



We'll Get You There

RapidRide B Line Customer Satisfaction Survey

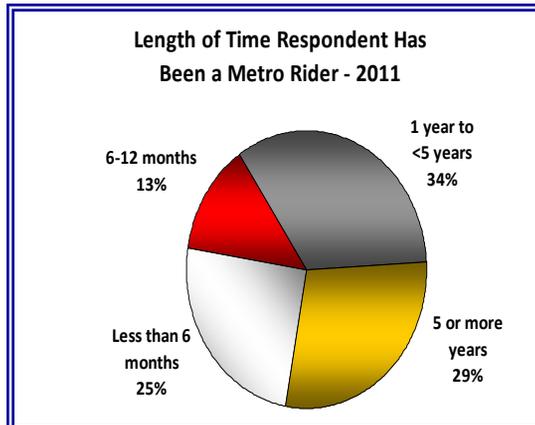
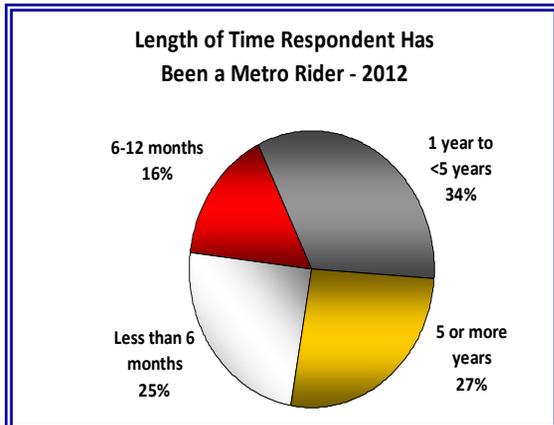
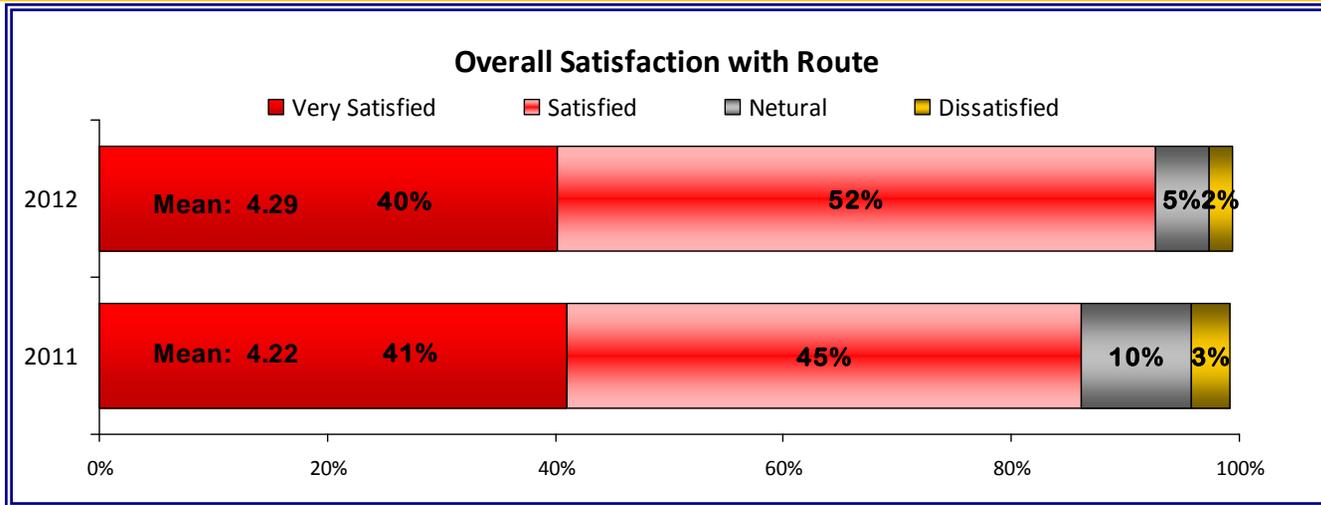
November 2012

Quick Look: One Year Post Implementation

2012, N=513. Riders were surveyed between 6-10 a.m. and 3-7 p.m.

2011, N=504. Riders were surveyed between 9 a.m. and 7 p.m.

RapidRide B Line: Overall Satisfaction and Rider Profile



Rider Demographics		
Q18. Gender		
	2012	2011
Male	65%	62%
Female	35%	38%
Q.19 Age		
Under 18	7%	7%
18-24	18%	24%
25-34	42%	40%
35-44	19%	12%
45-54	6%	8%
55-64	7%	6%
65 and older	1%	3%

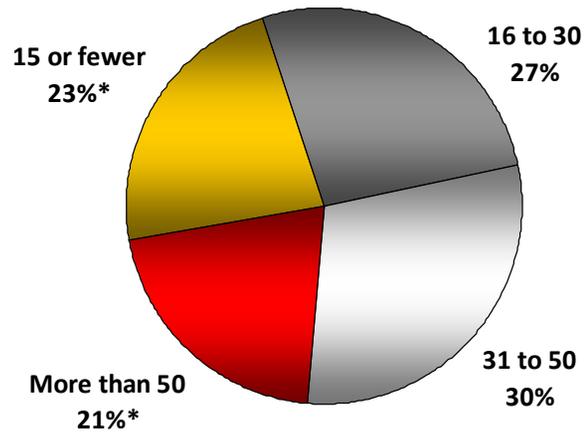
An asterisk (*) indicates a significant change in response.

Q7. Overall, how satisfied are you with the Route? (5 is very satisfied, 1 is very dissatisfied)

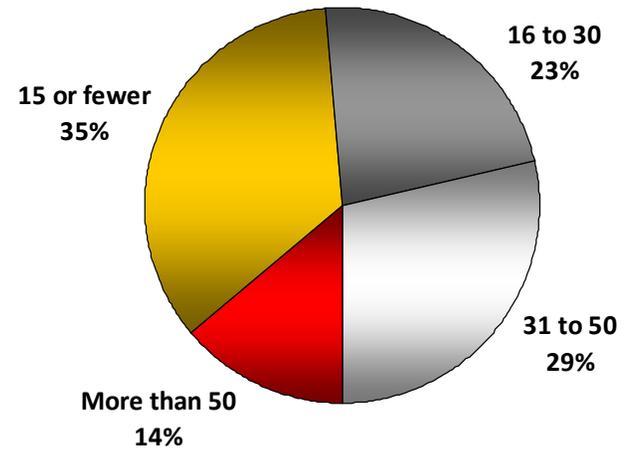
Q20. How long have you been a Metro Rider?

