

91 Express Lanes 2014 Customer Satisfaction Survey Results



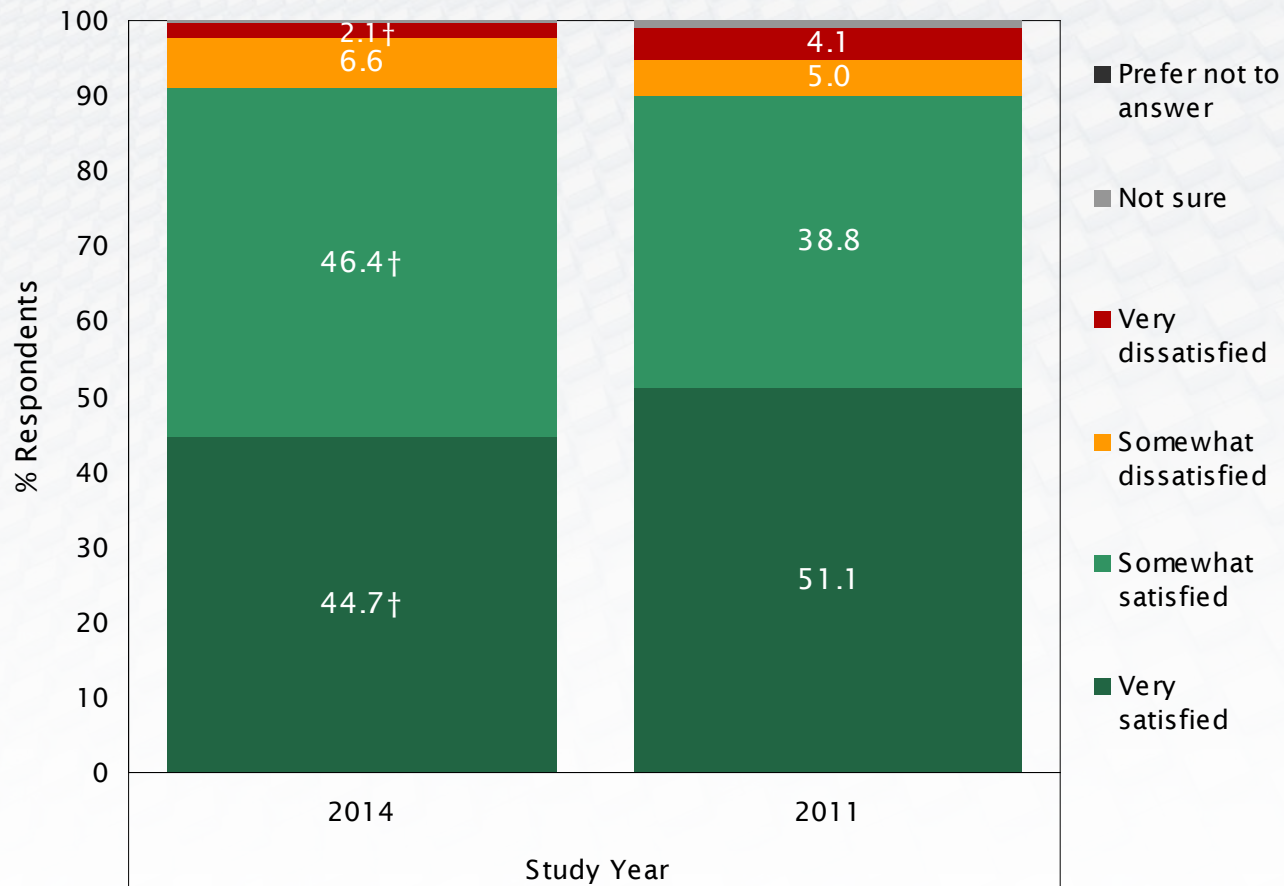
Purpose of Study

- Profile travel behavior
- Measure satisfaction with 91 Express Lanes
- Measure perceptions of Orange County Transportation Authority's (OCTA) management of lanes
- Identify customers' exposure to OCTA's communications and preferences for receiving information

