



*We'll Get You There*

# RapidRide B Line Customer Satisfaction Survey

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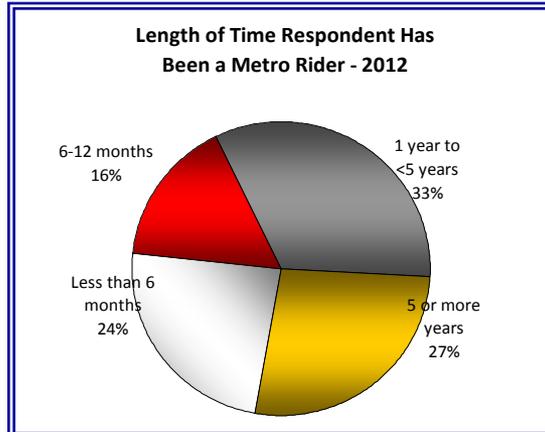
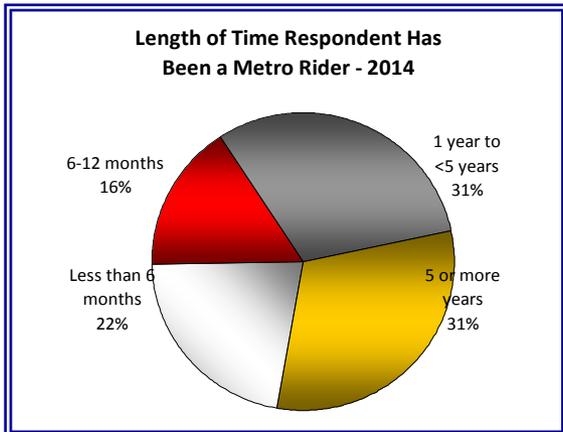
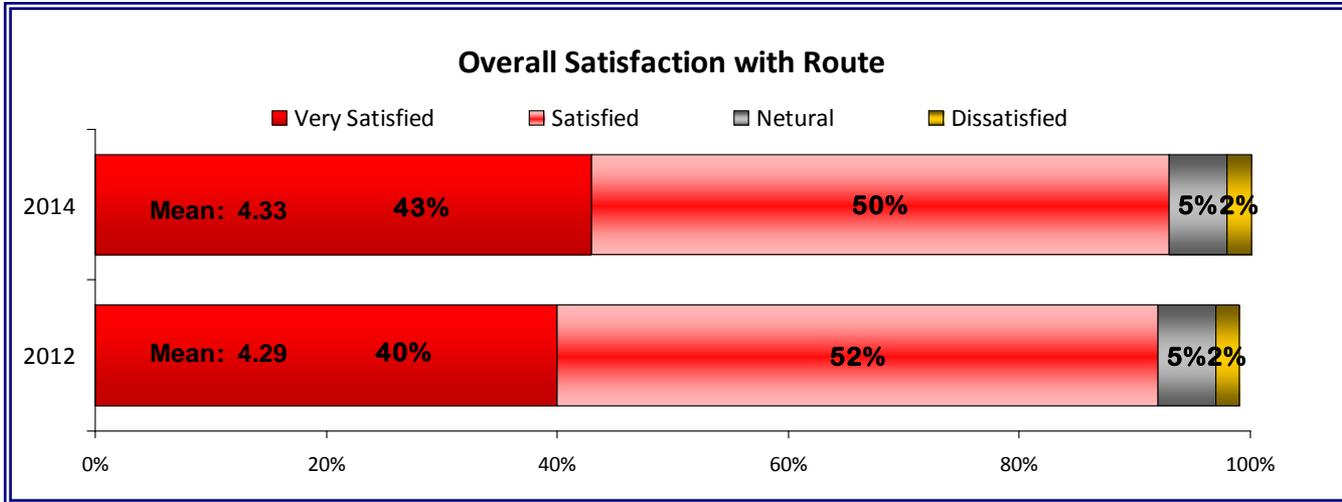
November 2014

Quick Look: Three Years Post Implementation

2014, N=529. Riders were surveyed between 6 a.m. and 8 p.m.

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

# RapidRide B Line: Overall Satisfaction and Rider Profile



Rider Demographics		
<b>Q22. Gender</b>		
	2014	2012
Male	64%	65%
Female	36%	35%
<b>Q.23 Age</b>		
Under 18	4%	6%
18-24	21%	19%
25-34	44%	42%
35-44	14%	19%*
45-54	7%	6%
55-64	6%	7%
65 and older	3%	1%

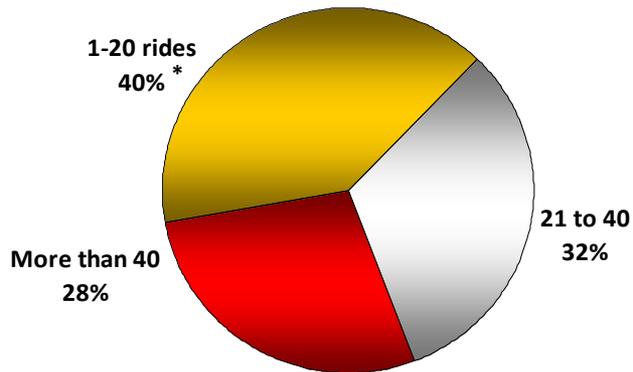
An asterisk (\*) indicates a significant change in response.

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

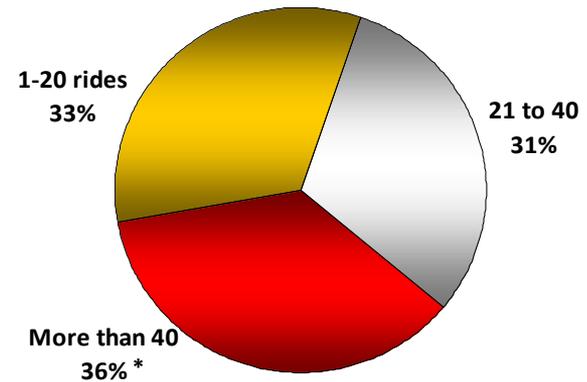
Q19. How long have you been a Metro Rider?

