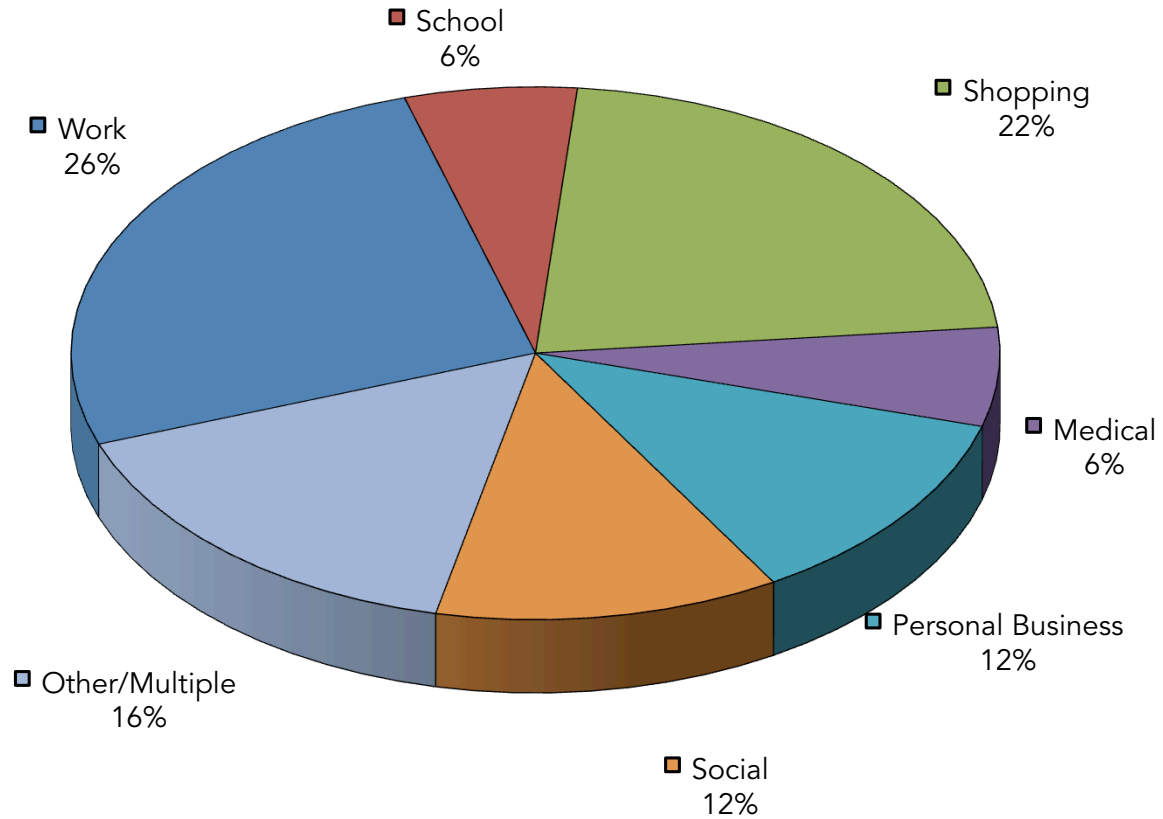
Overall Service Rating, Saturday



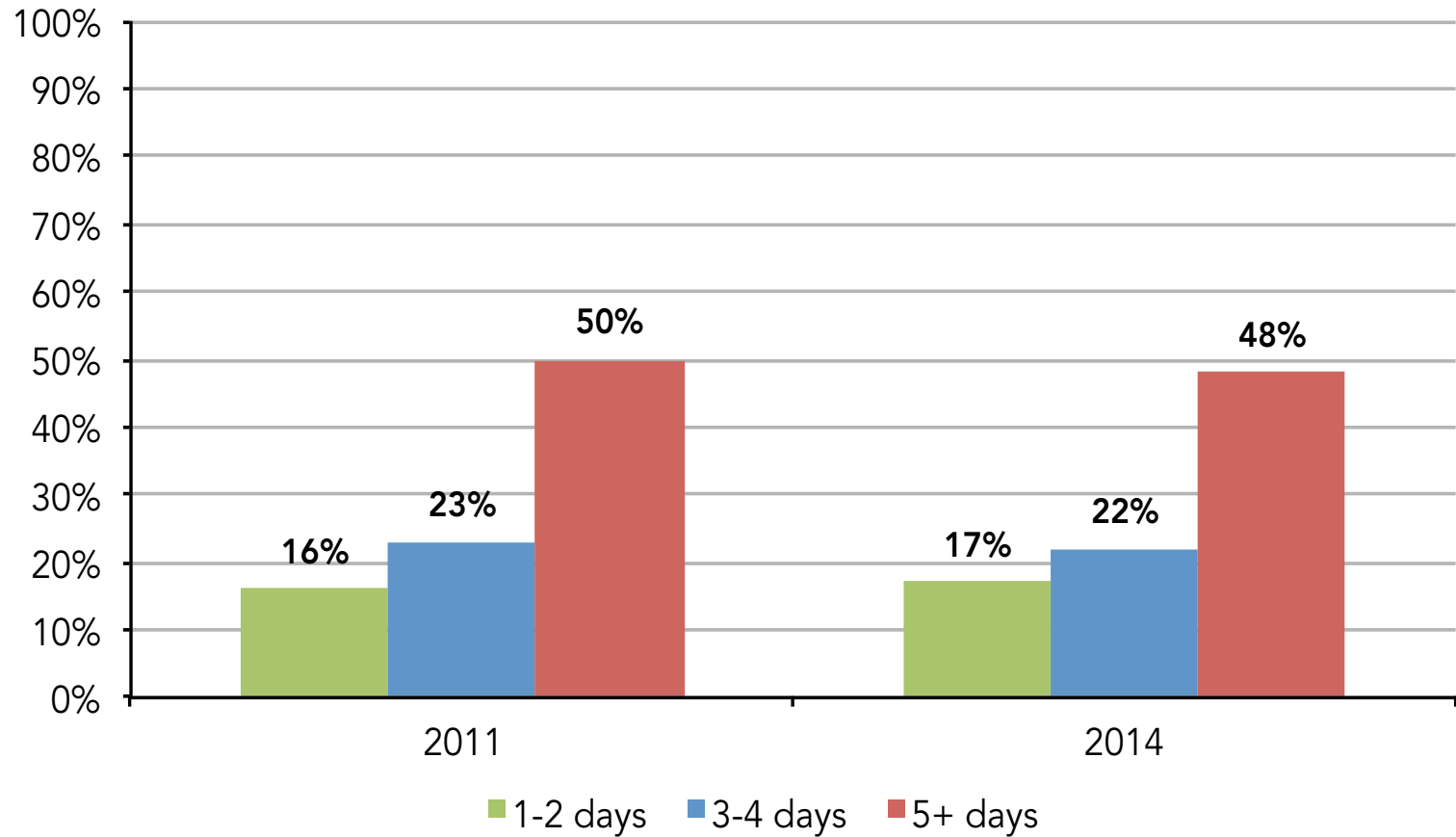
