

| COUNCIL AGENDA/INFORMATION                       |                            |                 |
|--|----------------------------|-----------------|
| <input type="checkbox"/> Closed                  | Date: _____                | Item # _____    |
| <input checked="" type="checkbox"/> Reg. Council | Date: <u>April 4, 2011</u> | Item # <u>9</u> |
| <input type="checkbox"/> Supplemental            | Date: _____                | Item # _____    |

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| RF<br>Director | <br>CAO |
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**DISTRICT OF WEST VANCOUVER**  
750 – 17<sup>TH</sup> STREET, WEST VANCOUVER, BC V7V 3T3

**COUNCIL REPORT**

Attachments for item **9**  
provided under separate cover

Date: March 7, 2011 File: 1305.05  
 From: Gareth Rowlands, Transit Manager  
 Subject: **TransLink Customer Service Performance Report for Quarter 4, 2010**

**RECOMMENDED THAT:**

1. The Report dated March 7, 2011 from the Transit Manager entitled, "TransLink Customer Service Performance Report for Quarter 4, 2010" be received for information.

**Purpose**

To provide Council with the results of TransLink's customer service performance survey conducted by Synovate for the fourth quarter of 2010.

**1.0 Background**

As the District holds an Annual Operating Agreement with South Coast British Columbia Transportation Authority (TransLink) for the provision of transit services in West Vancouver, the Transit Department (Blue Bus) is considered a part of the TransLink family. TransLink conducts a Customer Service Performance Report for Bus, SeaBus and SkyTrain every quarter. Metrics related to bus service comprise 11 categories, such as frequency of service, overcrowding, safe courteous operators, feeling safe from crime, etc. Each depot, six from CMBC plus West Vancouver Transit (WVT) is rated separately in these categories on a ten point scale with each quarter shown for the previous two years.

**2.0 Balanced Scorecard**

| STRATEGIC INITIATIVES   | 2011 MILESTONE  |
|---|---|
| 1.3.3 ...Share in the responsibility for regional transportation/transit  | While the TransLink Customer Service Performance Report for Quarter 4, 2010 is not directly referenced as a 2011 milestone, provision of Blue Bus transit services is consistent with this strategic initiative.      |
| 2.5.1 Develop and implement appropriate performance indicators to track and manage the delivery of core services by each Division | While the TransLink Customer Service Performance Report for Quarter 4, 2010 is not directly referenced as a 2011 milestone, the Blue Bus Transit operations form a part of the Engineering & Transportation Division. |

### **3.0 Analysis**

While a full copy of the 95 page document is available for viewing in the offices of the Legislative Services Department, Section 1 – Highlights is attached as Appendix 1. Briefly, WVT's performance is summarized as follows with percentage of good to excellent ratings in brackets:

- A rise to the highest overall service rating for a bus trip (76%);
- A tie for the highest rating for frequency of bus service (56%);
- A rise to the highest rating for on-time reliable service (76%);
- Fourth highest rating for buses not being overcrowded (46%);
- A rise to the highest rating for trip duration (88%);
- Highest rating for having courteous bus operators (91%) an increase of 23%;
- A rise to the highest for having a safe and professional operator (95%);
- Highest rating maintained for having clean and graffiti-free buses (87%);
- Highest rating maintained for bus riders feeling safe from crime at the bus stop (a return to our previous quarter result an increase from 83% to 91% of good to excellent respondents);
- Highest rating maintained for having a direct route (91%); and
- A rise to the highest rating for bus riders feeling safe from crime on board the bus (95%).



WVT rated first in 10 of the 11 quality measures. Blue Bus gained back drops in ratings experienced in recent quarters and is now comparable to fourth quarter of 2009 in terms of the percentage of respondents giving good to excellent ratings. The low score with respect to buses not being overcrowded reflects Blue Bus trying to keep up with an increased demand without an increase in funding. As stated in the previous Council Report dated December 10, 2010, an increase in ridership of approximately 12% over the same period last year in each month since the conclusion of the 2010 Olympic and Paralympic Games confirms the need for additional funding and services through TransLink. Funding is not available at this time; however, staff are actively providing data and input into the North Shore Area Transit Plan to support a need for increased services.