# RapidRide B Line: Ridership Information

Rides Taken on Route in Past 30 Days -  
2014



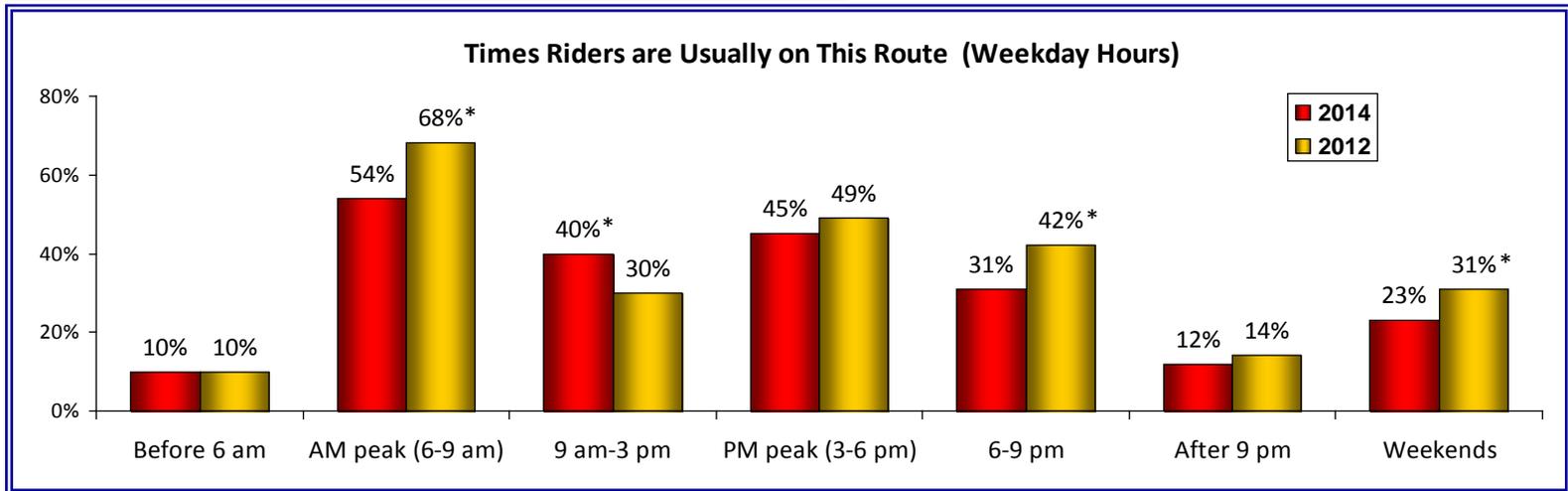
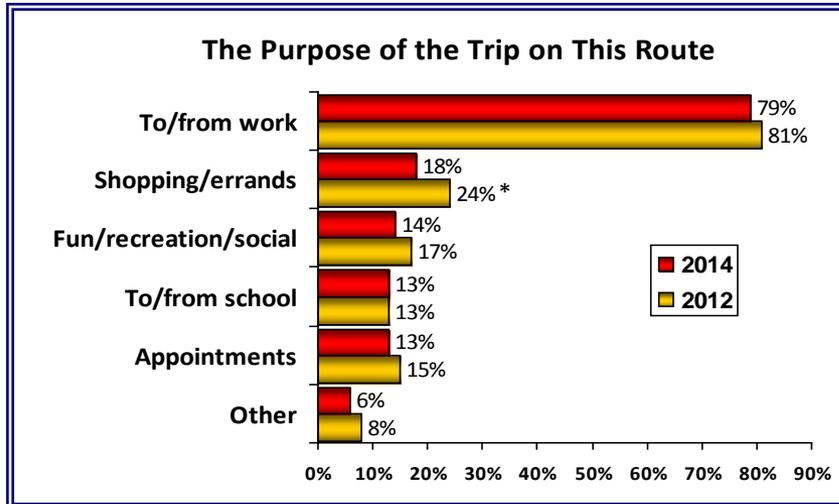
Rides Taken on Route in Past 30 Days -  
2012



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

Q9. How many rides have you taken on this Route in the last 30 days?

# RapidRide B Line: Ridership Information

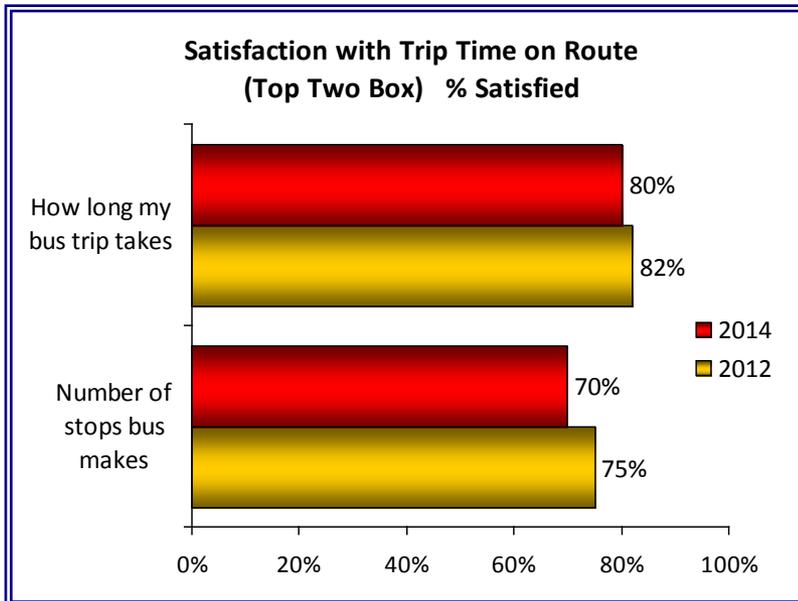


An asterisk (\*) indicates a significant change in response.

Q10. What is the purpose of the trip you take most often on this Route?

Q11. When do you usually ride this Route?