Methodology of Study

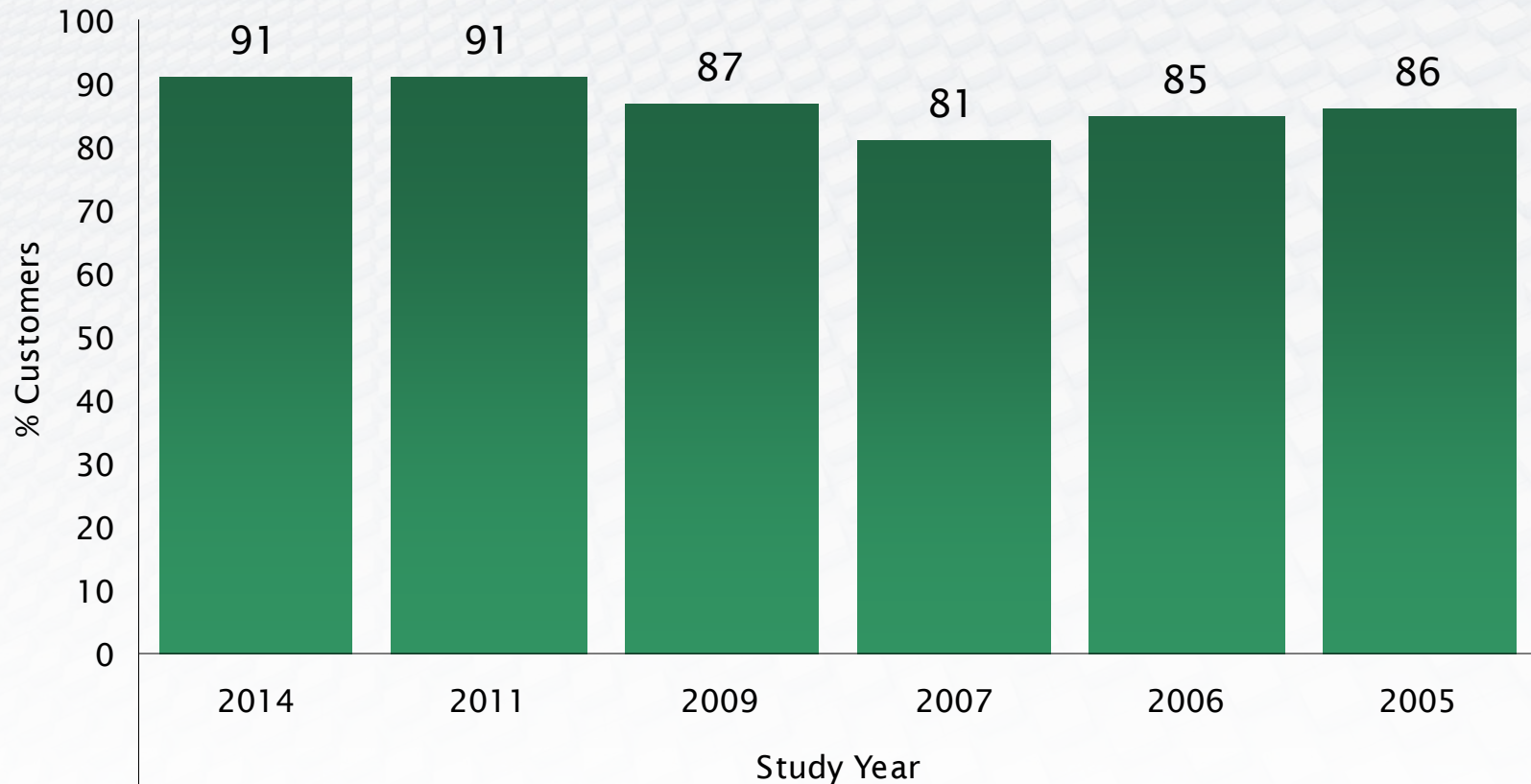
- Mixed-method design
 - Recruited via email and mailed invitations
 - Online data collection at secure survey site
- 1,349 customers
- Conducted August 19th to Sept 20th, 2014
- Overall margin of error: $\pm 2.64\%$