RapidRide B Line: Ridership Information

Rides Taken on Route in Past 30 Days - 2012



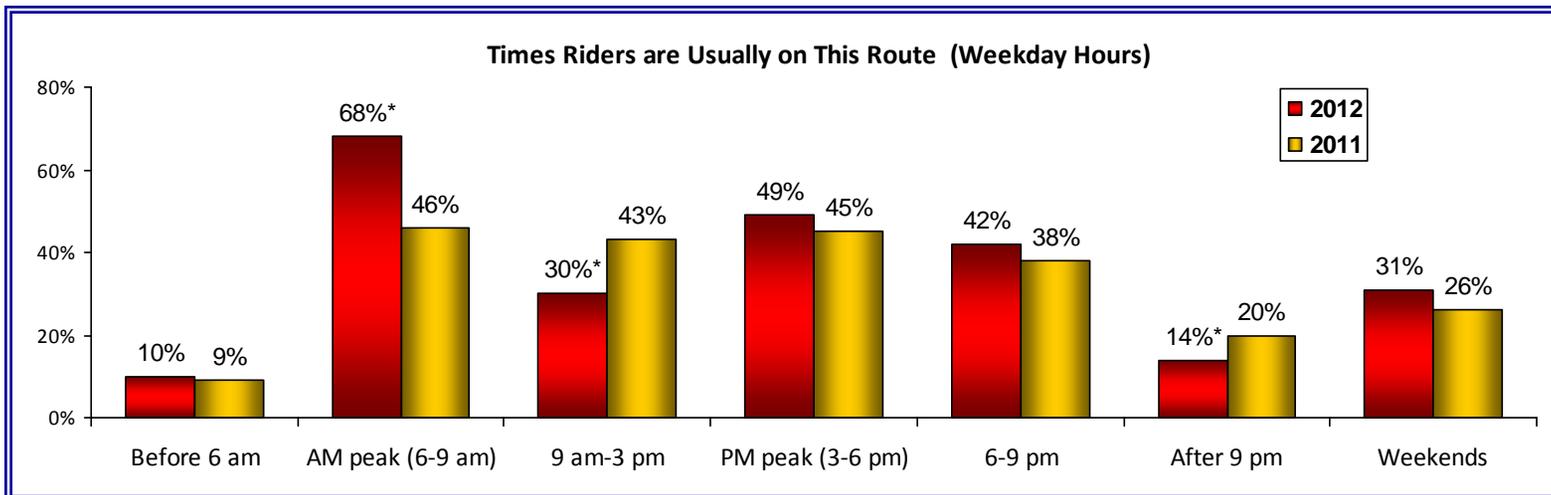
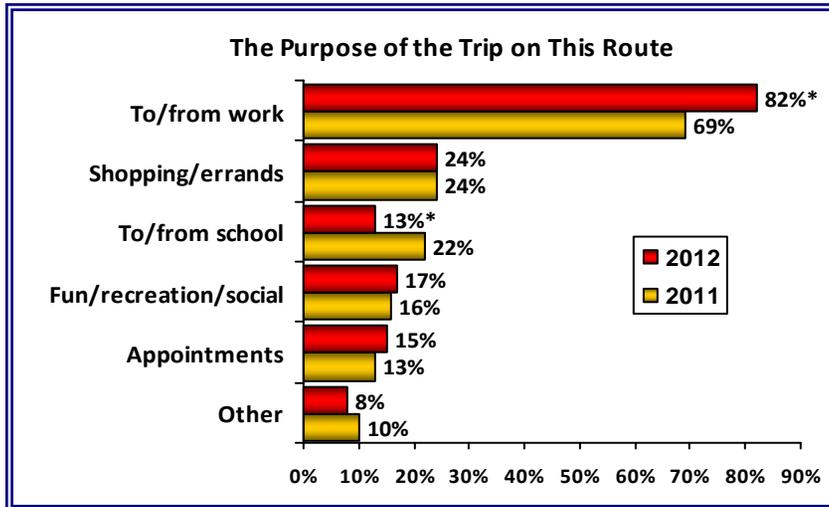
Rides Taken on Route in Past 30 Days - 2011



An asterisk (*) indicates a significant change in response.

Q8. How many rides have you taken on this Route in the last 30 days?

RapidRide B Line: Ridership Information

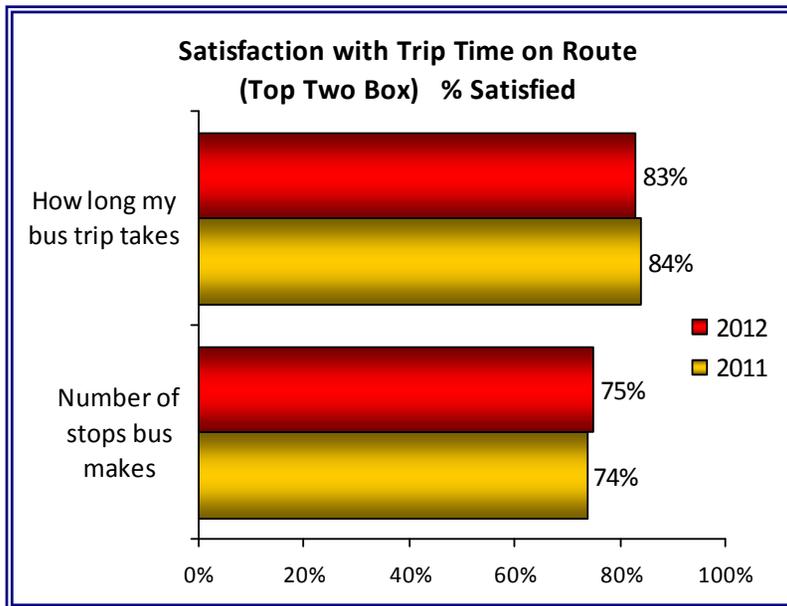


An asterisk (*) indicates a significant change in response.

Q8A. What is the purpose of the trip you take most often on this Route?

Q9. When do you usually ride this Route?