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



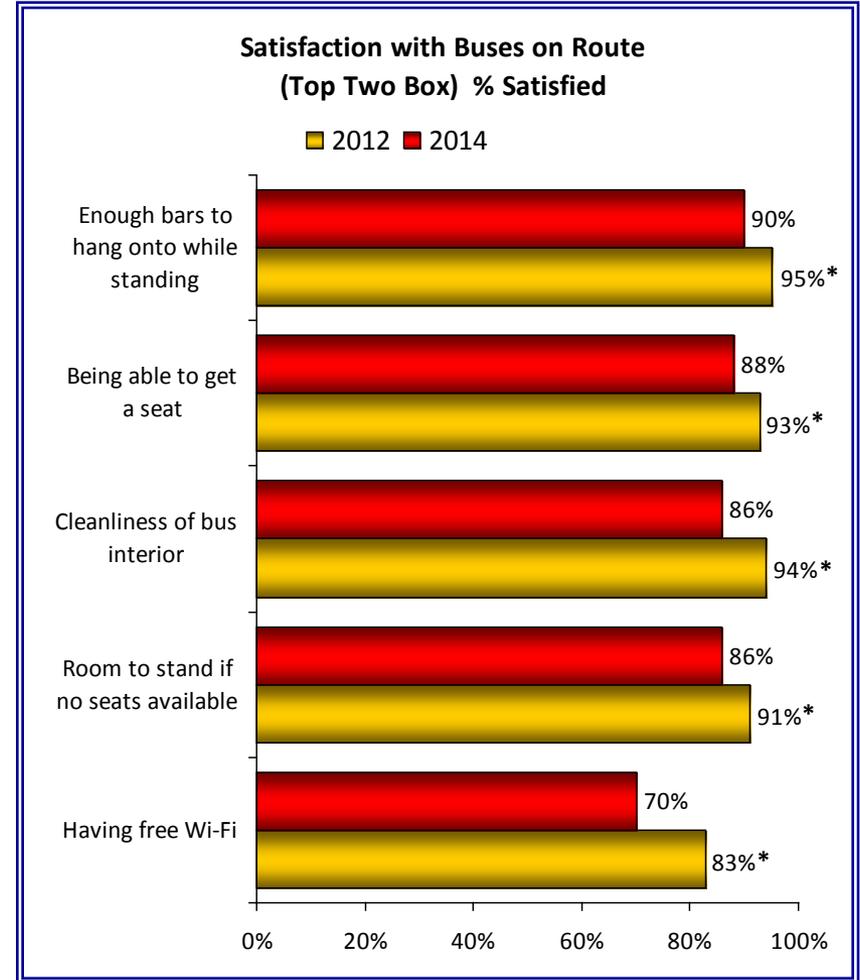
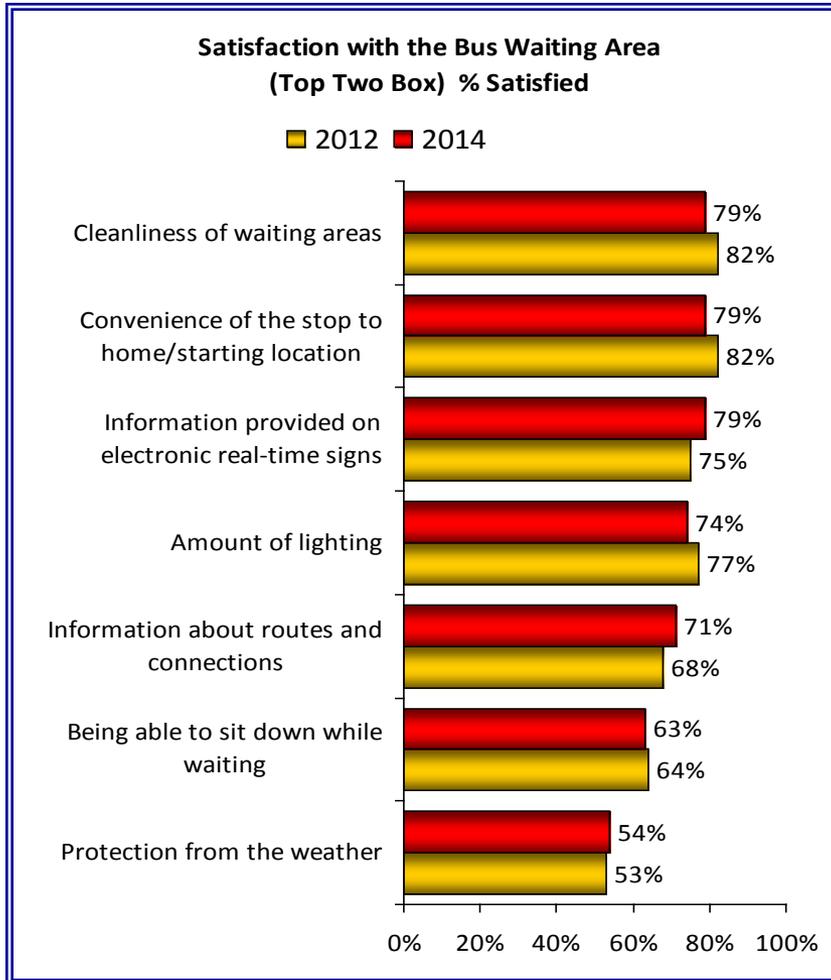
**Top Two Box Percent Satisfied = combined ratings of 5-very satisfied and 4-satisfied.**

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



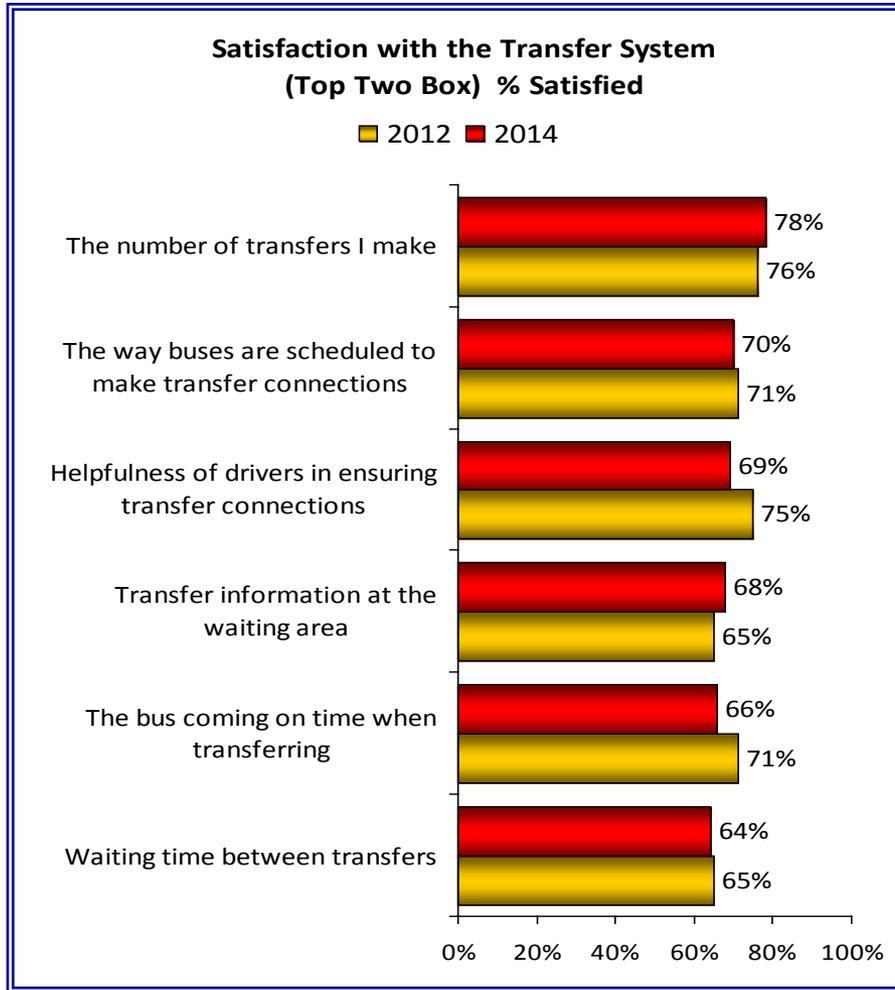
**Top Two Box Percent Satisfied = combined ratings of 5-very satisfied and 4-satisfied.**

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 B Line: Transfer Systems



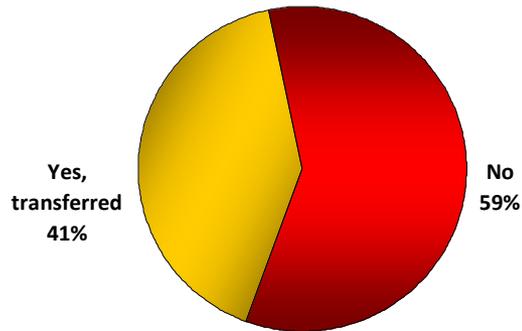
**Top Two Box Percent Satisfied = combined ratings of 5-very satisfied and 4-satisfied.**