Overall Customer Satisfaction



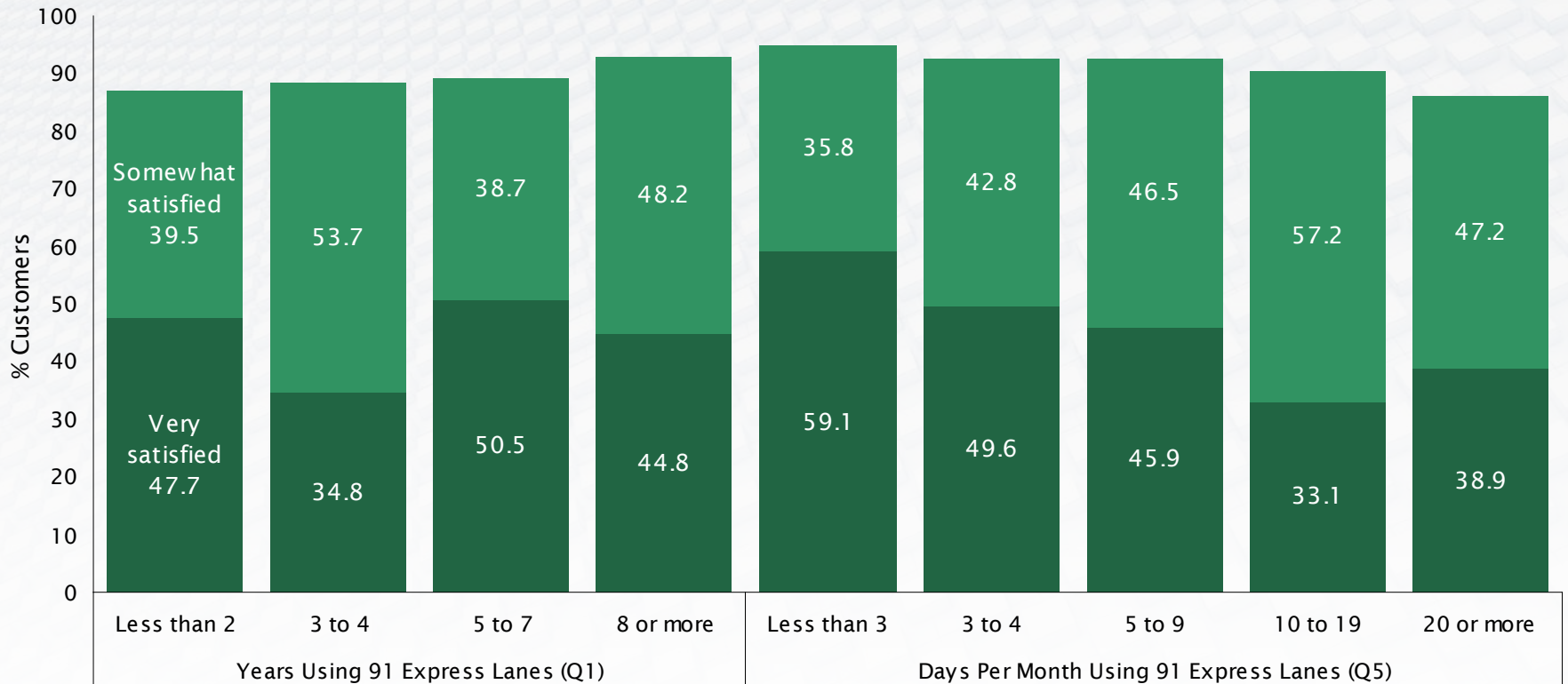
† Statistically significant difference ($p < 0.05$) between the 2011 and 2014 studies.

