



We'll Get You There

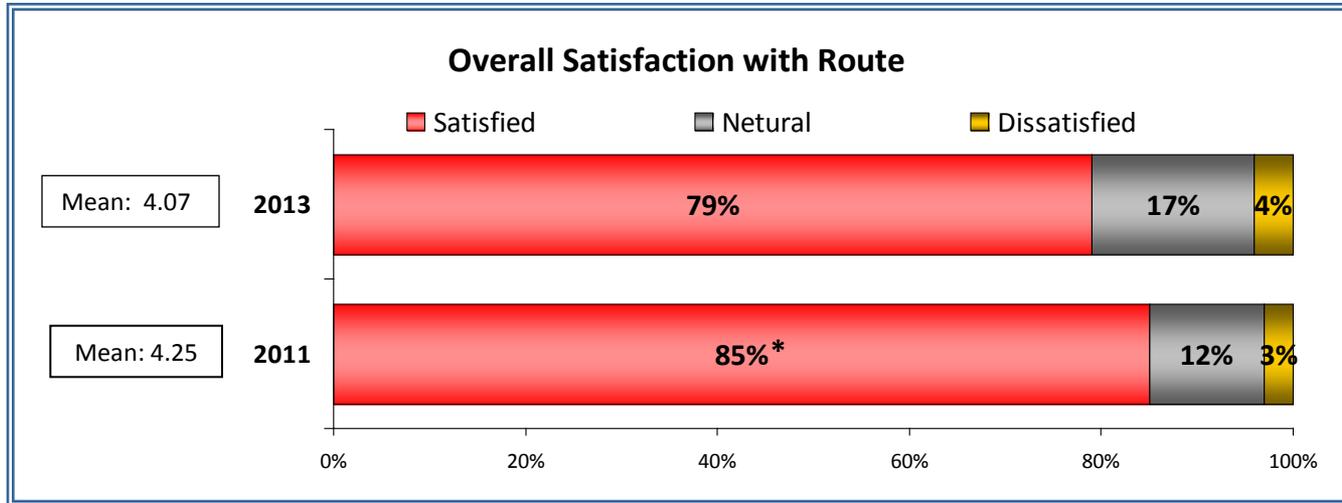
RapidRide A Line Customer Satisfaction Survey Quick Look Three Years Post Implementation Compared to One Year Post Implementation

December 2013

2011 RapidRide A Line 1 year follow-up (N=555)

2013 RapidRide A Line 3 year follow-up (N=606)

RapidRide A Line: Overall Satisfaction and Rider Profile

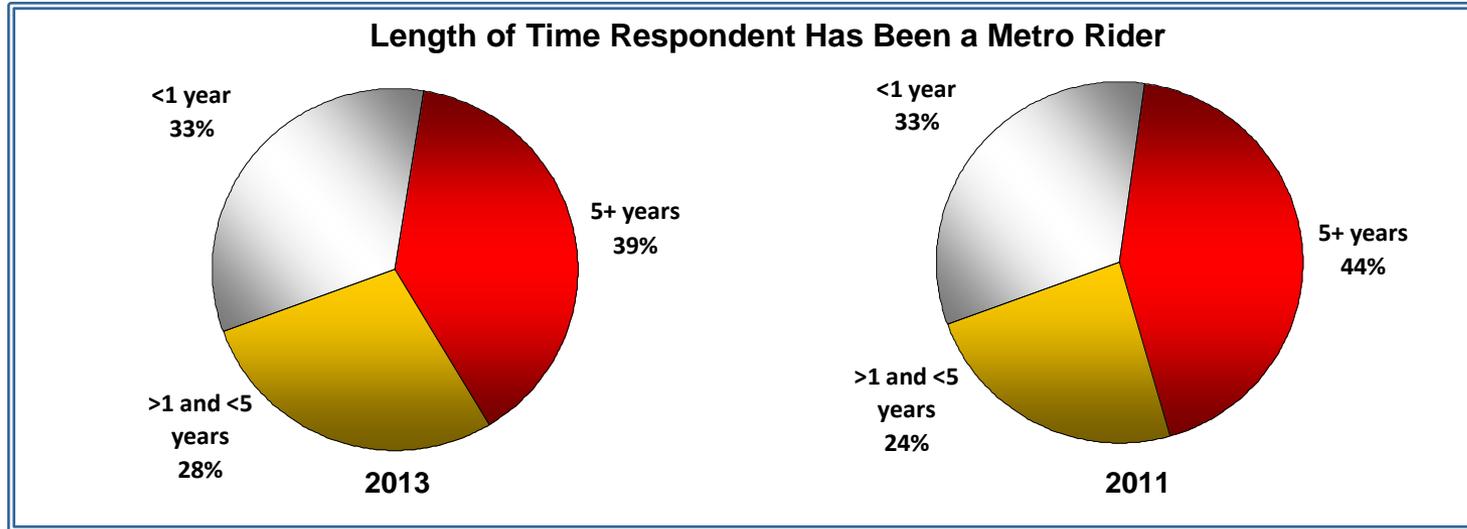


Rider Demographics		
Q17. Gender	2013	2011
Male	53%	56%
Female	47%	44%
Q.18. Age	2013	2011
15-29	63%*	57%
30-44	19%	23%
45 and older	18%	21%