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

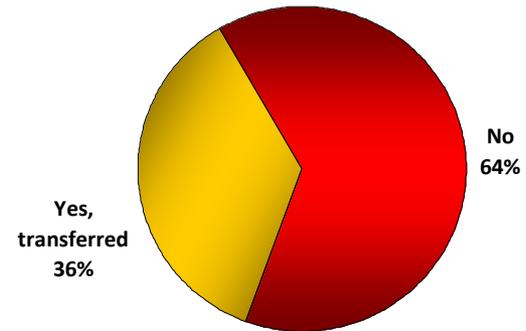
Q5. If you make a transfer on this Route, please rate the items in the box below: (5 is very satisfied, 1 is very dissatisfied)

# RapidRide B Line: Transfer Systems

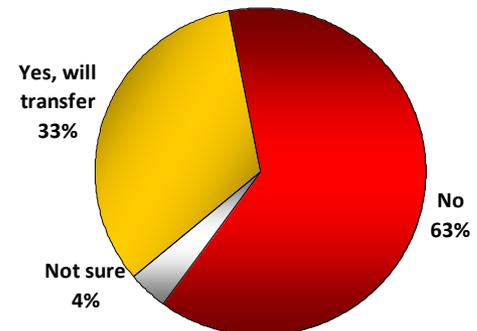
Did you transfer TO/FROM this Route from another bus today? - 2014



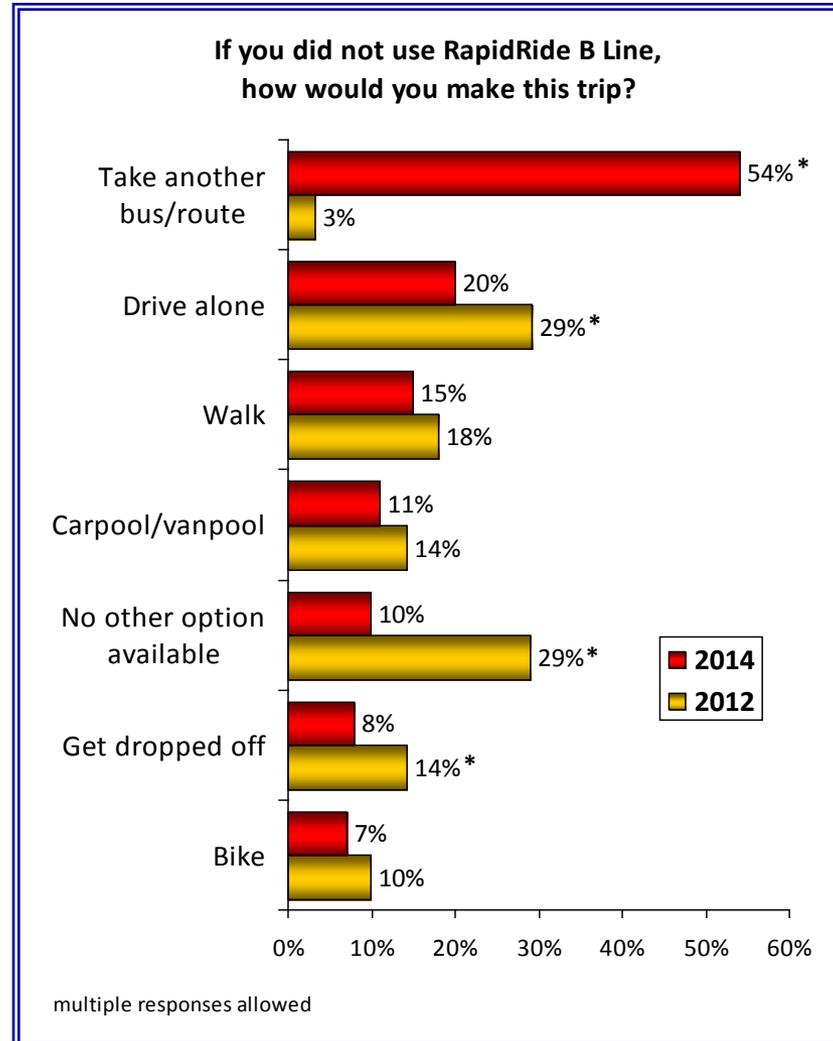
Did you transfer TO this Route from another bus today? - 2012



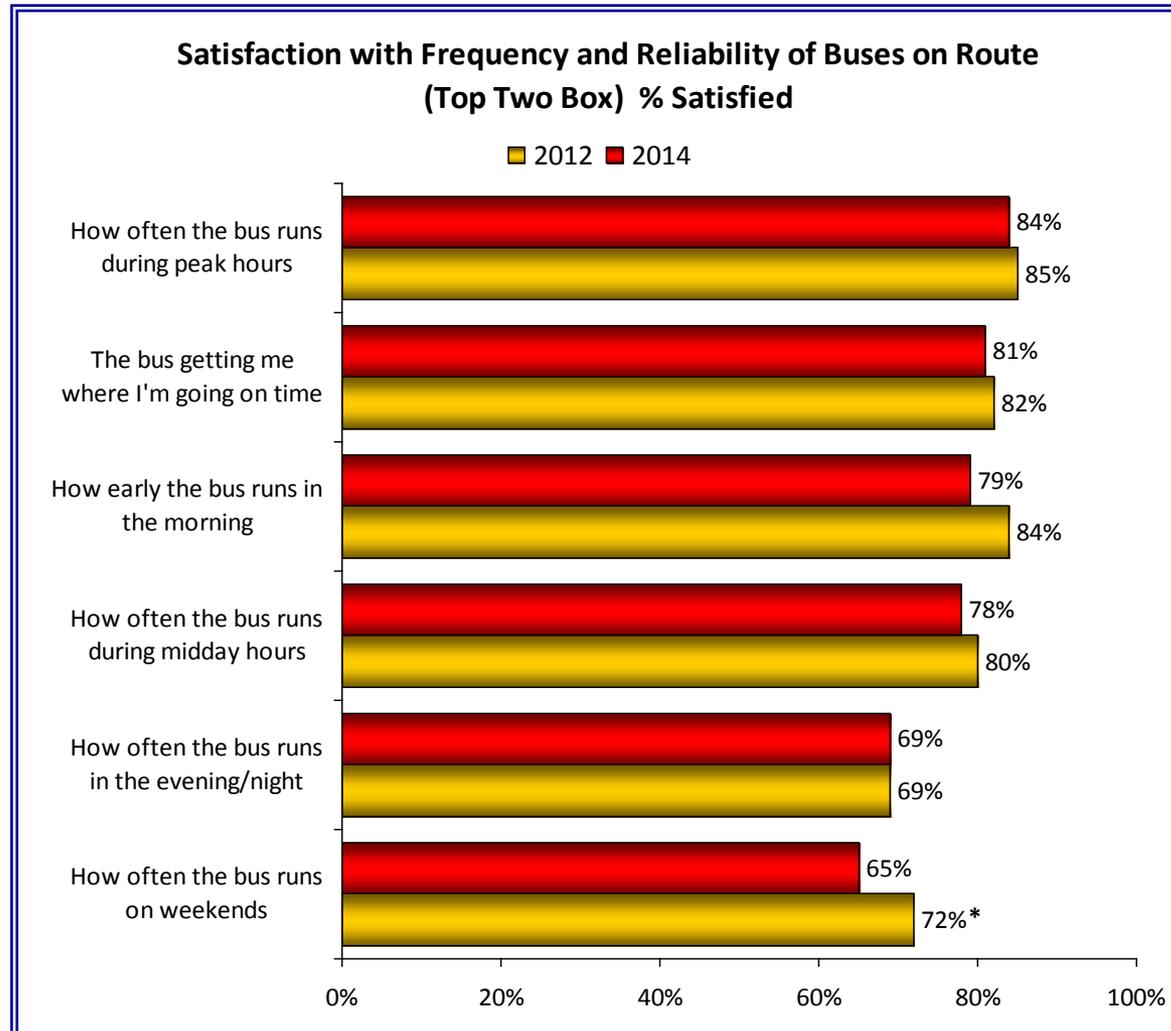
Will you transfer FROM this Route to another bus to reach your destination today? - 2012