Beyond tracking the performance of individual depots, survey results also showed the following perspectives amongst West Vancouver transit riders:

- Highest ratings from North Shore residents regarding value for money (56%);
- Highest ratings for having service that runs during convenient hours (52%);
- Highest ratings with respect to having enough shelters at bus stops (56%);
- Highest ratings for favourable responses to having good connections (63%);
- Lowest transit website visitation (42%) in the region; and
- Overall Service Highest rating by West Vancouver riders (79%).

Therefore, District residents appear to be generally satisfied with transit services received.

Author:

Appendices:

Appendix 1 - Customer Service Performance. Quarter 4, 2010 – Bus, SeaBus, SkyTrain, Section 1 - Highlights

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Attachments for item 9  
provided under separate cover



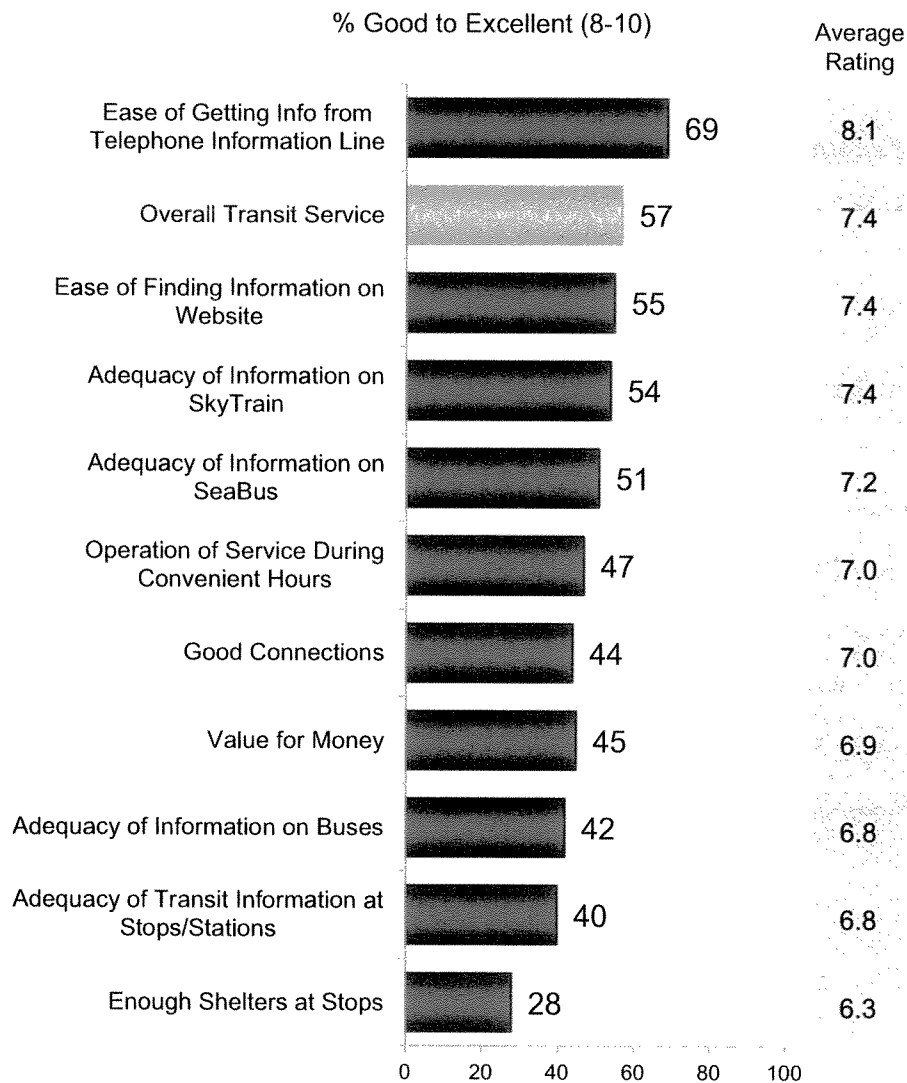
# Customer Service Performance Quarter 4, 2010

Bus  
SeaBus  
SkyTrain



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## Performance on Transit System Attributes



Q4 2010 Base = 2104

## Transit System

- The transit system earns an Overall Service rating of 8 or higher from 57% of riders this quarter. This rating marks an improvement over the same period of 2009 (54%), but is below the levels set for the previous three quarters in 2010 (63% to 61% in Quarter 1 through 3 of this year). This shift in ratings likely marks the end of a "halo effect" from the Olympic Games. Quarter 1 to 3 saw several SkyTrain service attributes and some Bus attributes experiencing higher than average ratings, especially in the areas of not being overcrowded, cleanliness and staff availability/courteousness.