Rapid Ride B Line: Trip Time and Personal Safety on Route



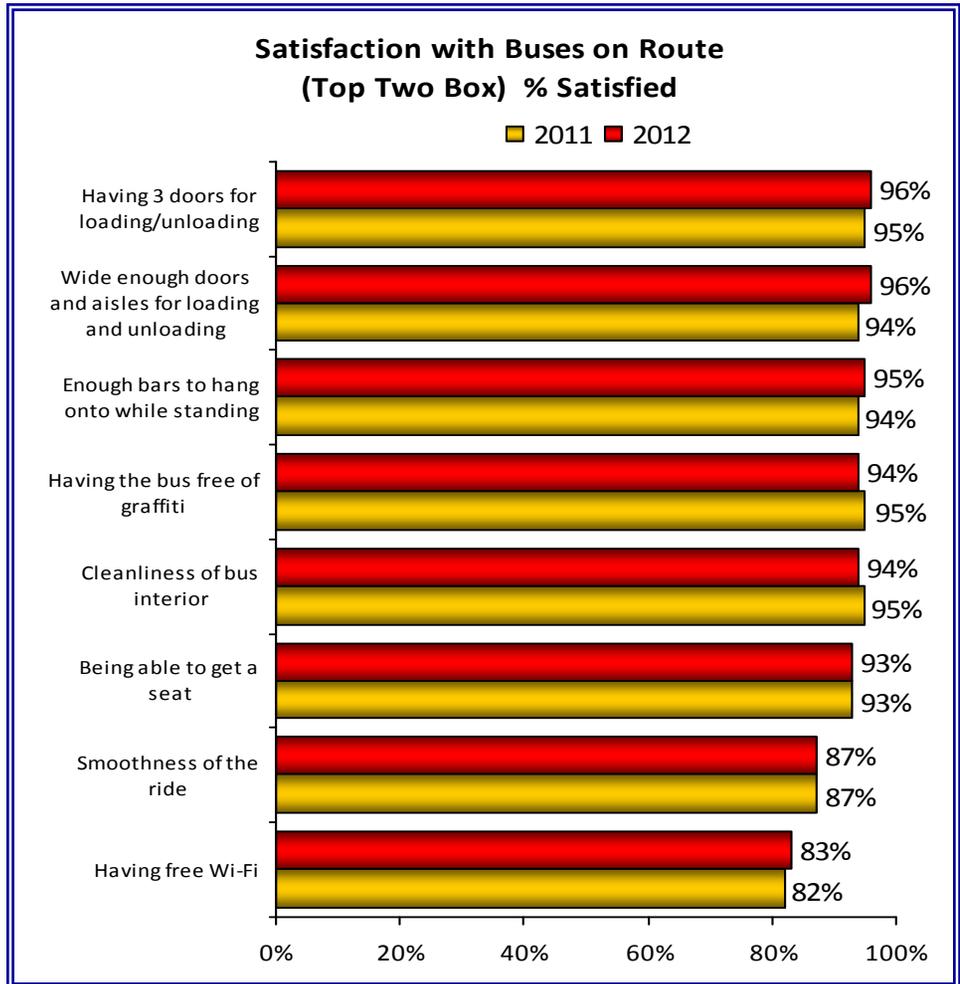
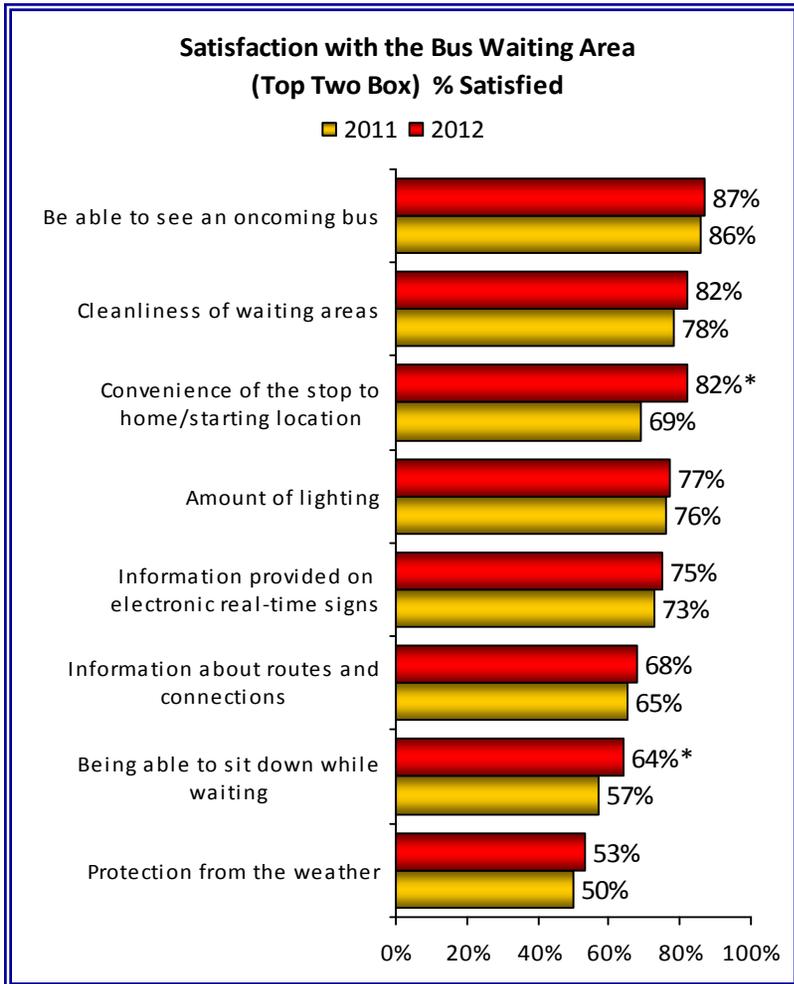
Top Two Box Percent Satisfied = combined ratings of 5-very satisfied and 4-satisfied.

An asterisk (*) indicates a significant change in response.