# RapidRide B Line: How would you make this trip?



# RapidRide B Line: Frequency and Reliability of Buses

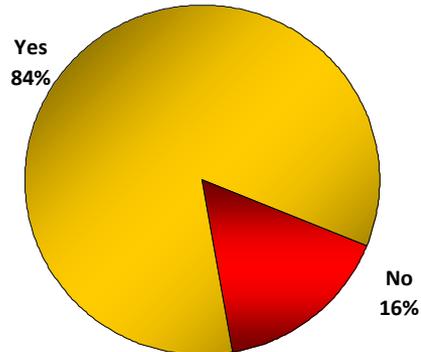


**Top Two Box Percent Satisfied = combined ratings of 5-very satisfied and 4-satisfied.**

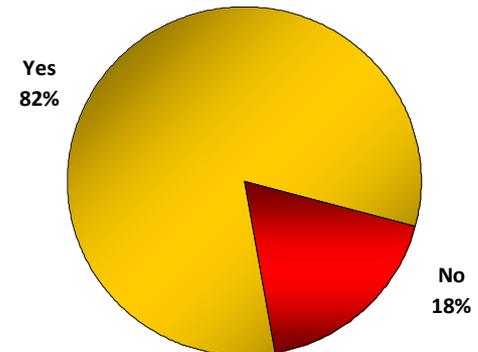
Q6. Frequency and reliability of buses on the Route: (5 is very satisfied, 1 is very dissatisfied)

# RapidRide B Line: ORCA Reader

Have you used the ORCA reader that is located off the bus at the RapidRide bus stop? - 2014



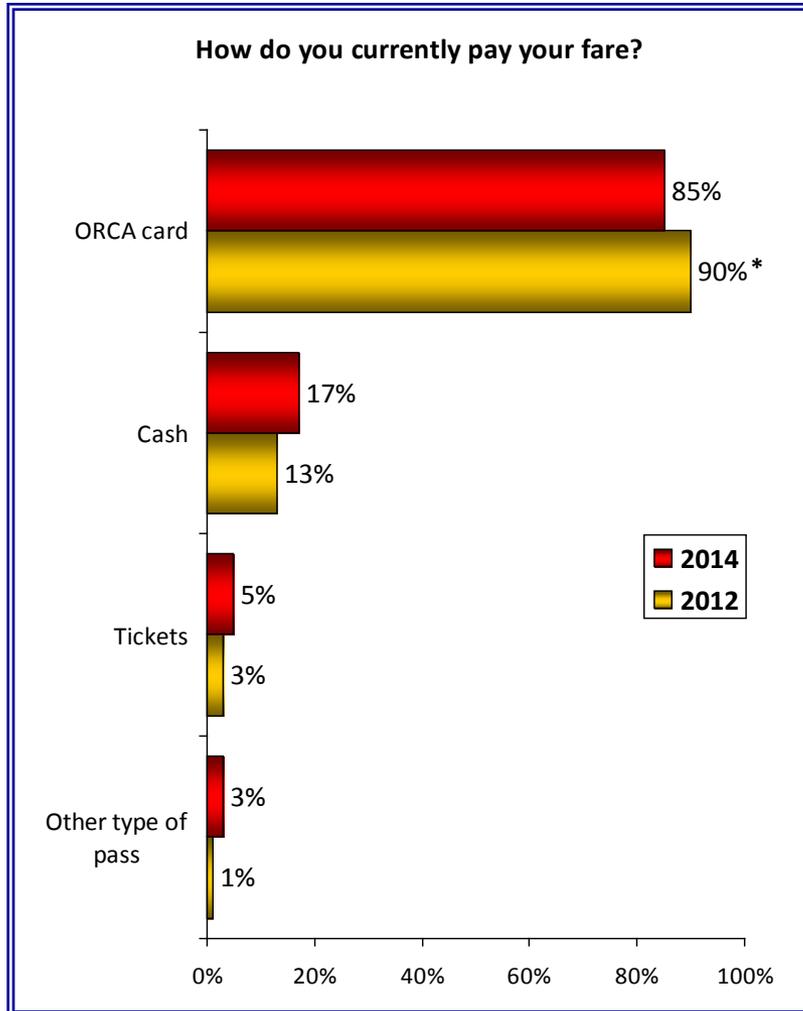
Have you used the ORCA reader that is located off the bus at the RapidRide bus stop? - 2012



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

Q15. Have you used the ORCA reader that is located off the bus at the RapidRide bus stop?

# RapidRide B Line: Fare Payment

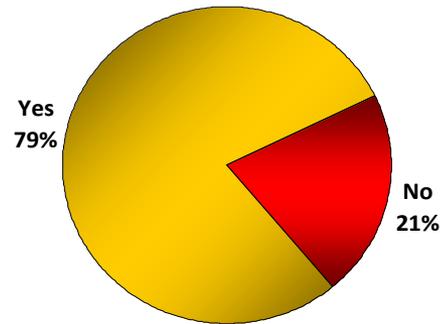


An asterisk (\*) indicates a significant change in response.

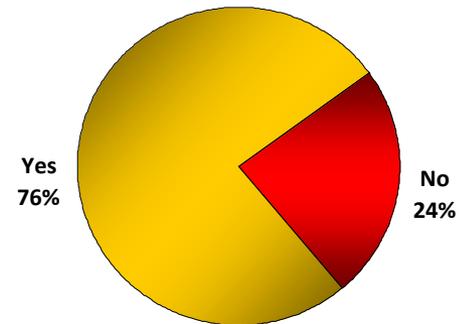
Q14. How do you currently pay your fare?