Customer Satisfaction Trends

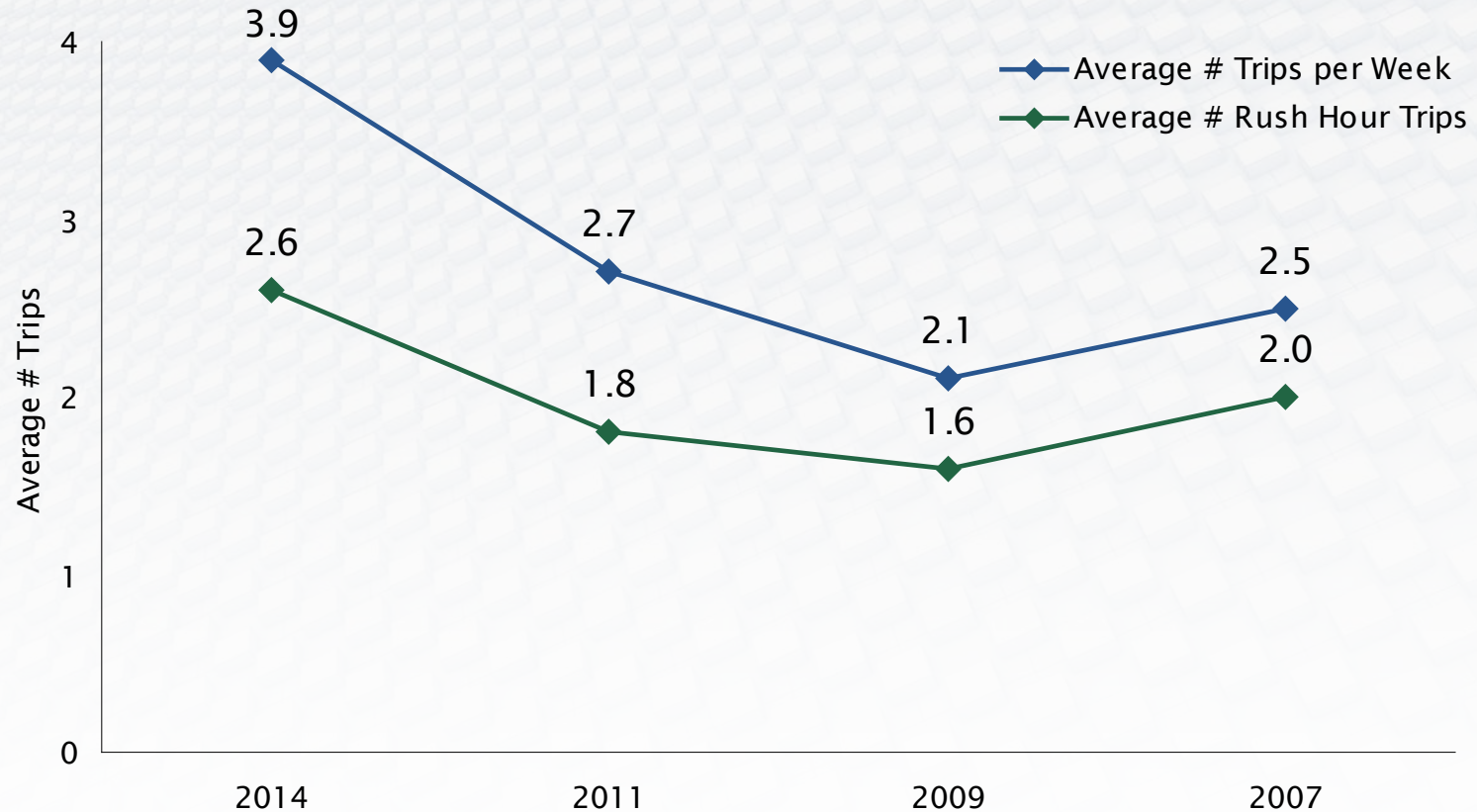


Note: To allow for a direct comparison with past studies, the percentages have been recalculated to reflect only those with an opinion.