## Performance on Top Key Drivers of Transit Overall Service\*

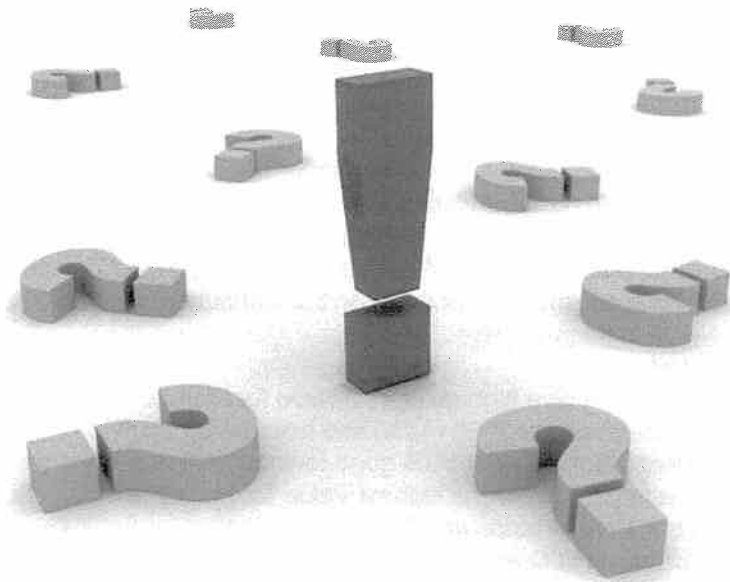
### Key Drivers with Positive Performance

- Operation of Service During Convenient Hours
  - Performance remains stable, with 47% awarding good-to-excellent ratings and only 18% giving very poor-to-neutral assessments. The average score is 6.9/10. West Vancouver residents (52% good-to-excellent) are the most positive on this attribute.

### Key Drivers Needing Improvement

- Value for Money
  - 45% of riders give high ratings to Value for Money. This is in line with the same period of 2009 (44%) and last quarter (42%). Richmond/South Delta (59% good-to-excellent) and West Vancouver residents (56%) give the highest Value for Money ratings.
- Adequate Information at Stops and Stations
  - Consistent with Quarter 4 2009, 40% of riders give good-to-excellent ratings to this attribute. Only 23% give very poor-to-neutral ratings, resulting in an average scores of 6.8/10. Current good-to-excellent ratings are below last quarter's 44%.
- Enough Bus Shelters at Stops
  - Once again, this is the lowest-rated system attribute with an equal proportion of riders rating it positively (8 or higher) and less positively (5 or lower) – 28% for each. The average score is 6.3/10. The current good-to-excellent rating is above Quarter 4 2009 (24%), but has lost ground over last quarter (33%).

\*An average rating of 7.0 or higher means an attribute's performance is positive, whereas a rating of less than 7.0 means improvements should be considered.



The Customer Service Performance study tracks performance on service attributes that are most strongly related to positive overall transit service ratings from customers.