# RapidRide B Line: Proof of Payment

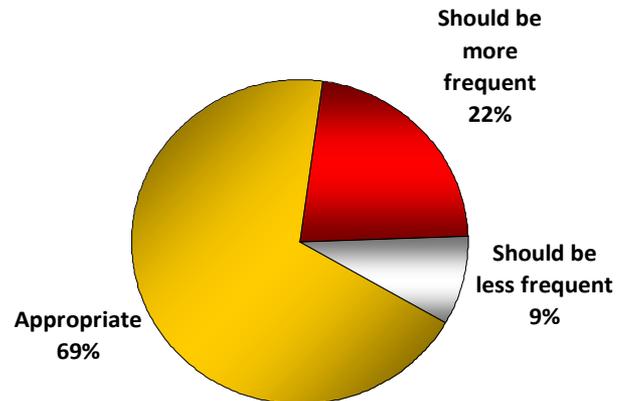
Asked to provide proof of payment - 2014



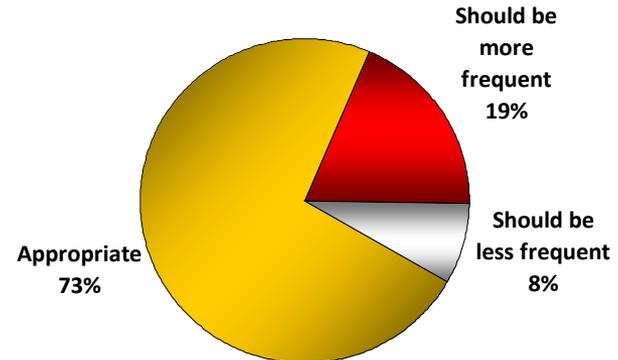
Asked to provide proof of payment - 2011



Perceptions of Payment Inspections - 2014



Perceptions of Payment Inspections - 2012

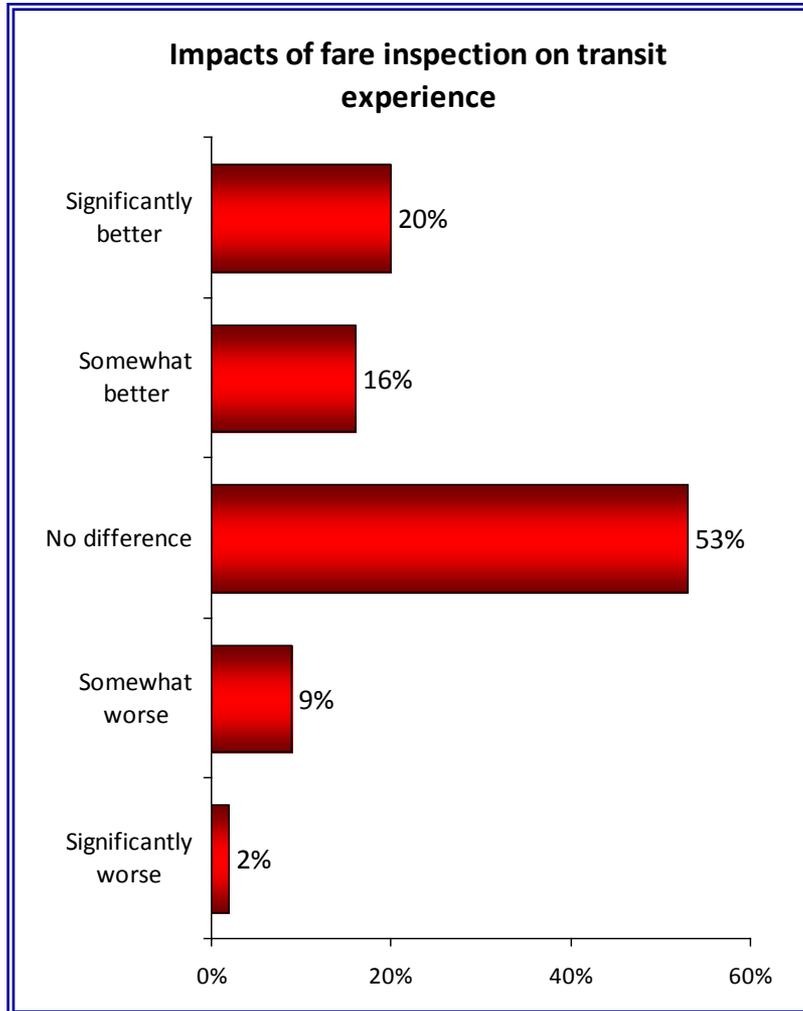


An asterisk (\*) indicates a significant change in response.

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...