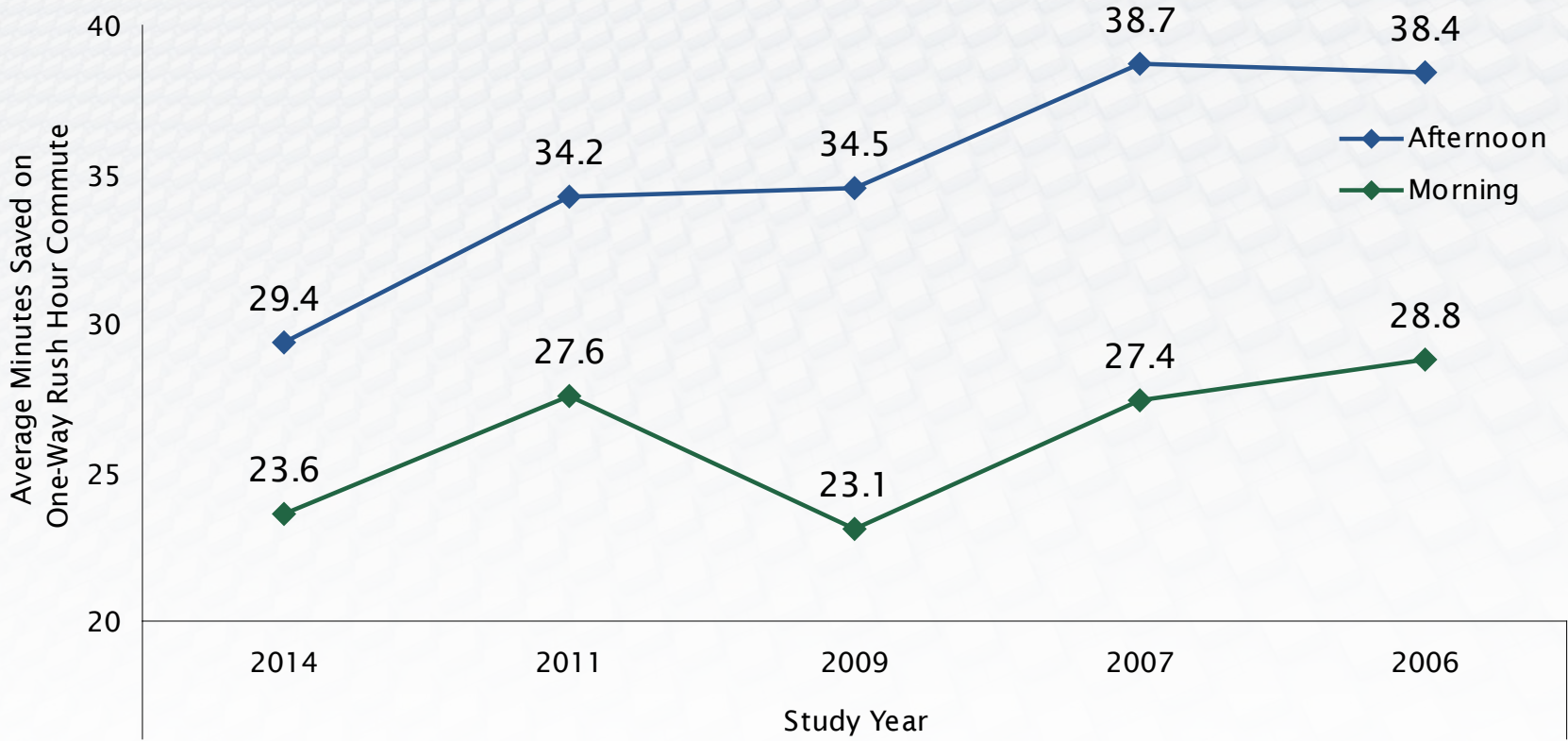
Satisfaction by Years and Usage