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

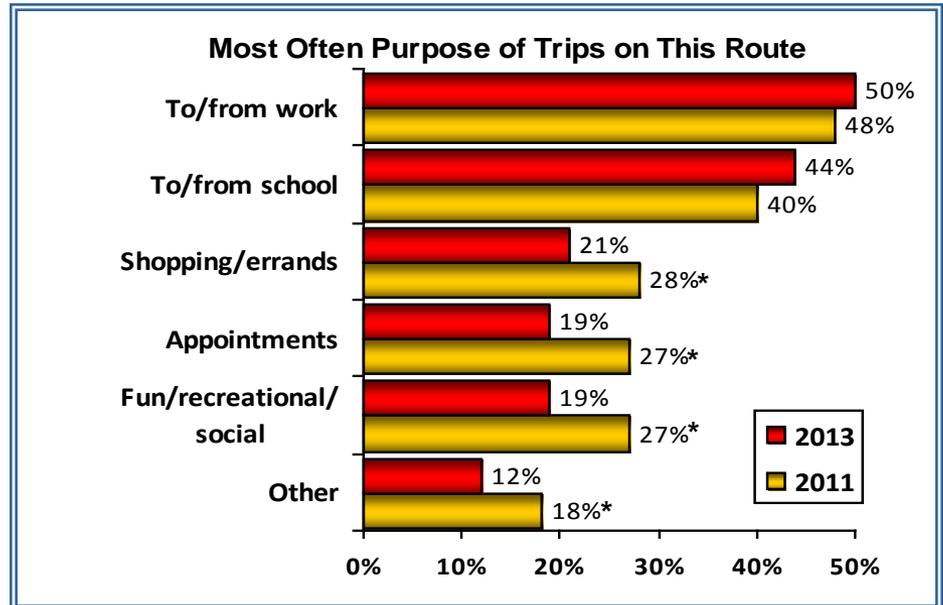
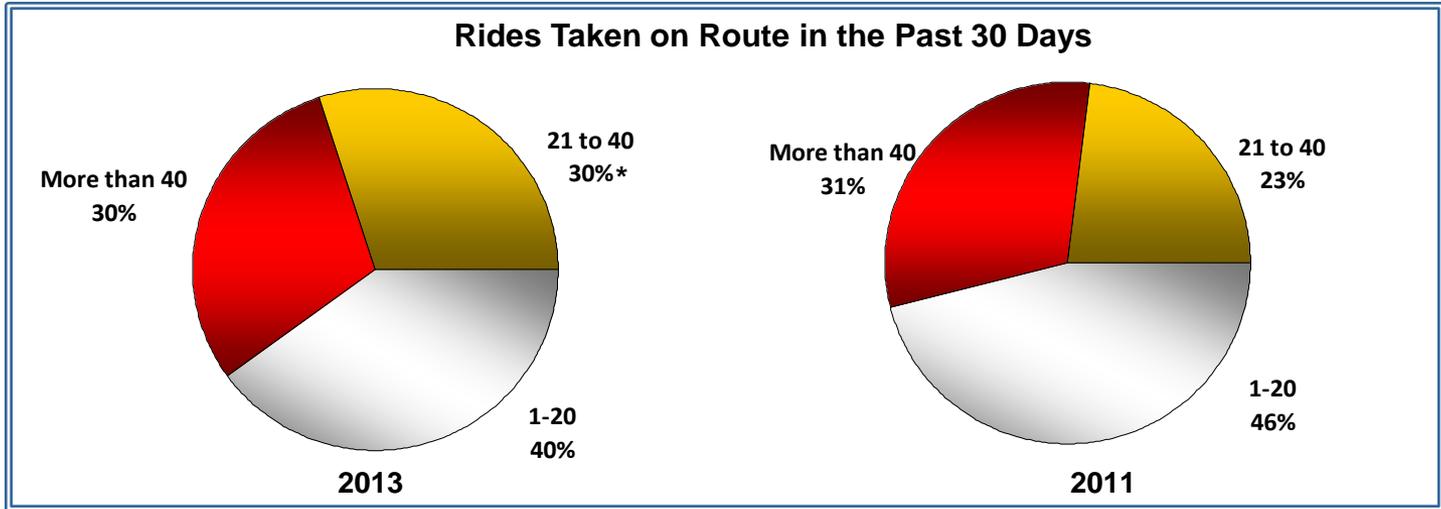
Q7. Overall, how satisfied are you with the Route? (5 is very satisfied, 1 is very dissatisfied)

RapidRide A Line: Rider Profile



Q7. Overall, how satisfied are you with the Route? (5 is very satisfied, 1 is very dissatisfied)
Q19. How long have you been a Metro Rider?

RapidRide A Line: Ridership Information

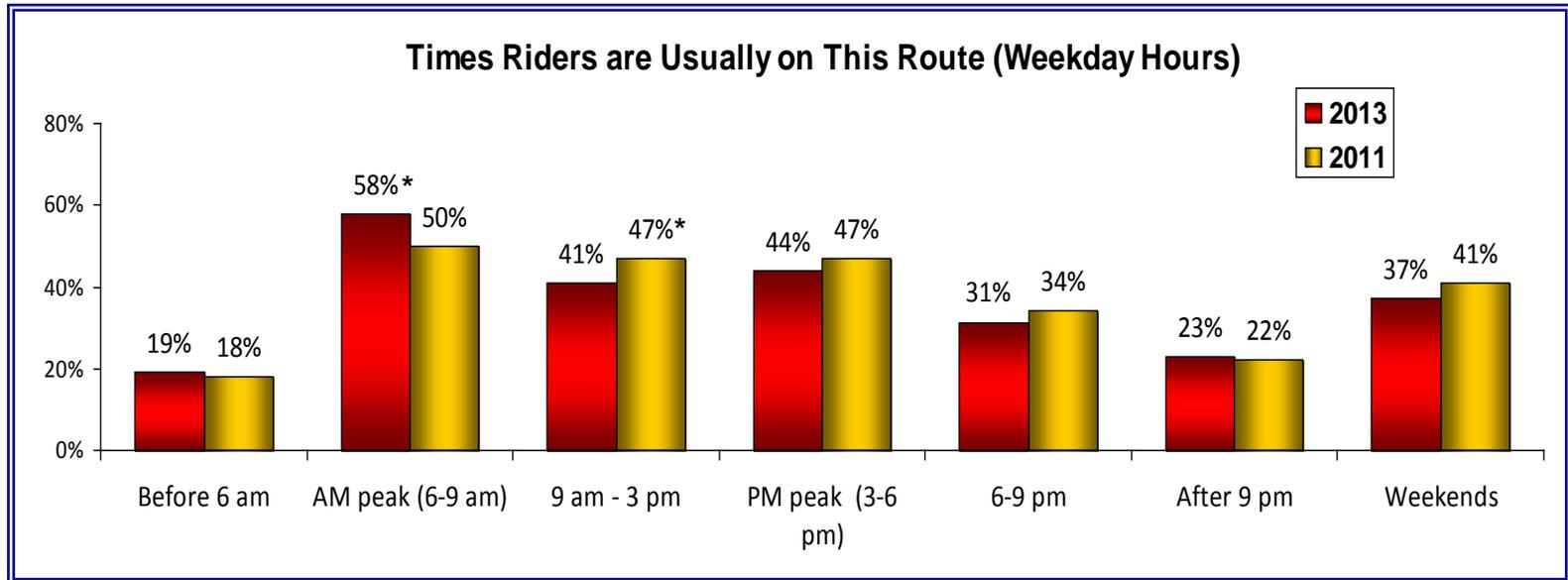


An asterisk (*) indicates a significant change in response.