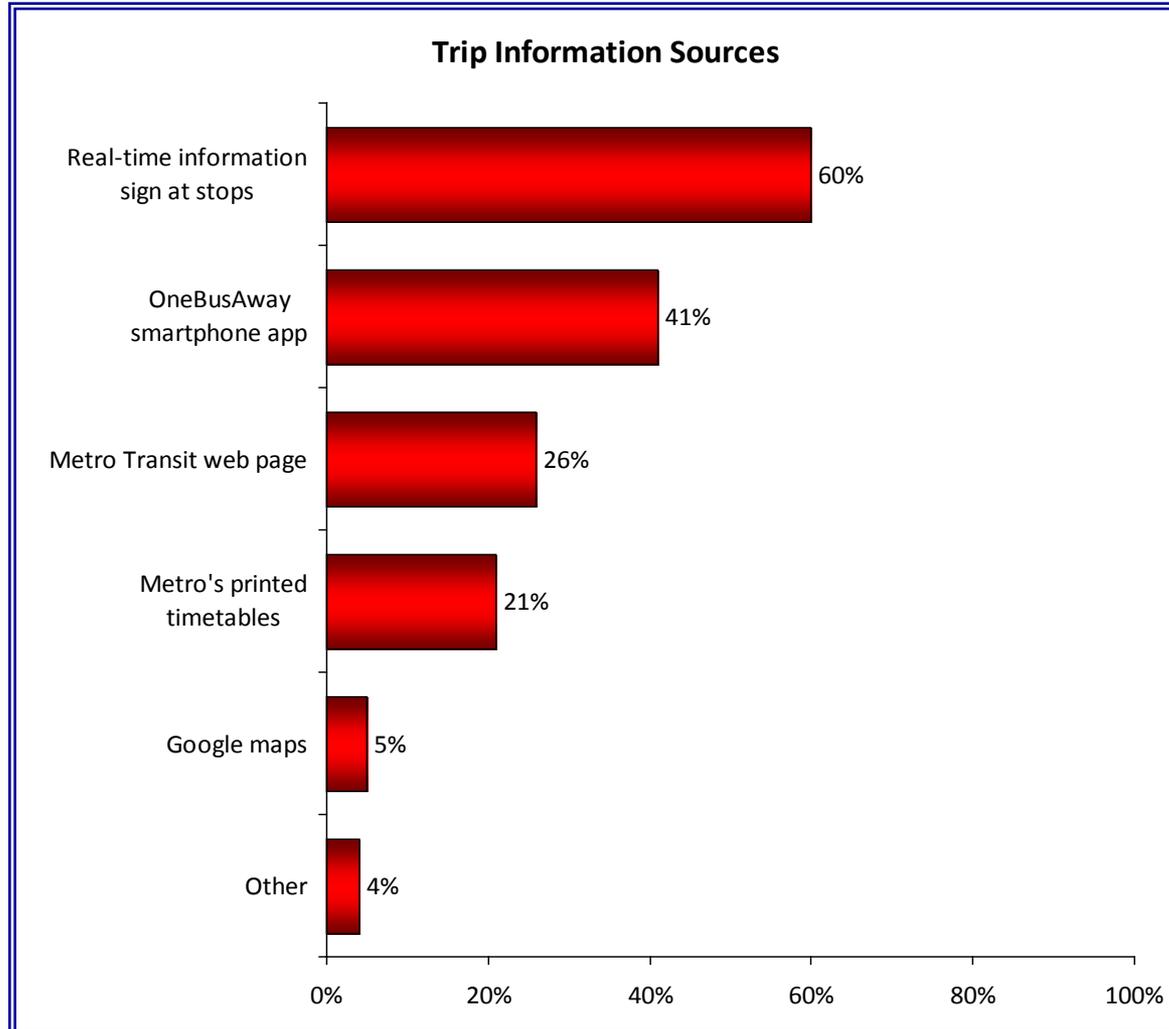
# RapidRide B Line: Fare Inspection



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

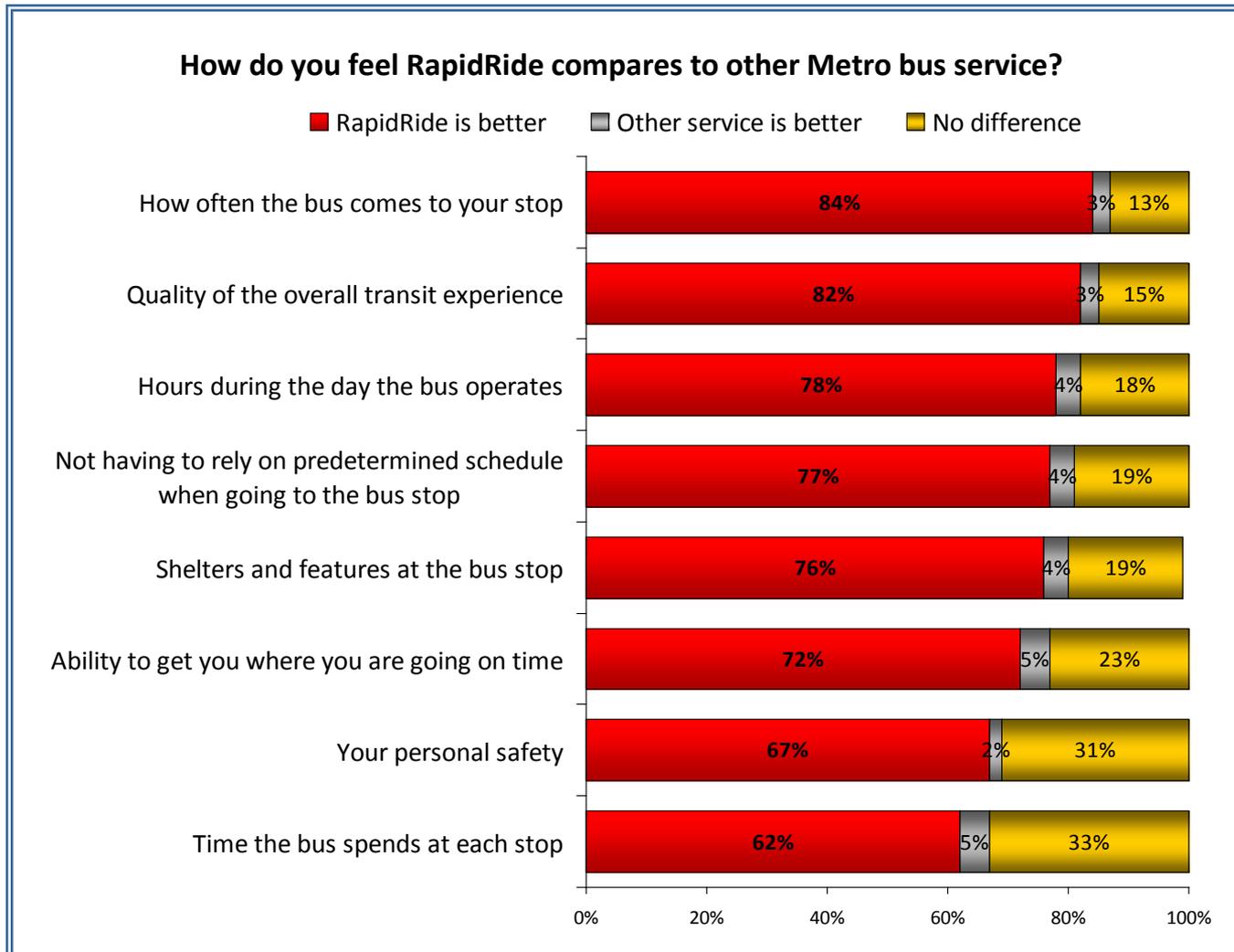
Q18. If yes, how is your transit experience impacted by on-board fare inspection?