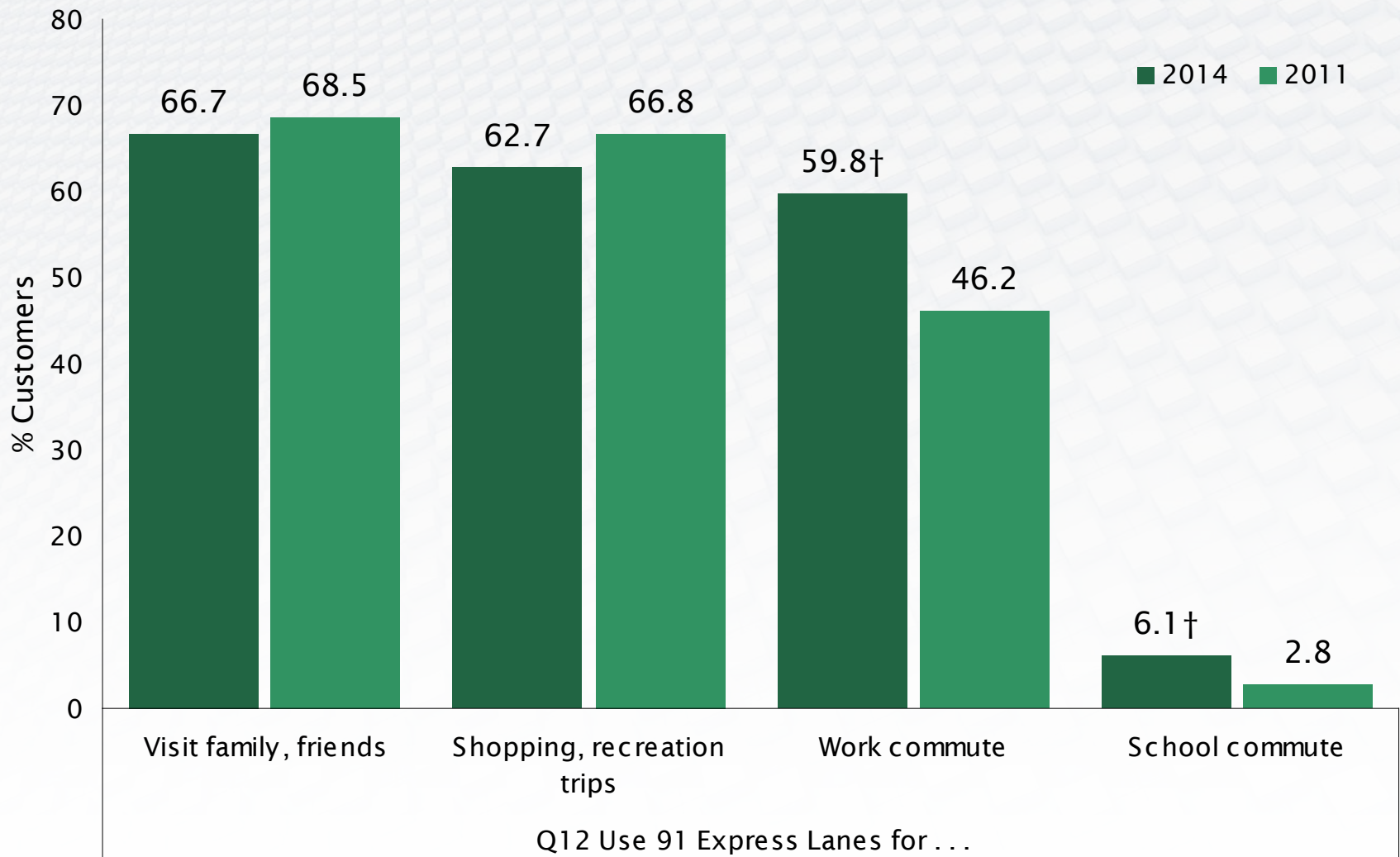
Average Number of One-Way Trips