Overall Service Rating, Saturday



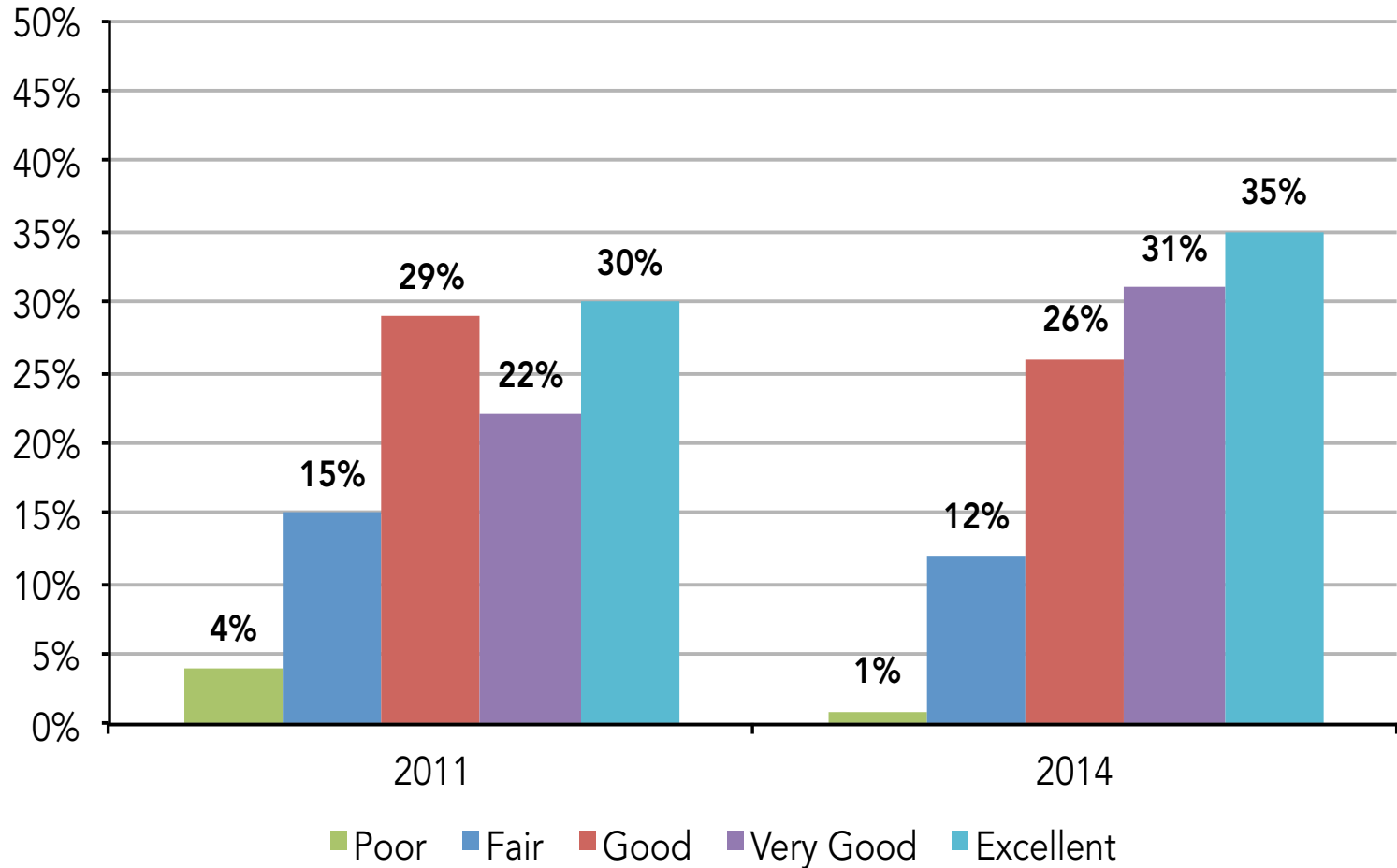
Trip Purpose, Sunday



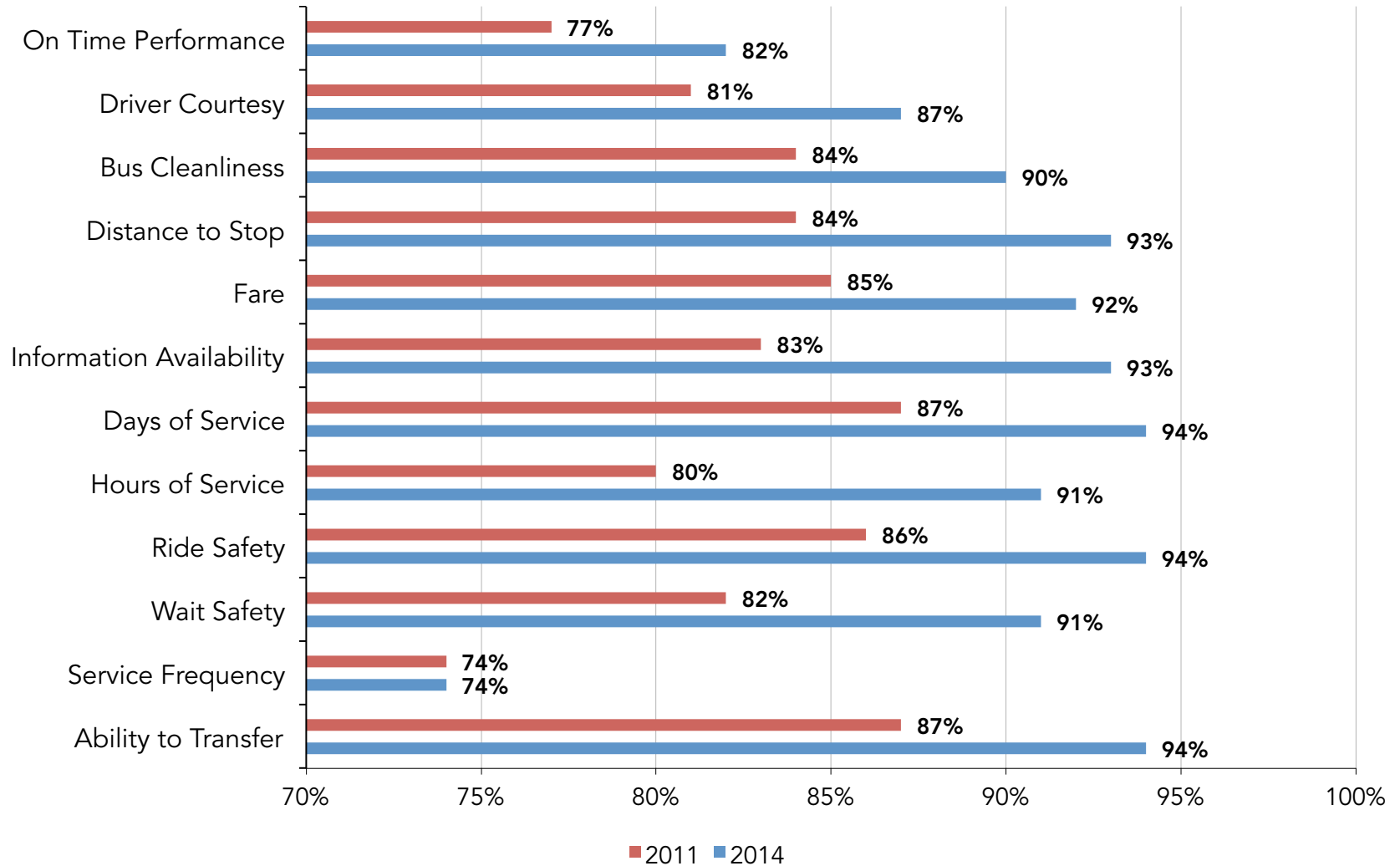
Frequency of Use, Sunday



Overall Service Rating, Sunday



Service Characteristics, Sunday



Overall Service Rating, Sunday