Q1. Trip time on Route: (5 is very satisfied, 1 is very dissatisfied)

Q2. Personal safety on Route: (5 is very satisfied, 1 is very dissatisfied)

RapidRide B Line: Bus Waiting Areas and Buses on Route



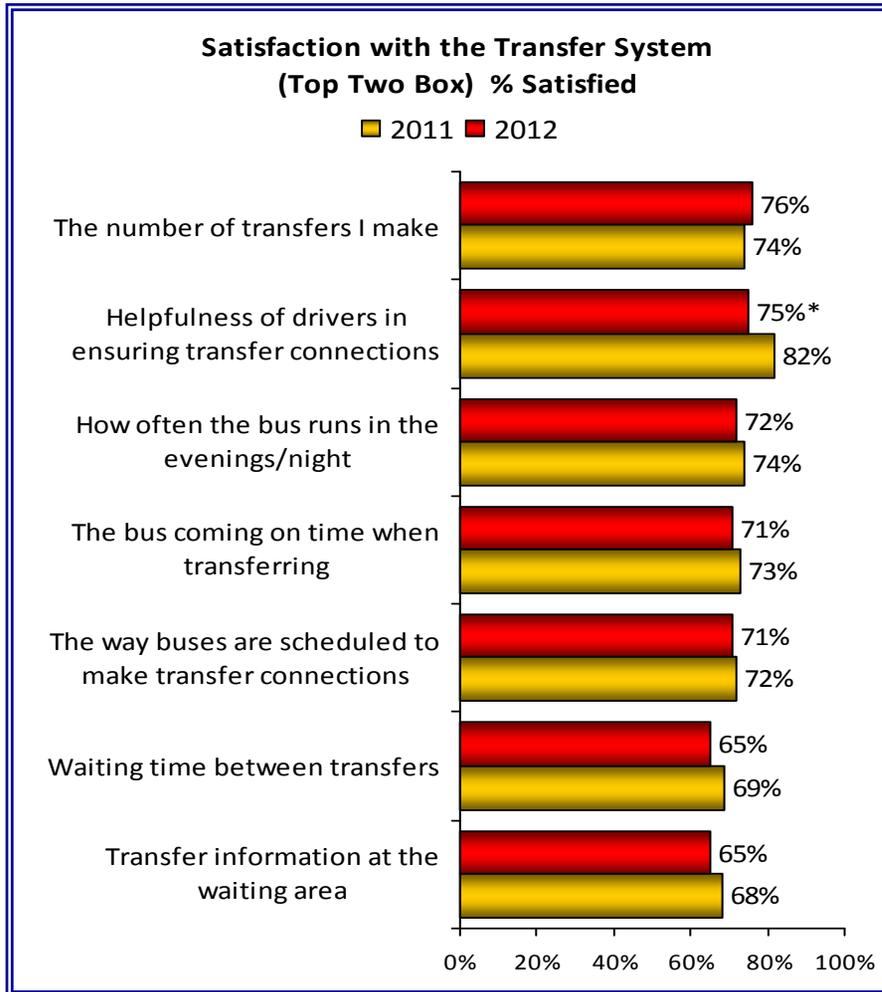
Top Two Box Percent Satisfied = combined ratings of 5-very satisfied and 4-satisfied.

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Q3. Waiting area where you boarded the Route for this trip: (5 is very satisfied, 1 is very dissatisfied)

Q4. Things about buses on Route: (5 is very satisfied, 1 is very dissatisfied)

RapidRide B Line: Transfer Systems

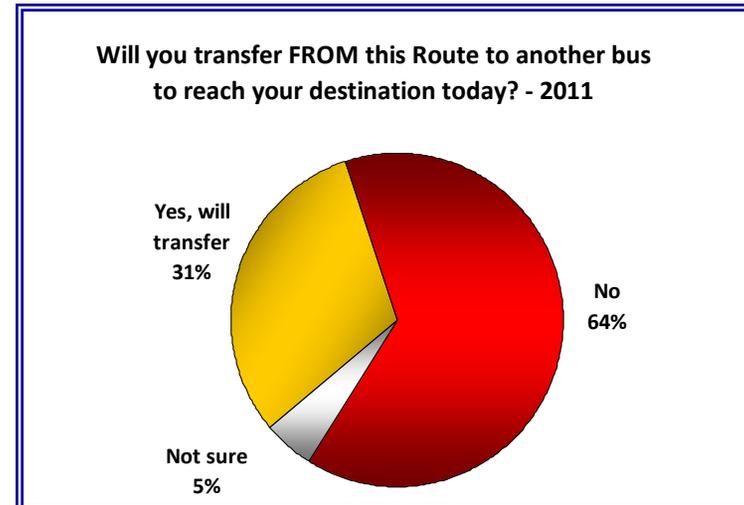
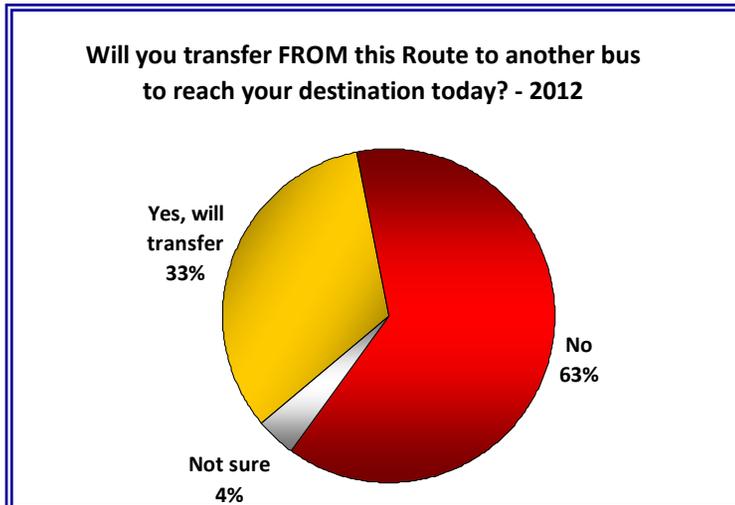
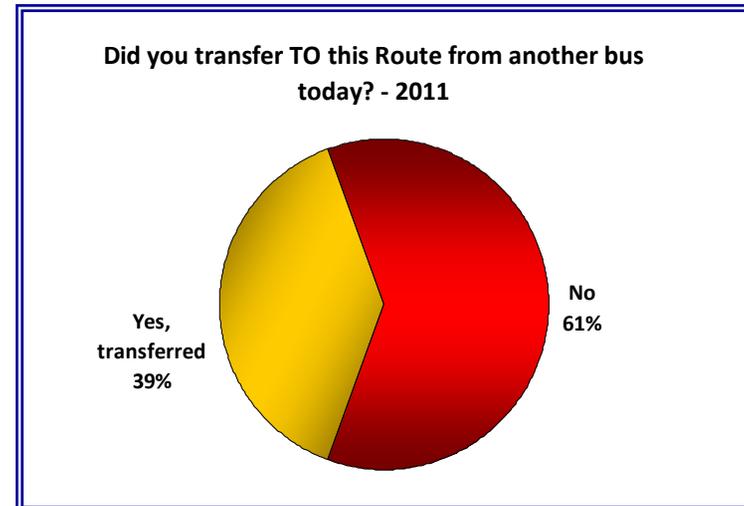
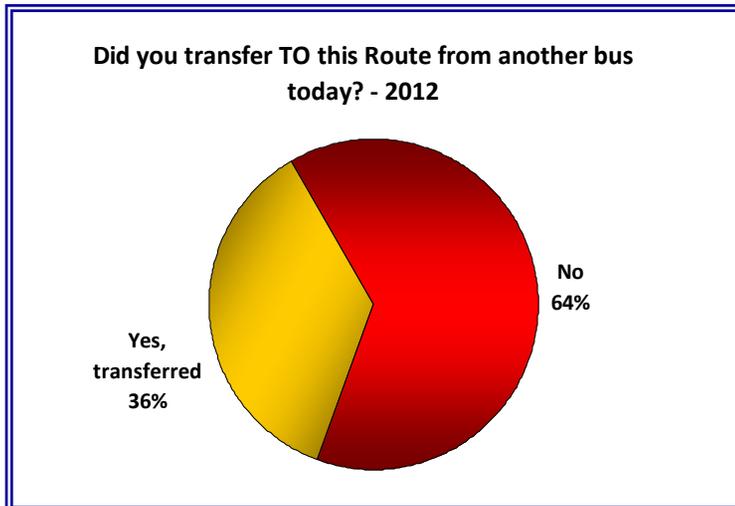