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

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

RapidRide A Line: Ridership Information

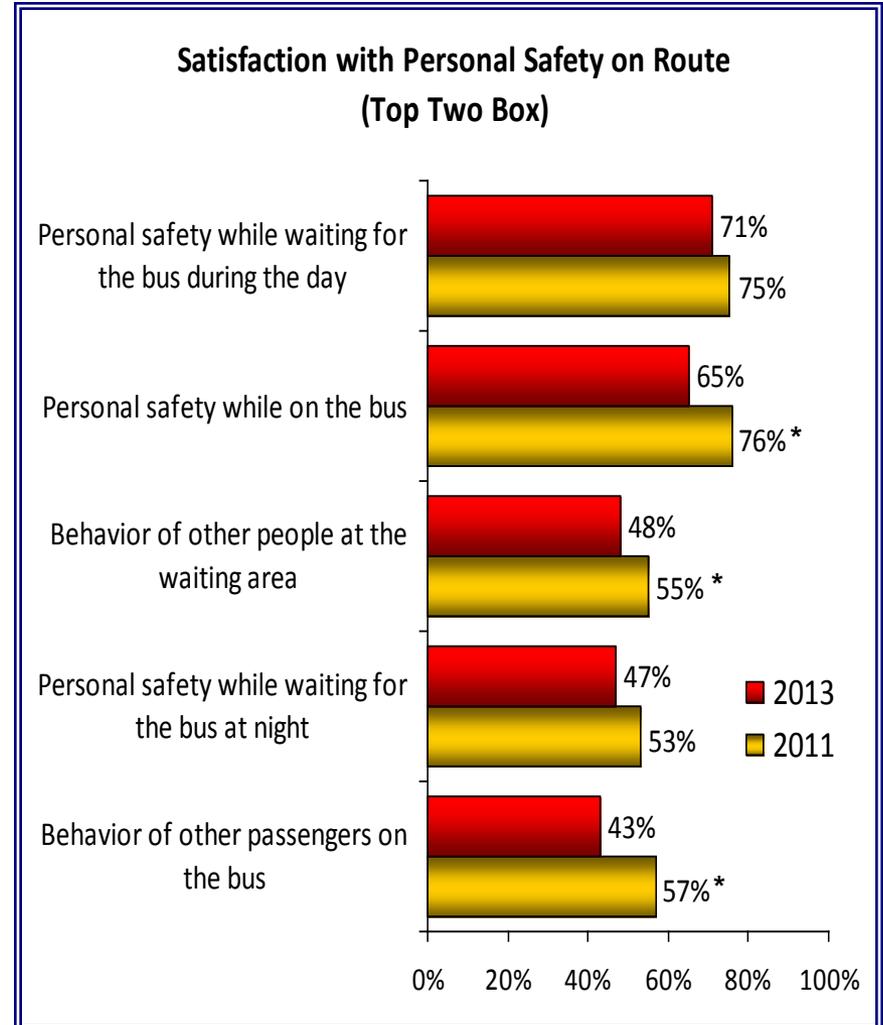
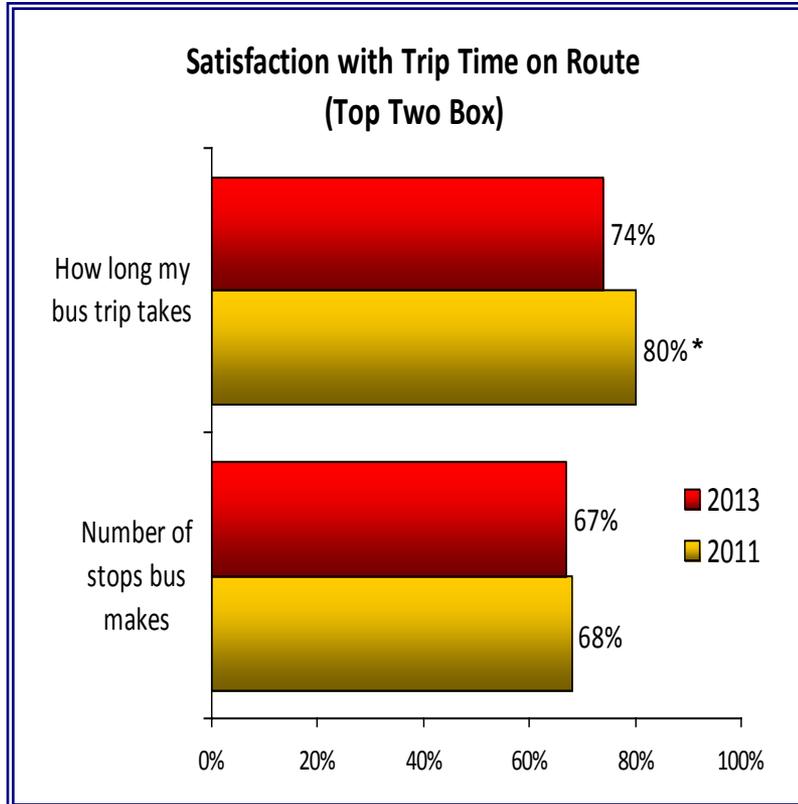


An asterisk (*) indicates a significant change in response.

Q9. When do you usually ride this Route?

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

Top Two Box Percent Satisfied = Combined Ratings of 5-very satisfied and 4-satisfied