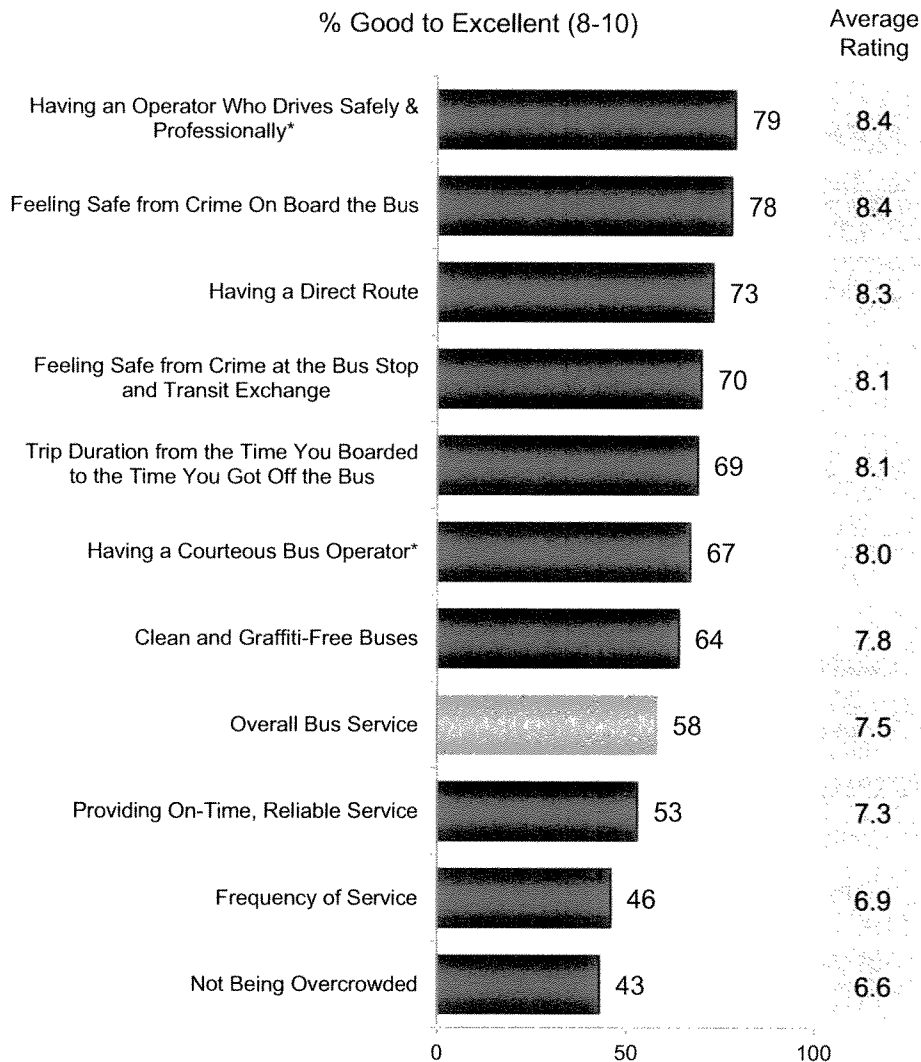
Trends in the percentage of good-to-excellent scores are highlighted.

The analysis in the text focuses on the top key drivers for each area of service.

Where performance is excellent or poor, but the attribute is not one of the top key drivers, the text does not comment on it; however, customer ratings on the attribute will be shown in the graphs for each section.



## Performance on Bus System Attributes



Q4 2010 Base = 1964 (bus routes evaluated)

\*Previously combined: "Having Courteous, Competent and Helpful Bus Operator"

## Bus System

- Compared to Quarter 4 2009, Bus system performance is unchanged, with 58% awarding high ratings to this mode overall. This contributes to an average score of 7.5/10. However, compared to last quarter, Overall Bus Service ratings are lower (62% to 58%). WVT is the top-performing depot on the majority of Bus service attributes, while STC tends to be the lowest.

## Performance on Top Key Drivers of Bus Overall Service\*\*

### Key Drivers with Positive Performance

- On-Time, Reliable Service
  - High ratings for this attribute (53%), are in line with the same period of 2009 (51%), but are below last quarter's 58%. WVT is the top-performer (76%) while STC (47%) is the lowest.