Top Two Box Percent Satisfied = combined ratings of 5-very satisfied and 4-satisfied.

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Q5. If you make a transfer on this Route, please rate the items in the box below: (5 is very satisfied, 1 is very dissatisfied)

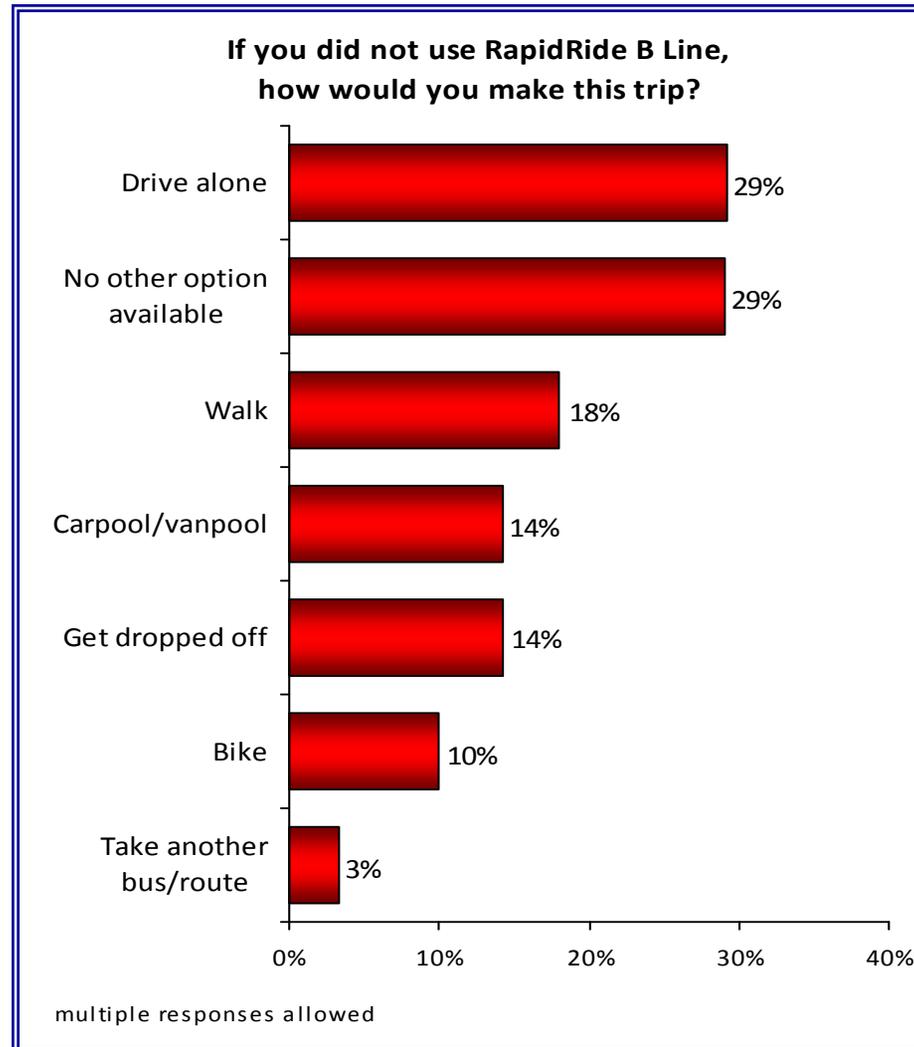
RapidRide B Line: Transfer Systems



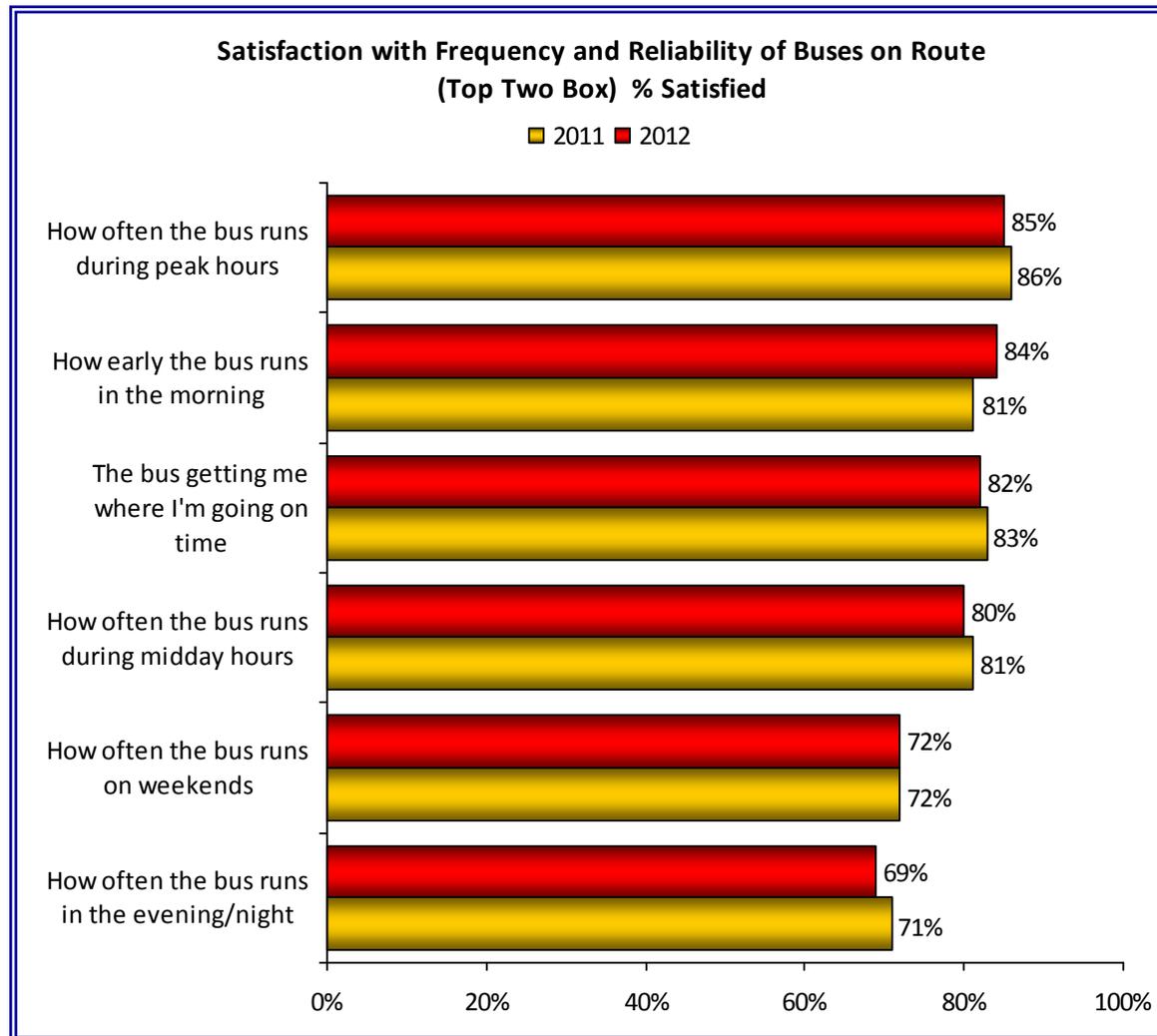
Q12. Did you transfer TO this Route from another bus on this trip today?