# RapidRide B Line: Information Sources

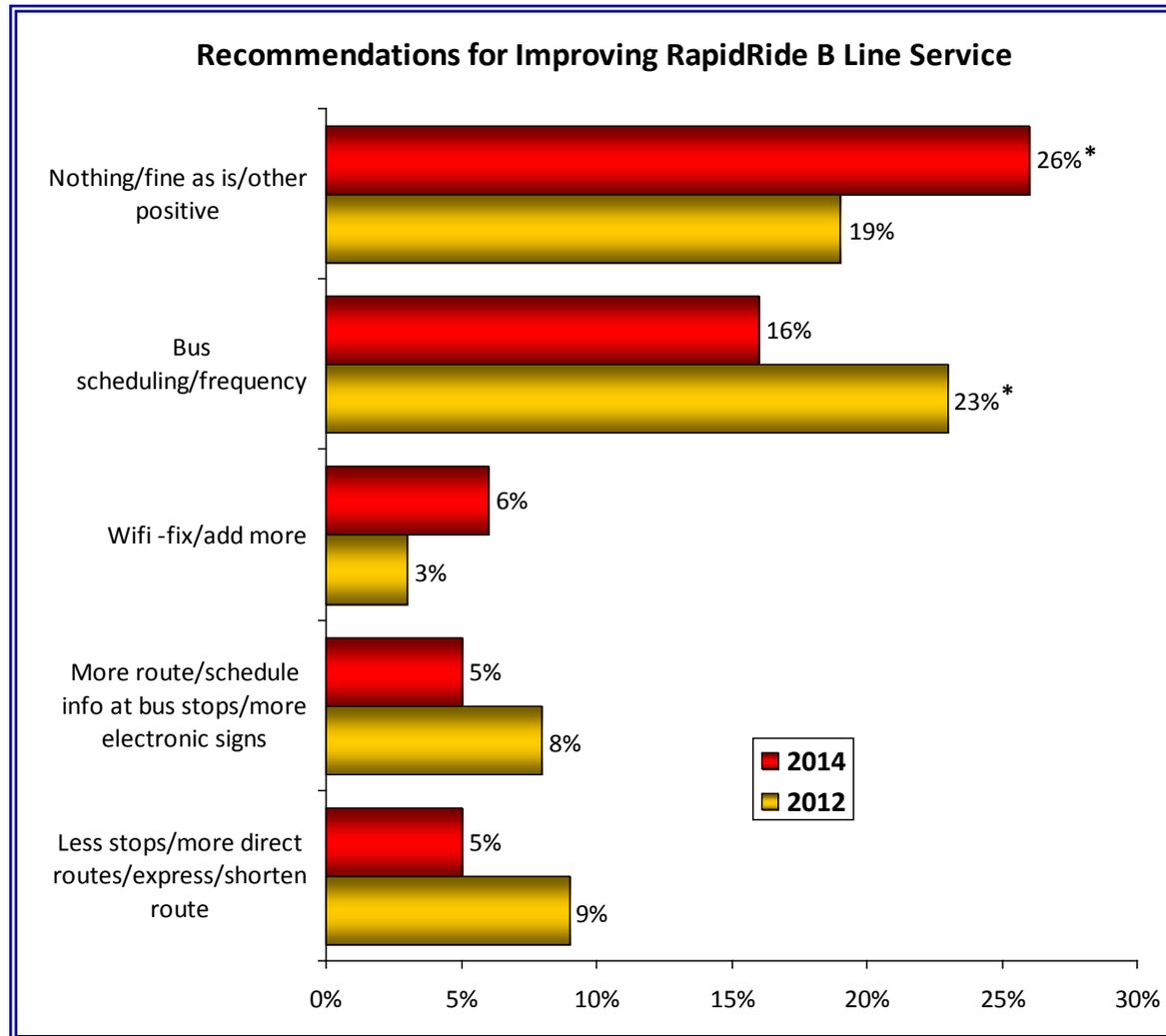


Q20. What trip information sources do you use for traveling on RapidRide B Line?

# RapidRide B Line: Compared to Other Metro Service

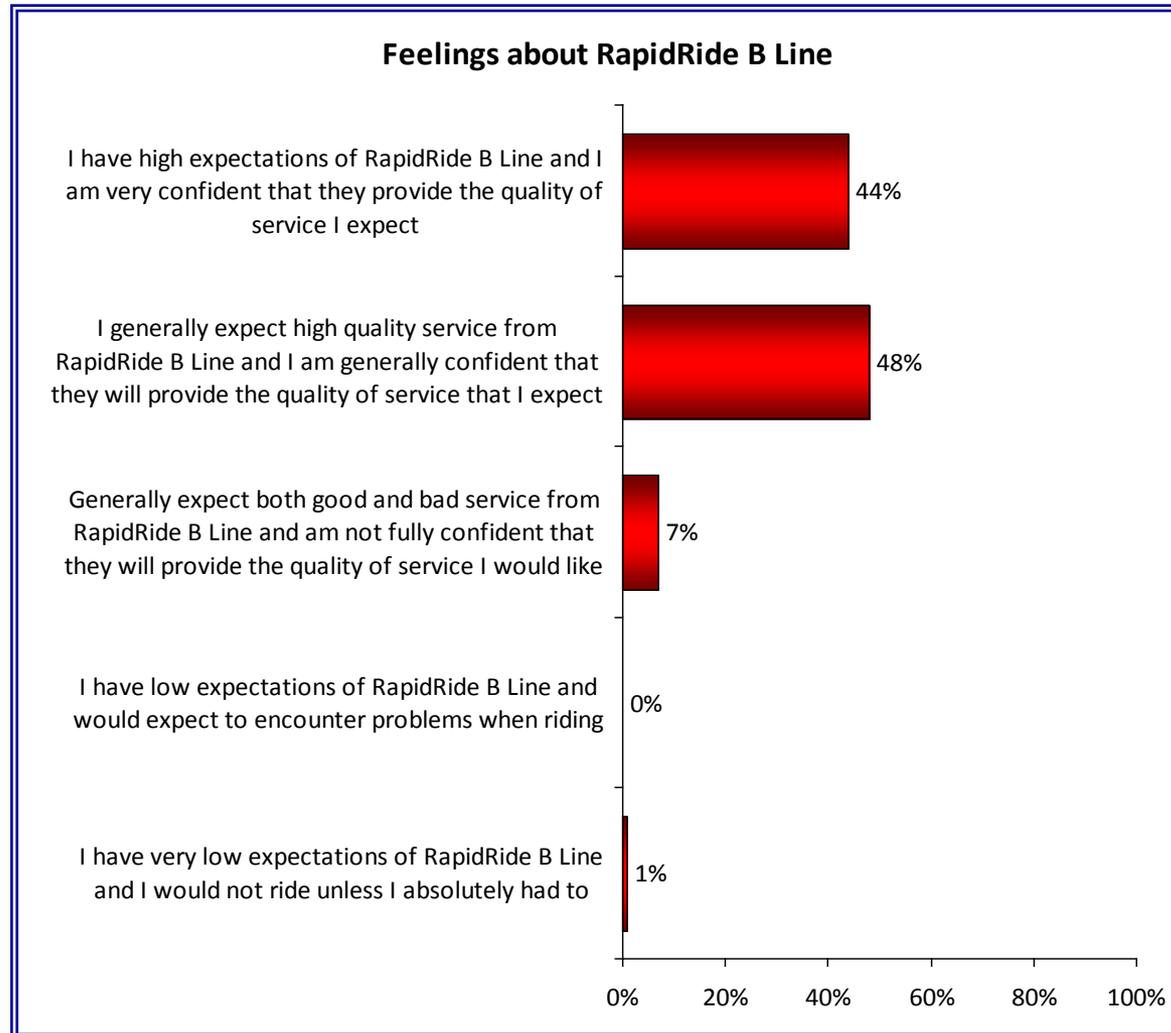


# RapidRide B Line: Recommendations for Improvements



Q30. Finally, what one thing would you recommend to improve this route?

# RapidRide B Line: Feelings about RapidRide B Line



Q21. Based on anything you have seen, heard or directly experienced, which of the following statements best describes how you feel about RapidRide B Line?