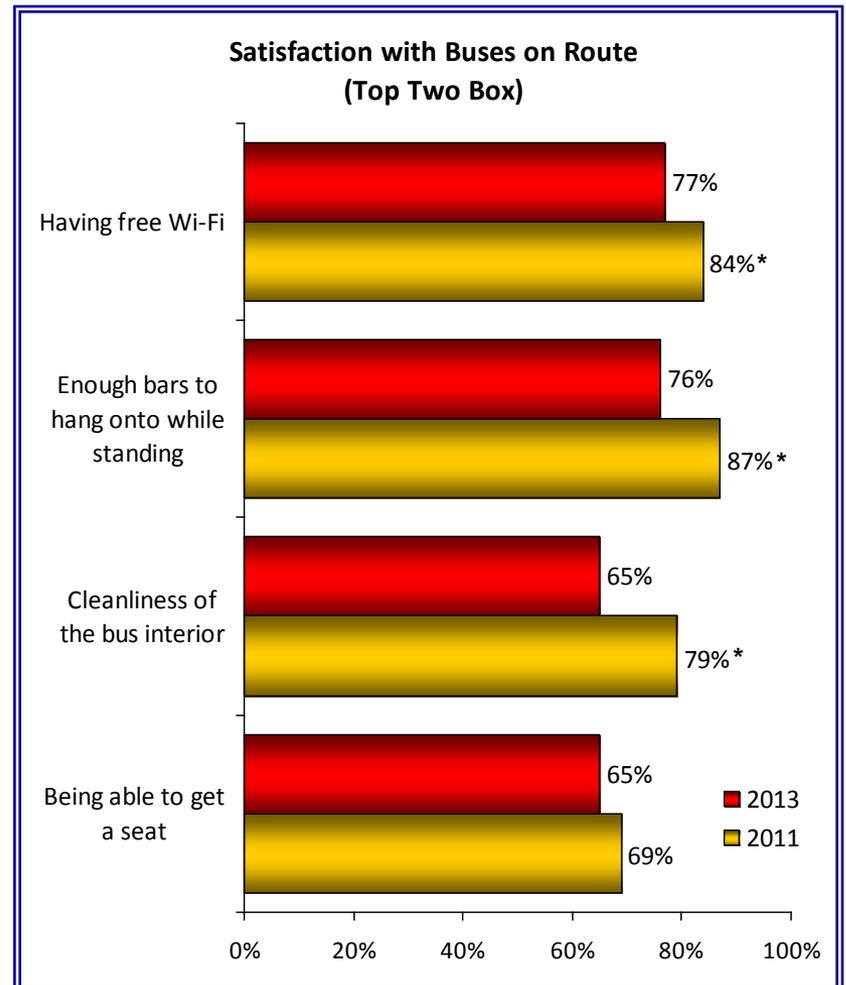
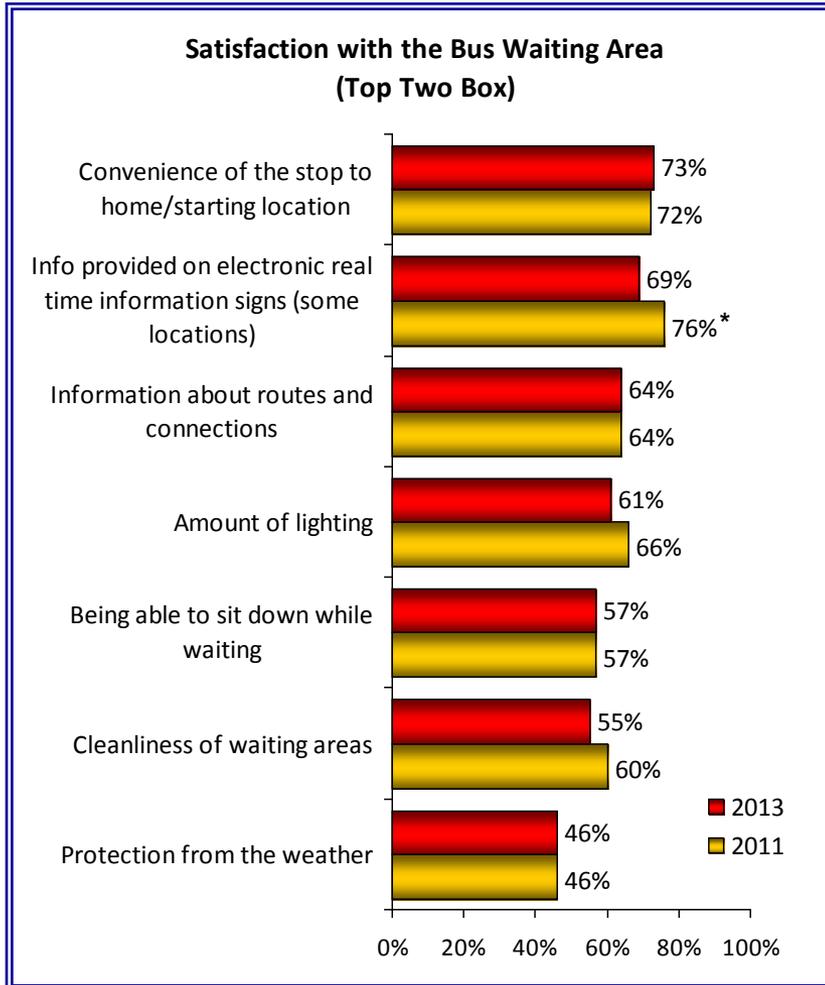
An asterisk (*) indicates a significant change in response.

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 A Line: Bus Waiting Areas and Buses on Route

Top Two Box Percent Satisfied = Combined Ratings of 5-very satisfied and 4-satisfied



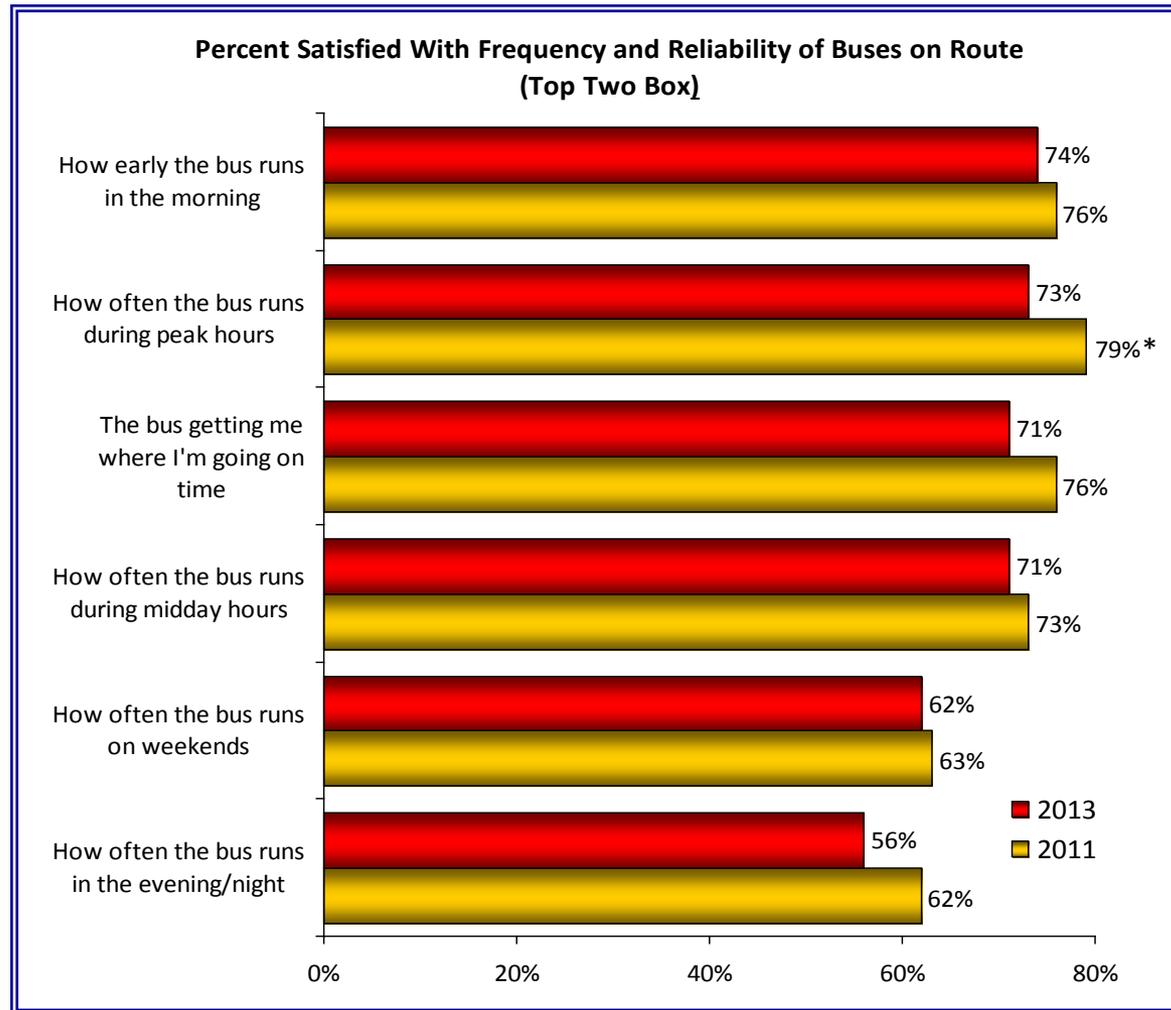
An asterisk (*) indicates a significant change in response.