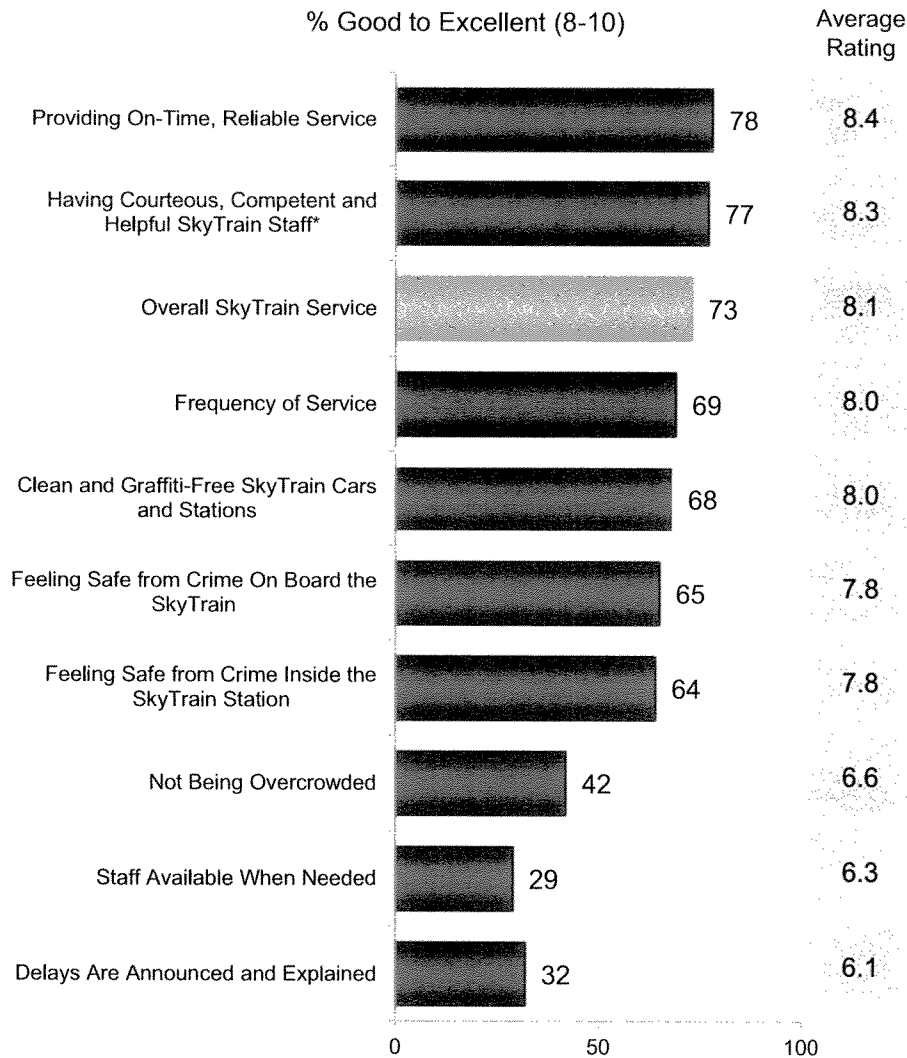
### Key Drivers Needing Improvement

- Service Frequency
  - Evaluations are in line with historical trends. Currently, 46% give good-to-excellent ratings while 24% give very poor-to-neutral ratings. The average score is 6.9/10. At the depot level, good-to-excellent ratings range from 57% for BTC to 42% for VTC and STC.
- Overcrowding
  - Continues to be the lowest-rated service attribute, with 43% giving it ratings of 8 or higher and 31% giving it ratings of 5 or lower. The average score is 6.6/10. While current high ratings are consistent with Quarter 4 2009 (45%), they are below last quarter (47%). Depot ratings range from 53% (NVT) to 30% (BTC).

A complete listing of route-specific performance scores for all Bus attributes can be found in Appendix D.

\*\*An average rating of 7.0 or higher means an attribute's performance is positive, whereas a rating of less than 7.0 means improvements should be considered.

## Performance on SkyTrain Attributes



Q4 2010 Base = 1391 (SkyTrain riders)

\*Caution: Only among SkyTrain riders who spoke with staff (n=87).

## SkyTrain System

- Overall SkyTrain Service is stable, receiving good-to-excellent ratings from 73% and only 8% giving very poor-to-neutral assessments. While Overall Service ratings for Canada Line also remain stable (80%), BCRTC Overall Service ratings have improved from one year ago (64% to 70%).