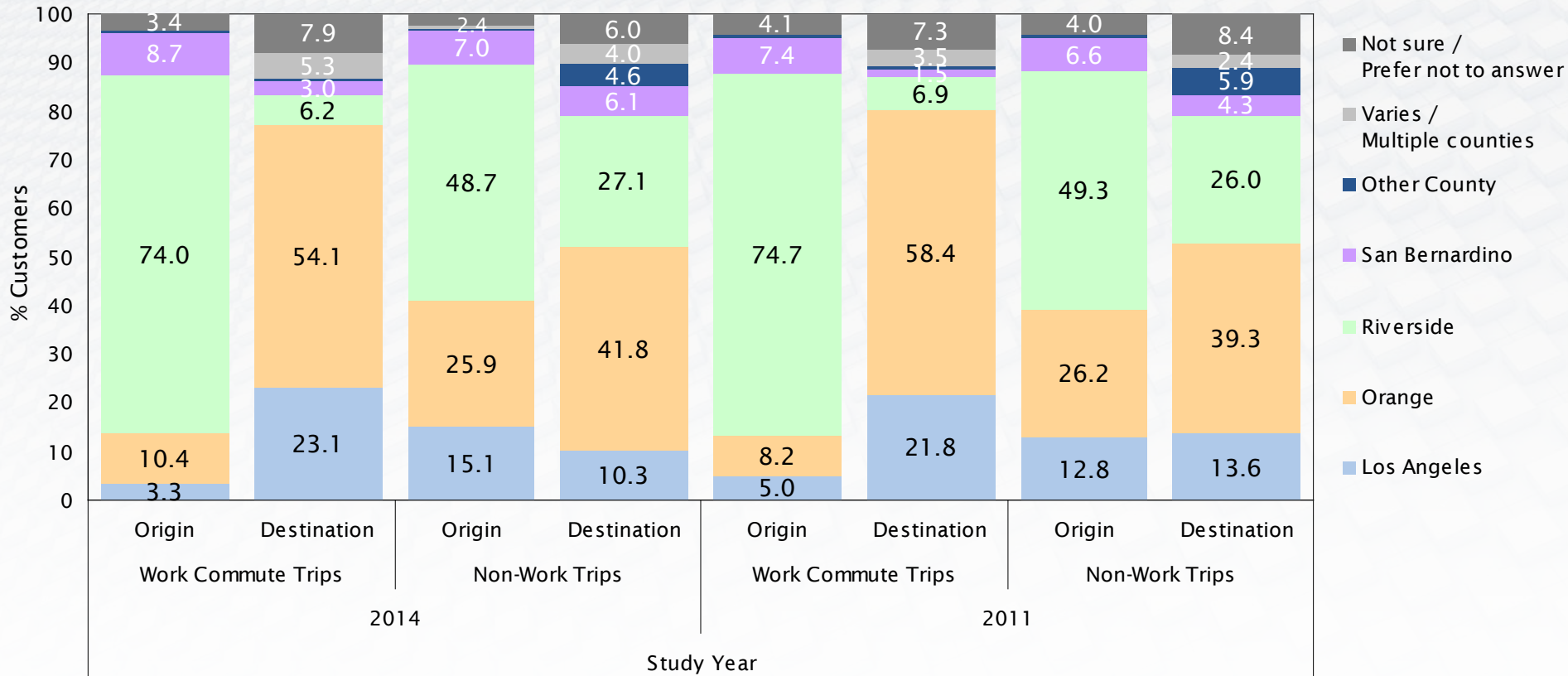
Minutes Saved on One-Way Commute



Express Lanes