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 A Line: Frequency and Reliability of Buses

Top Two Box Percent Satisfied = Combined Ratings of 5-very satisfied and 4-satisfied

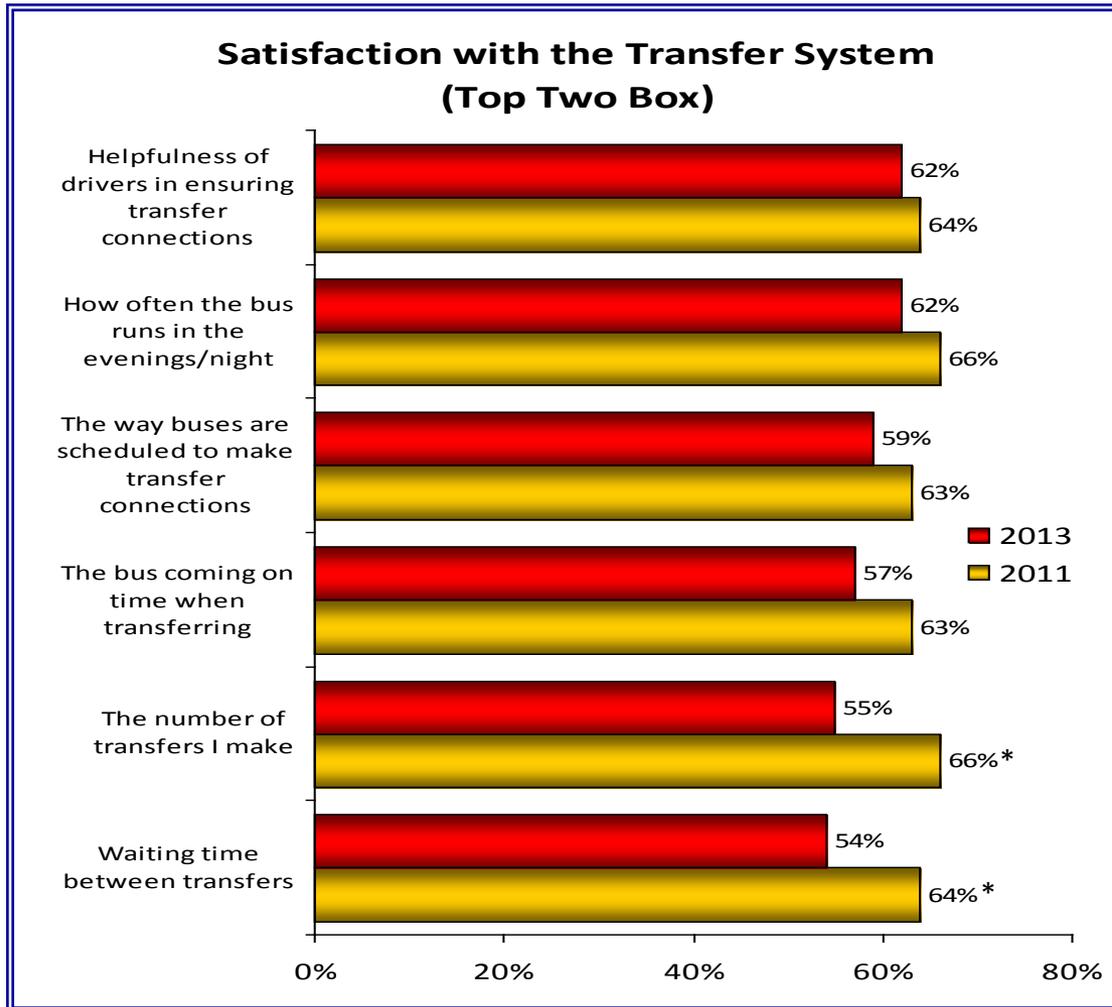


An asterisk (*) indicates a significant change in response.

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

RapidRide A Line: Transfer Systems

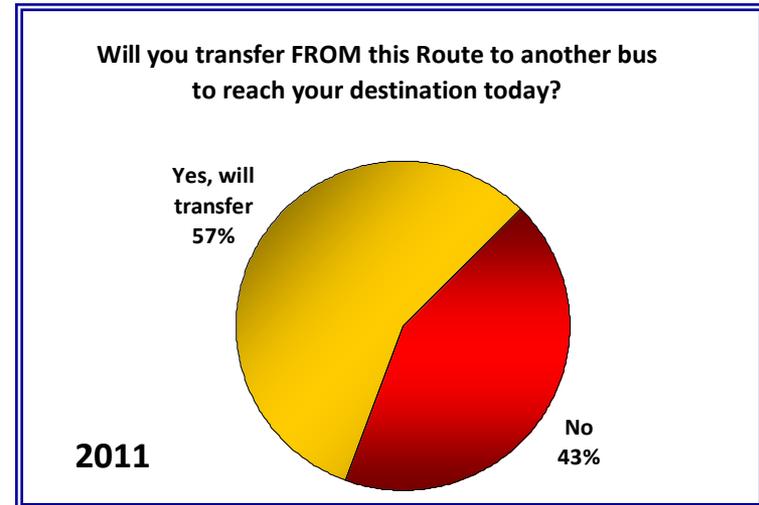
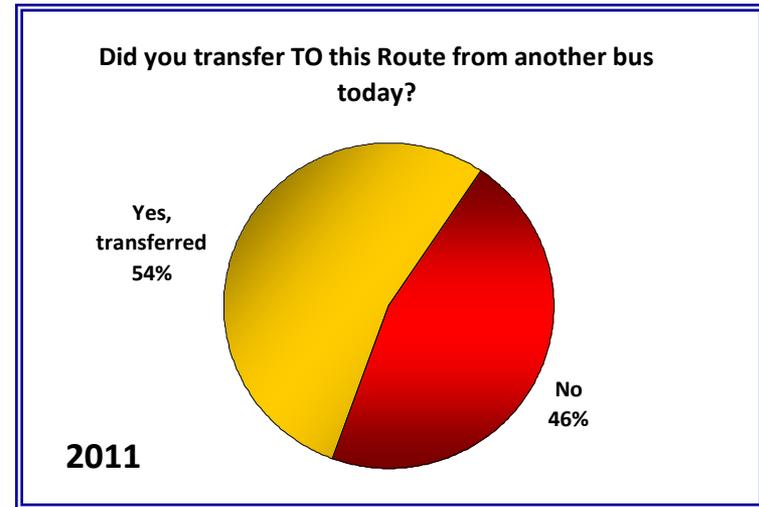
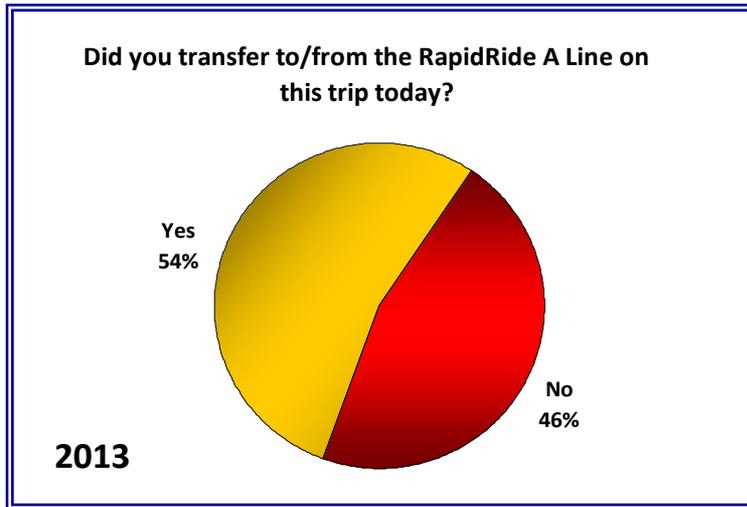
Top Two Box Percent Satisfied = Combined Ratings of 5-very satisfied and 4-satisfied