Q13. Will you transfer FROM this Route to another bus to reach your destination on this trip today?

RapidRide B Line: How would you make this trip?



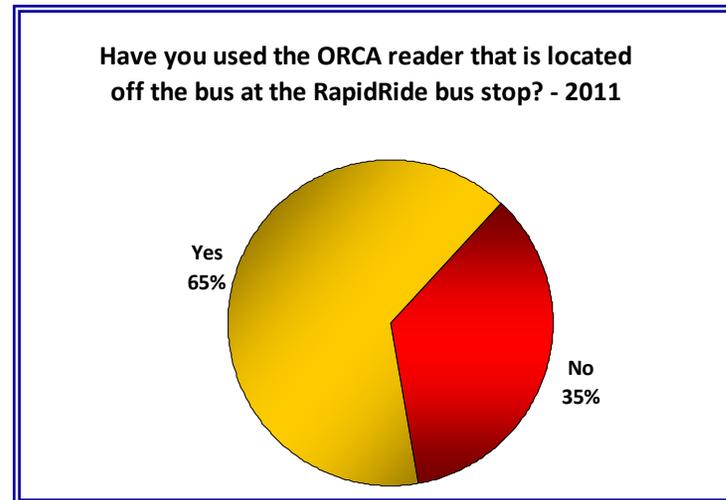
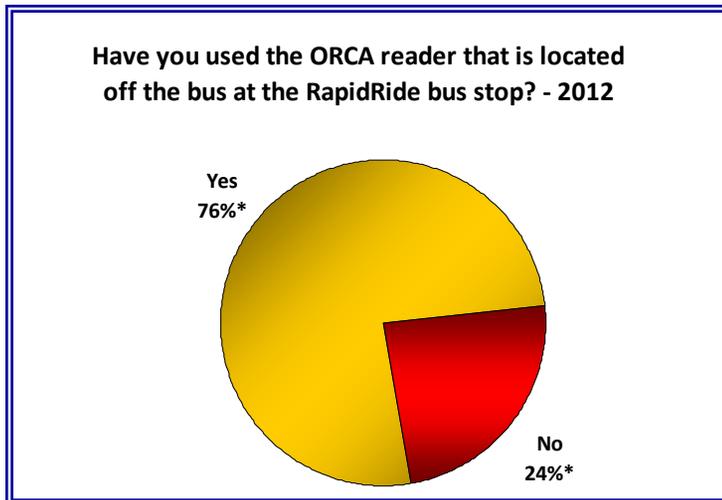
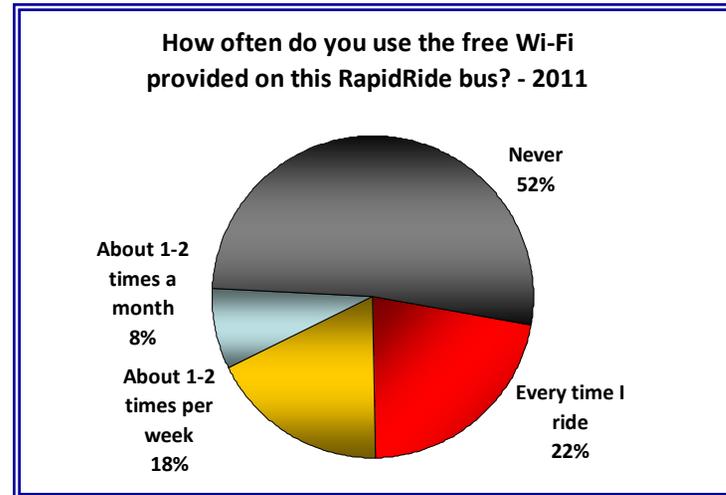
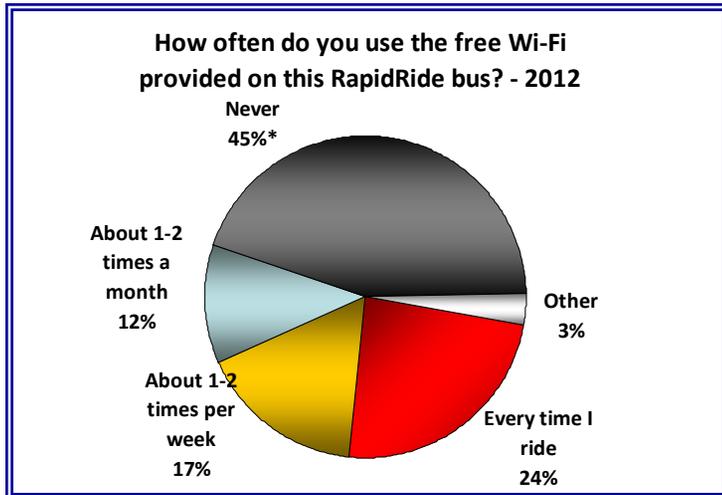
RapidRide B Line: Frequency and Reliability of Buses



Top Two Box Percent Satisfied = combined ratings of 5-very satisfied and 4-satisfied.