## Performance on Top Key Drivers of SkyTrain Overall Service\*\*

### Key Drivers with Positive Performance

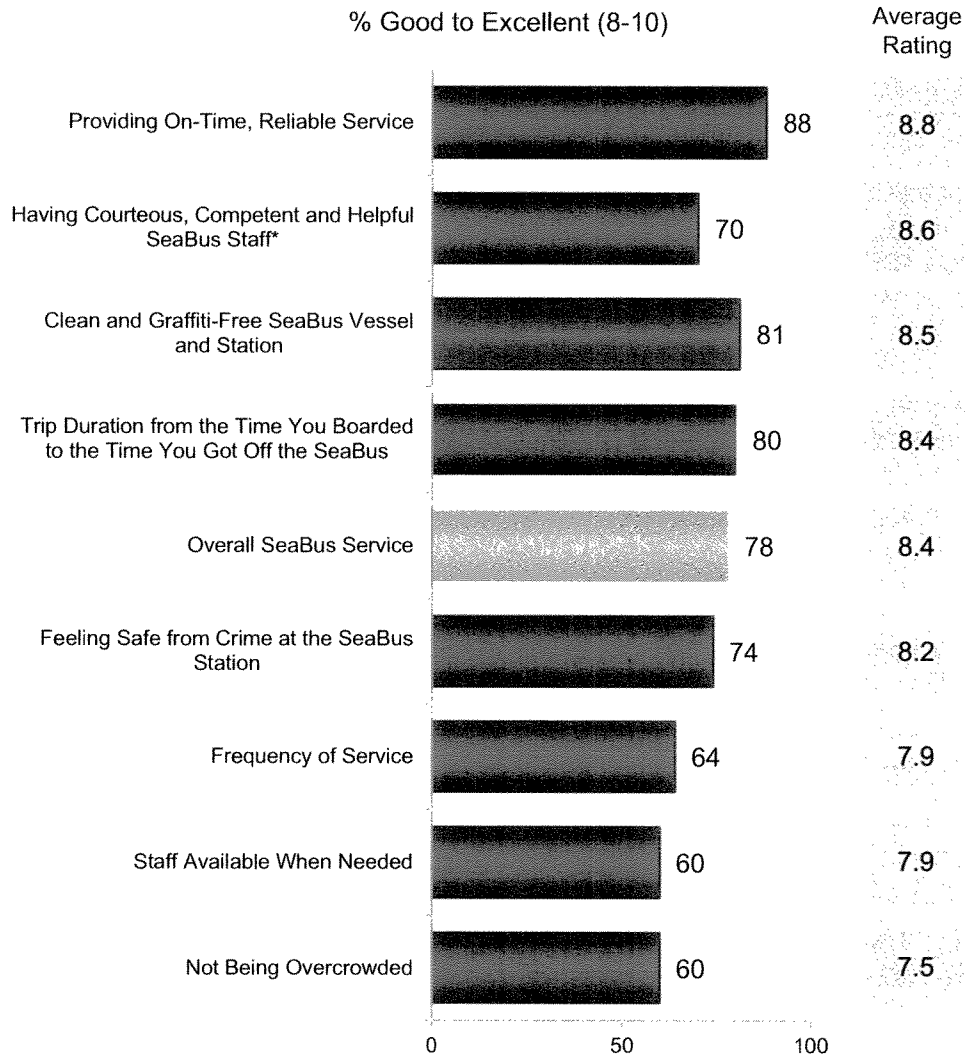
- Safe from Crime On Board SkyTrain
  - Riders give similar ratings to Feeling Safe From Crime On Board SkyTrain when compared to the same period last year (good-to-excellent ratings of 63% versus 65%), but give lower ratings than last quarter (70%). While Canada Line ratings remain stable for this attribute at 81%, BCRTC ratings have dropped from last quarter (64% to 59%).
- Safe from Crime Inside SkyTrain Station
  - 64% of SkyTrain riders also feel Safe Inside SkyTrain Stations, giving this attribute a rating of 8 or higher out of 10. These evaluations are in line with past trends. Canada Line (83% good-to-excellent) and BCRTC ratings (56%) are also stable.

### Key Drivers Needing Improvement

- Overcrowding
  - Consistent with last year (44%), but below last quarter (47%), current good-to-excellent ratings for Not Being Overcrowded stand at 42%. While BCRTC ratings are static (39%), Canada Line ratings have fallen since last year (58% to 47%).
- Staff Availability
  - Continues to be the lowest rated SkyTrain service attribute with 29% giving it a rating of 8 or higher and an equal proportion, 27%, rating it 5 or lower. Ratings for this attribute have fallen compared to last year (33%) and last quarter (34%).

\*\*An average rating of 7.0 or higher means an attribute's performance is positive, whereas a rating of less than 7.0 means improvements should be considered.