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

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 A Line: Transfer Systems

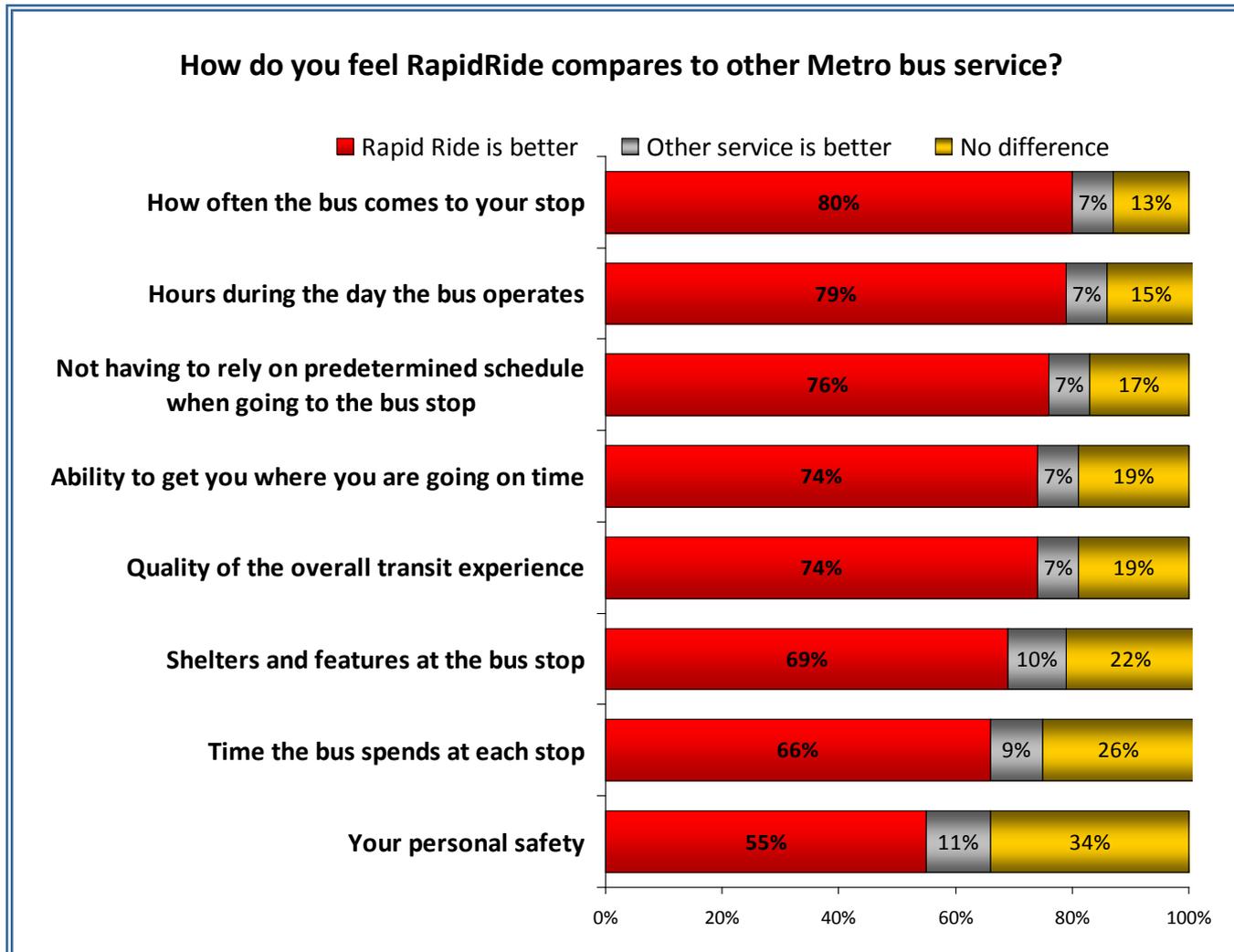


An asterisk (*) indicates a significant change in response.

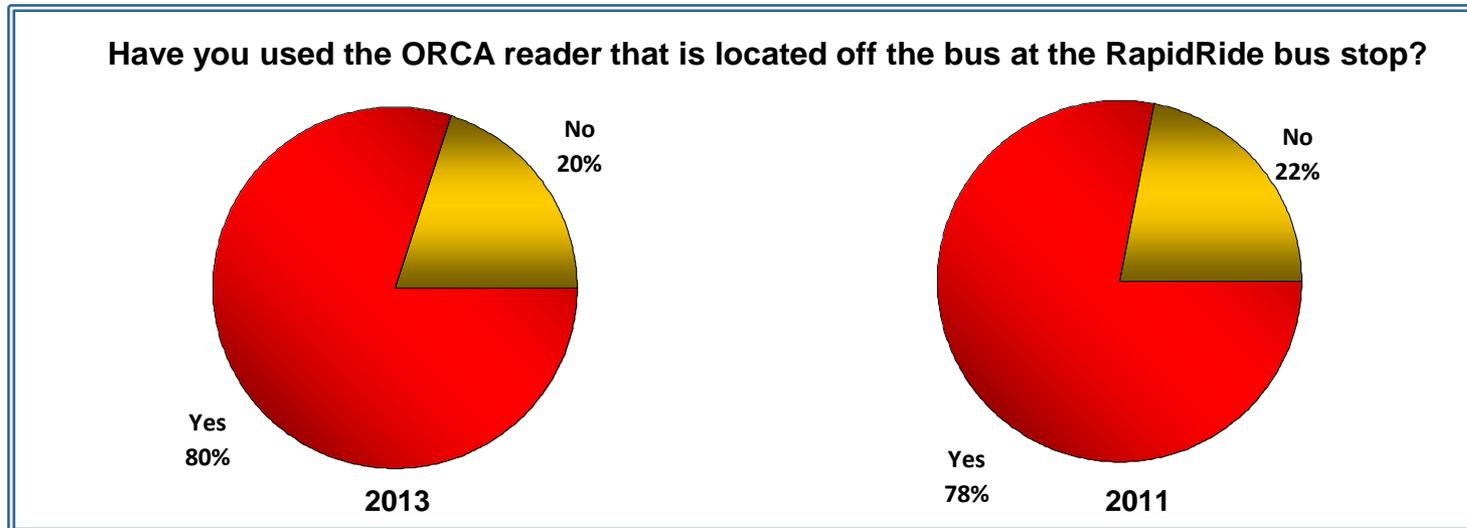
Q10. Did you transfer TO this Route from another bus on this trip today?