Q6. Frequency and reliability of buses on the Route: (5 is very satisfied, 1 is very dissatisfied)

RapidRide B Line: Wi-Fi Use, ORCA Reader

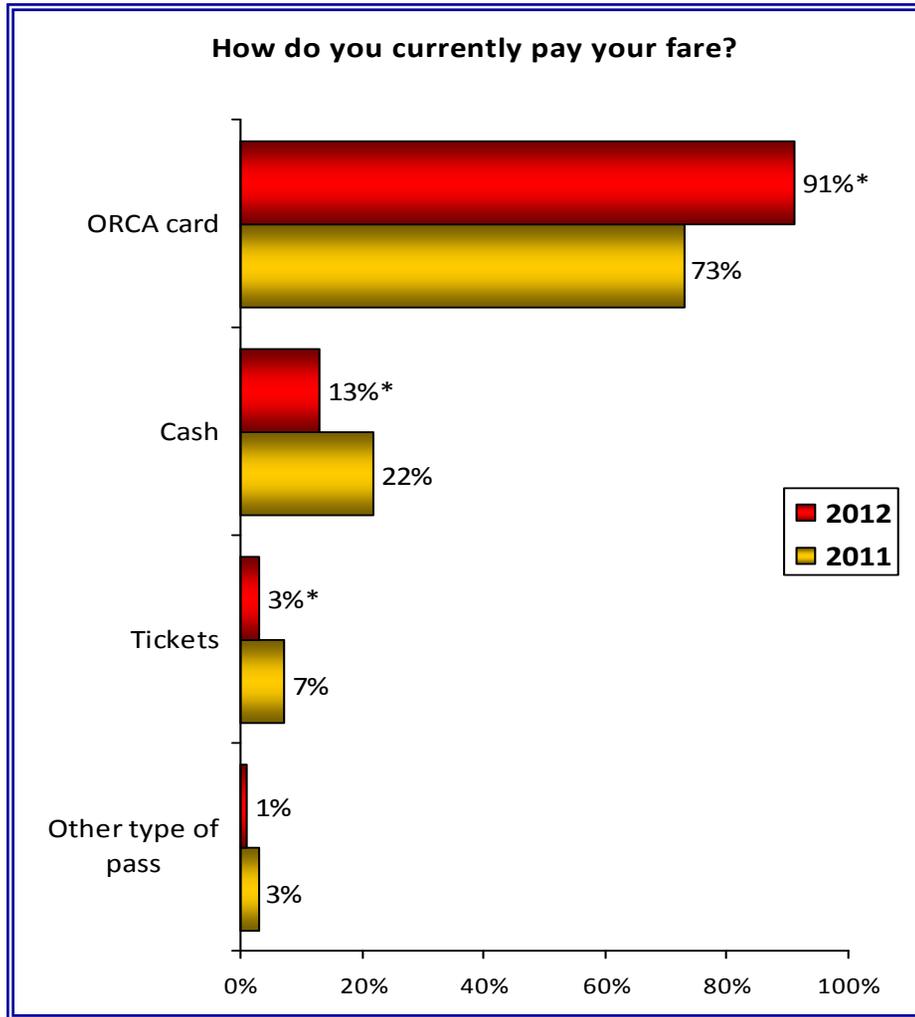


An asterisk (*) indicates a significant change in response.

Q14. How often do you use the free Wi-Fi provided on this RapidRide bus?

Q15A. Have you used the ORCA reader that is located off the bus at the RapidRide bus stop?

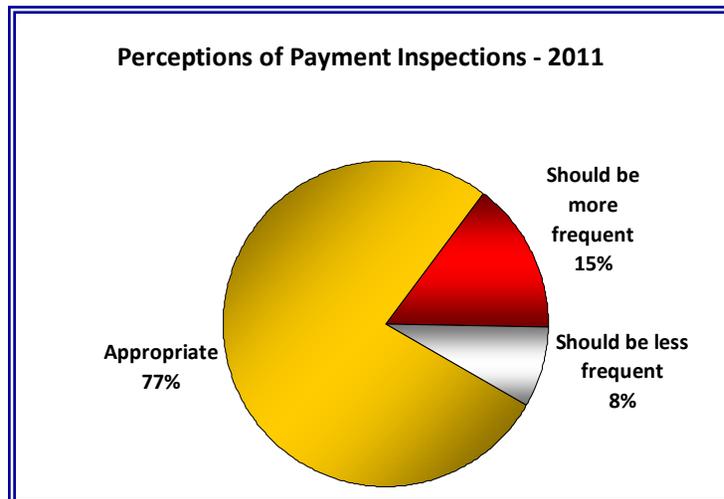
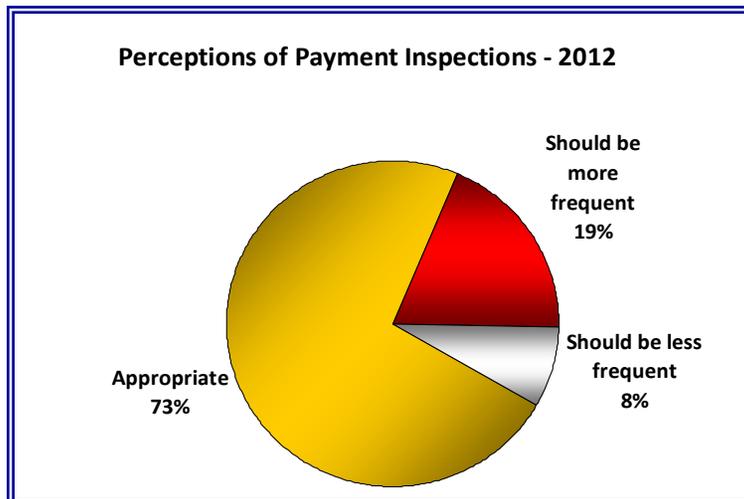
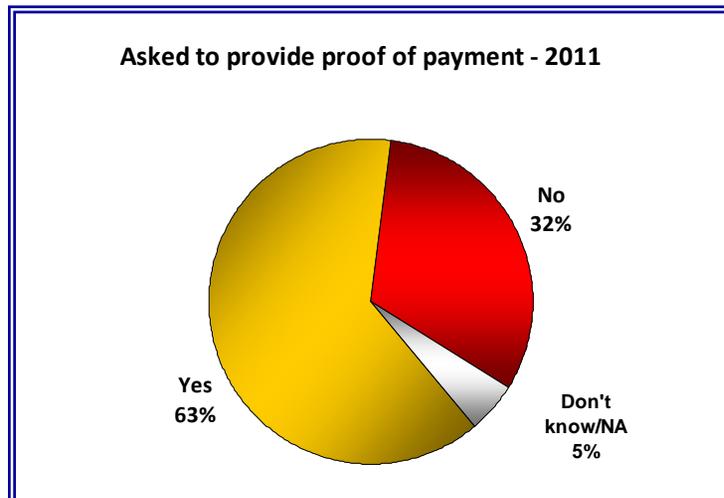
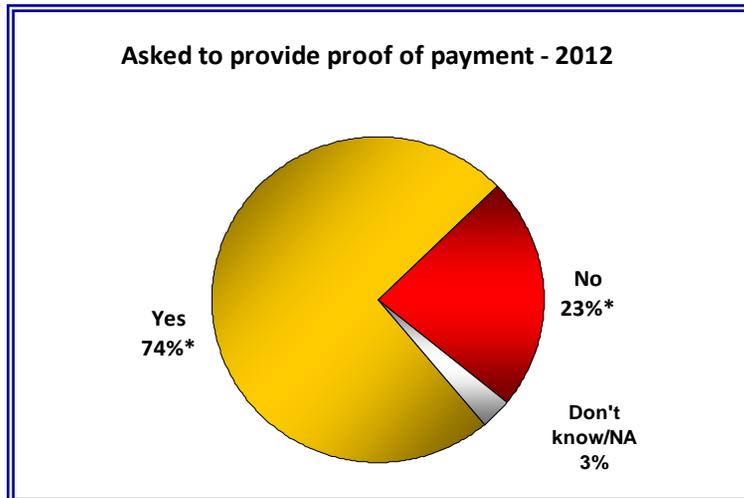
RapidRide B Line: Fare Payment