## Performance on SeaBus Attributes



Q4 2010 Base = 191 (SeaBus riders)

## SeaBus

- SeaBus Overall Service performance is stable this quarter with 78% of customers awarding it good-to-excellent ratings and only 6% giving it low ratings of 5 or less. Its average score is 8.4/10. Top-rated SeaBus service attributes are Providing On-Time, Reliable Service (88% good-to-excellent), Clean and Graffiti-Free Vessels and Stations (81%) and Trip Duration (80%).

## Performance on Top Key Driver of SeaBus Service Overall\*\*

### Key Drivers with Positive Performance

- Frequency of Service
  - This attribute earns high ratings from 64% of SeaBus riders and an average score of 7.9/10. Current evaluations are in line with past trends.

\*\*An average rating of 7.0 or higher means an attribute's performance is positive, whereas a rating of less than 7.0 means improvements should be considered.

\*Caution: very small base size.

## ***Transit Riders Versus General Population***

- Transit riders, while very similar demographically to the Metro Vancouver general population, do hold some distinct characteristics:
  - They are younger – 26% of transit riders are between the ages of 16 and 24 years old compared to only 14% among the general public
  - They are almost three times more likely to be students (20% among transit riders versus 7% among the general public)
  - They are more likely to have a university degree (40% versus 32% among the general public)

## ***Trip Purpose***

- The top three transit trip purposes continue to be to commute to and from work (45%), to get to and from entertainment events/social venues (37%) or to go shopping (32%). Less common uses include personal business trips (22%) and school commuting (20%).
- Compared to the same period of 2009, trip purposes remain unchanged.

## ***Fare Payment Method***

- The most common ways of paying for transit are cash (28%) and FareSaver tickets (26%). Somewhat less widely used are Monthly Passes (18%) and U-Passes (12%).
- Compared to historical trends, using cash to pay for transit has decreased slightly, while FareSaver usage has increased.

## ***Choice Versus Captive***

- The ratio of Choice to Captive riders remains stable this quarter. Currently, 68% of transit riders are classified as Choice riders as they have regular access to a vehicle, as a driver or a passenger, but choose to make their trips on transit. The remaining 32% of riders are classified as Captive riders, as they do not have vehicle access for the trips they make on transit.

## ***High, Medium and Low Frequency Riders***

- Low Frequency Riders (3 or fewer one-way transit trips per week)
  - Represent 43% of all transit riders and 17% of all one-way transit trips
  - Have been using transit the longest (9.9 years on average versus 8.8 overall) and are also the oldest of the three rider groups (average age of 44 versus 39 for Medium and 34 for High Frequency riders)
  - Are the least likely to use the Bus (63% versus 86% and 88%, respectively, among the other two riders groups)
  - Tend to pay for transit with cash (48%) or FareSaver tickets (31%)
- Medium Frequency Riders (4 to 9 one-way transit trips per week)
  - Represent 24% of all transit riders and 21% of all one-way transit trips
  - Almost all ride the Bus (86%)
- High Frequency Riders (10 or more one-way transit trips per week)
  - Represent 33% of all transit riders and 63% of all one-way transit trips
  - Are younger (average age of 34 versus 40 overall)
  - Tend to work full-time (51%), with 69% using transit to go to and from work (versus 45% overall) and 34% using it to go to and from school (versus 20% overall)
  - Almost all ride the Bus (88%) and the majority rides SkyTrain (76%)
  - Most commonly pay with a Monthly Pass (39%)

## ***Bus, SkyTrain and SeaBus Riders***

Mode usage remains stable this quarter compared to the same period of 2009. This quarter, 77% used the Bus, 70% took SkyTrain and 7% used SeaBus.

- Bus Riders:

- Make the most transit trips (average of 7.5 one-way trips per week versus 6.6 among all transit riders).
- Have the highest proportion of Captive riders (37%)

- SkyTrain Riders:

- Most commonly pay for transit using cash (29%) or FareSaver tickets (24%)
- Have a disproportionately higher number who live the Surrey/North Delta/White Rock/Langley region (26% versus 22% overall)

- SeaBus Riders:

- Have been using transit the longest (9.9 years on average) and are the oldest mode-rider group (42 years on average versus 40 overall)
- Are the most likely to use transit to get to entertainment events/social venues (53% versus 37% overall)
- Most commonly pay with cash (42%)
- Tend to live on either the North Shore (59%) or in Vancouver (20%)