Q11. Will you transfer FROM this Route to another bus to reach your destination on this trip today?

RapidRide A Line: Compared to Other Metro Service



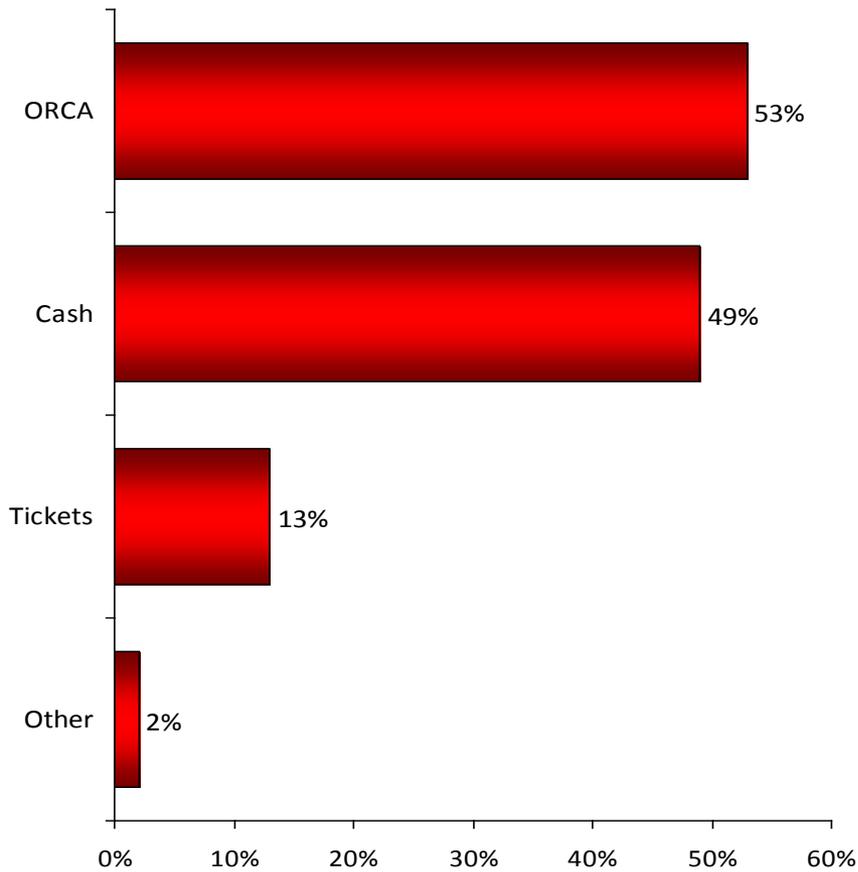
RapidRide A Line: ORCA Reader



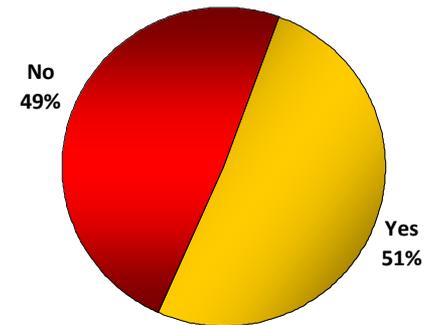
An asterisk (*) indicates a significant change in response.