An asterisk (*) indicates a significant change in response.

Q15. How do you currently pay your fare?

RapidRide B Line: Proof of Payment

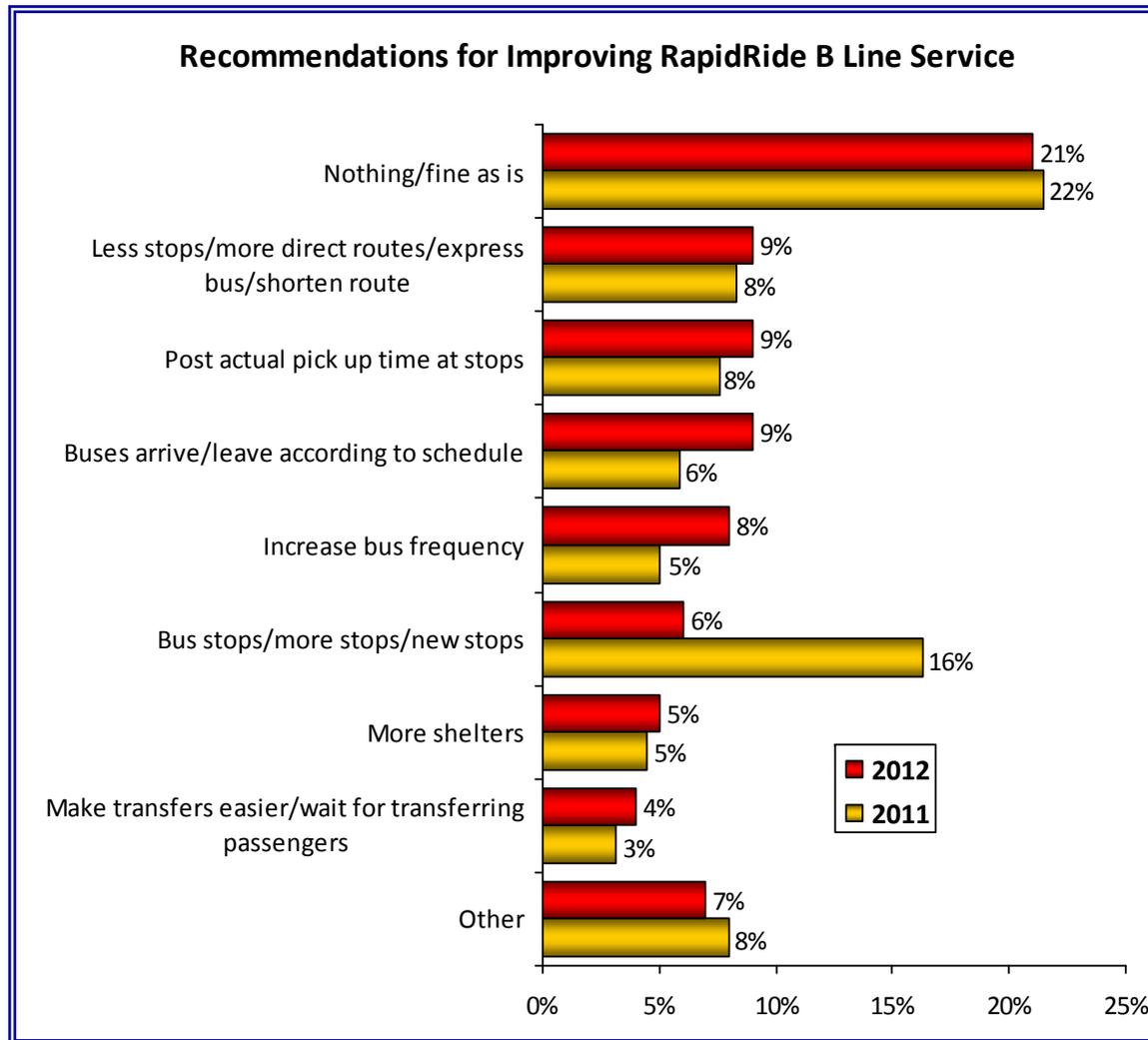


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Q16. On the RapidRide B Line, have you ever been requested to show your proof of payment by a fare enforcement office?

Q17. If yes, are the number of inspections by fare enforcement officers...

RapidRide B Line: Recommendations for Improvements



Q21. Finally, what one thing would you recommend to improve this route?