RapidRide A Line: Fare Payment

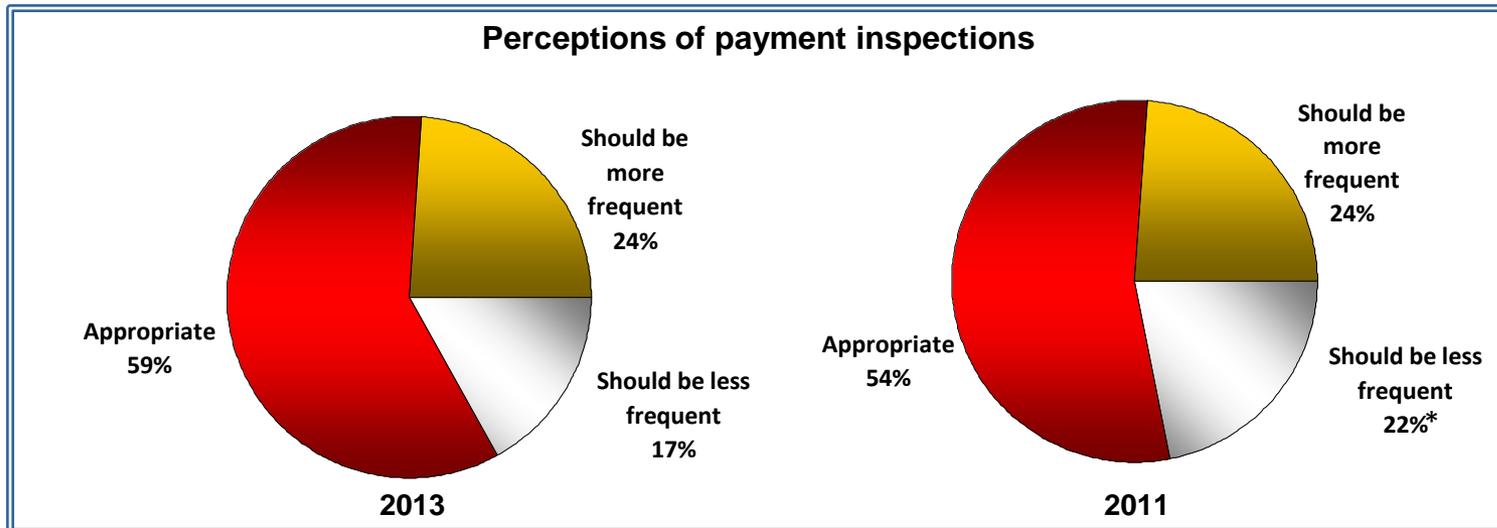
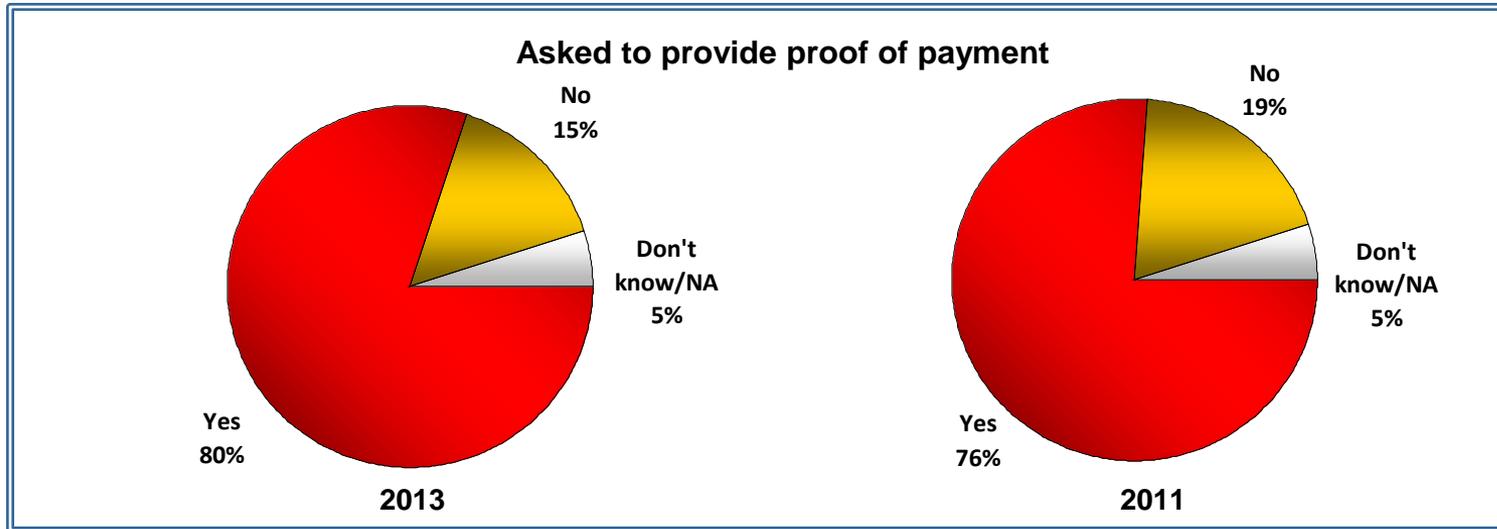
2013: How do you pay your fare?



2011: Do you currently pay your fare with an ORCA card?

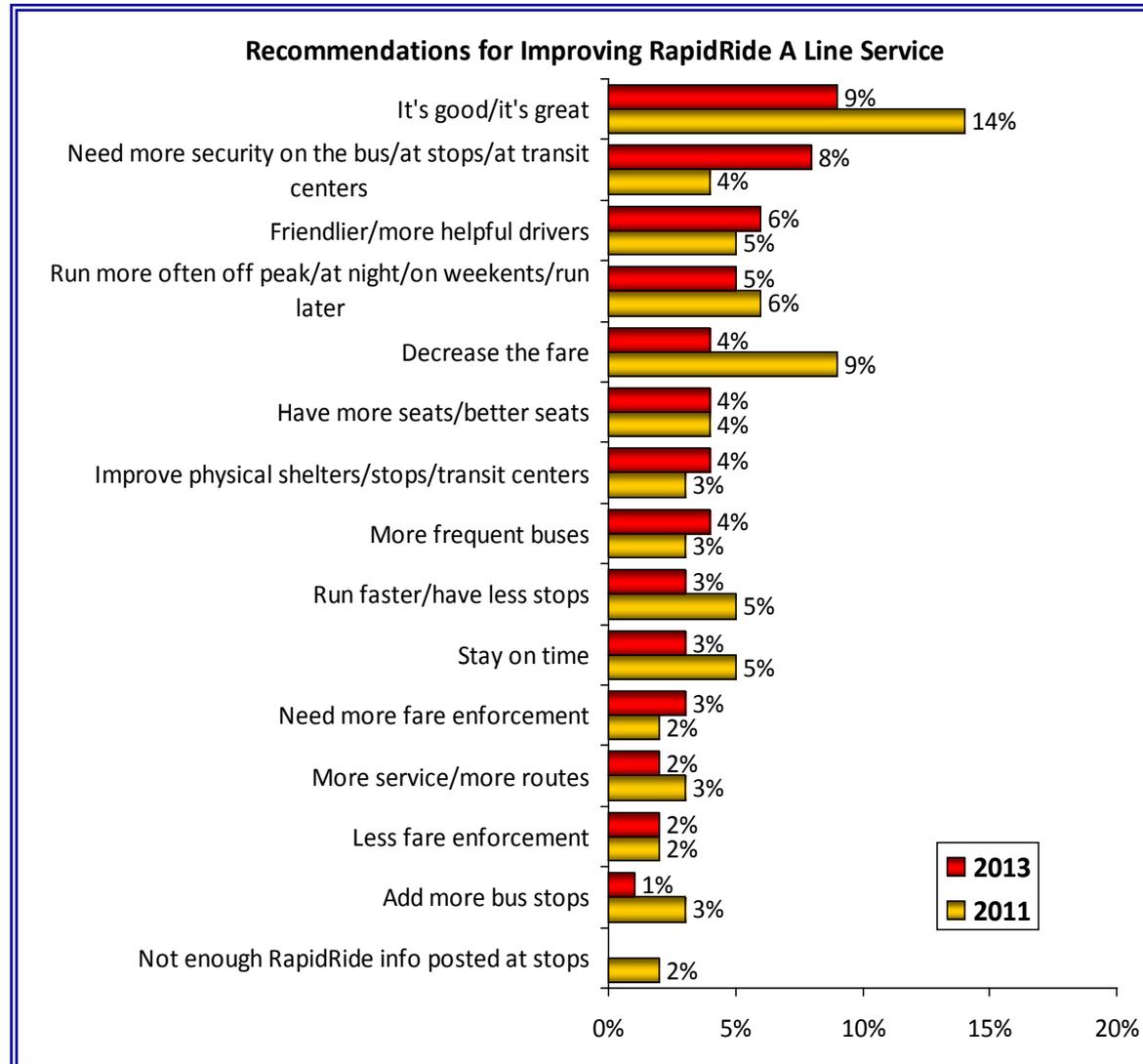


RapidRide A Line: Proof of Payment



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

RapidRide A Line: Recommendations for Improvements



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