Trip Purpose

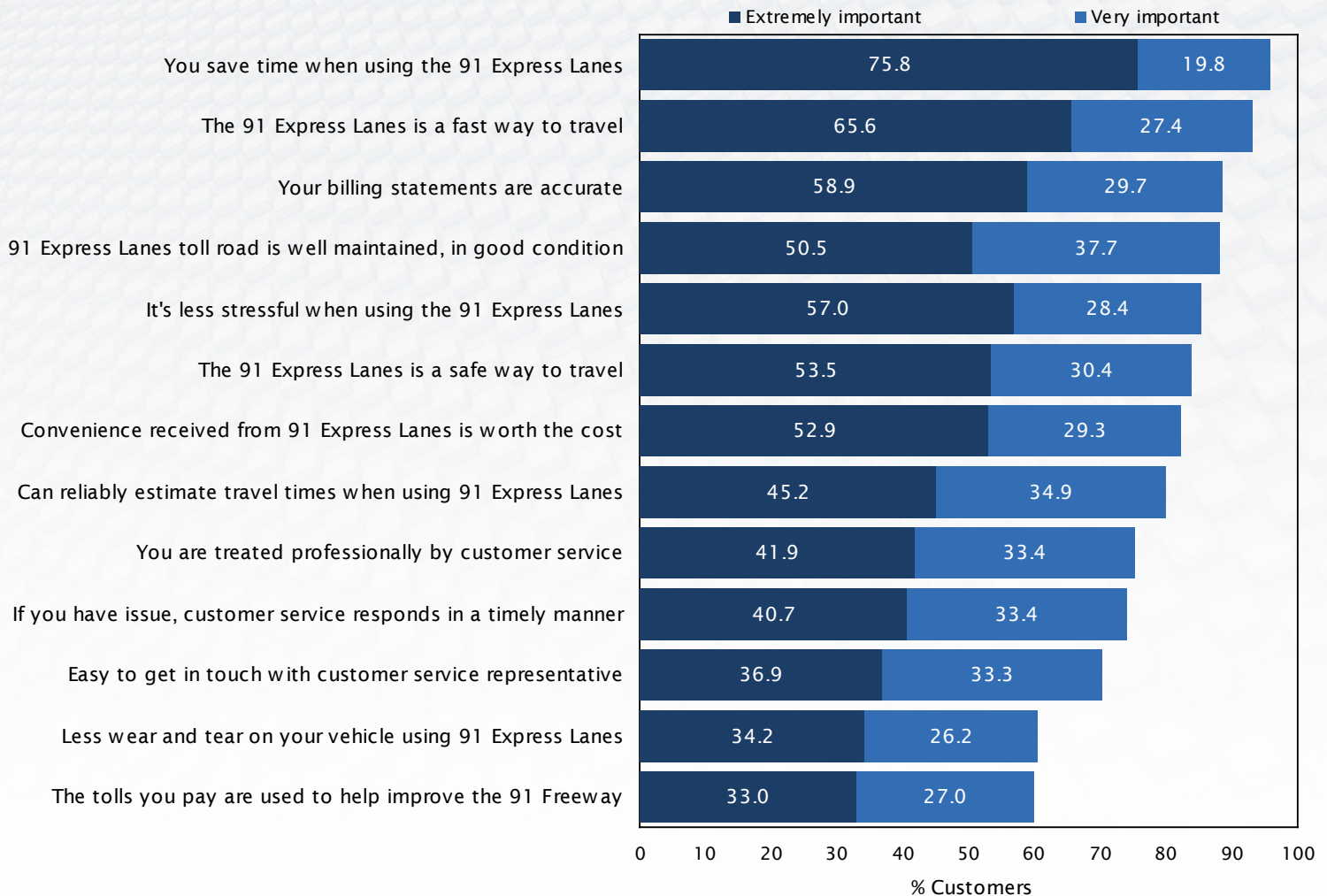


Origin and Destination

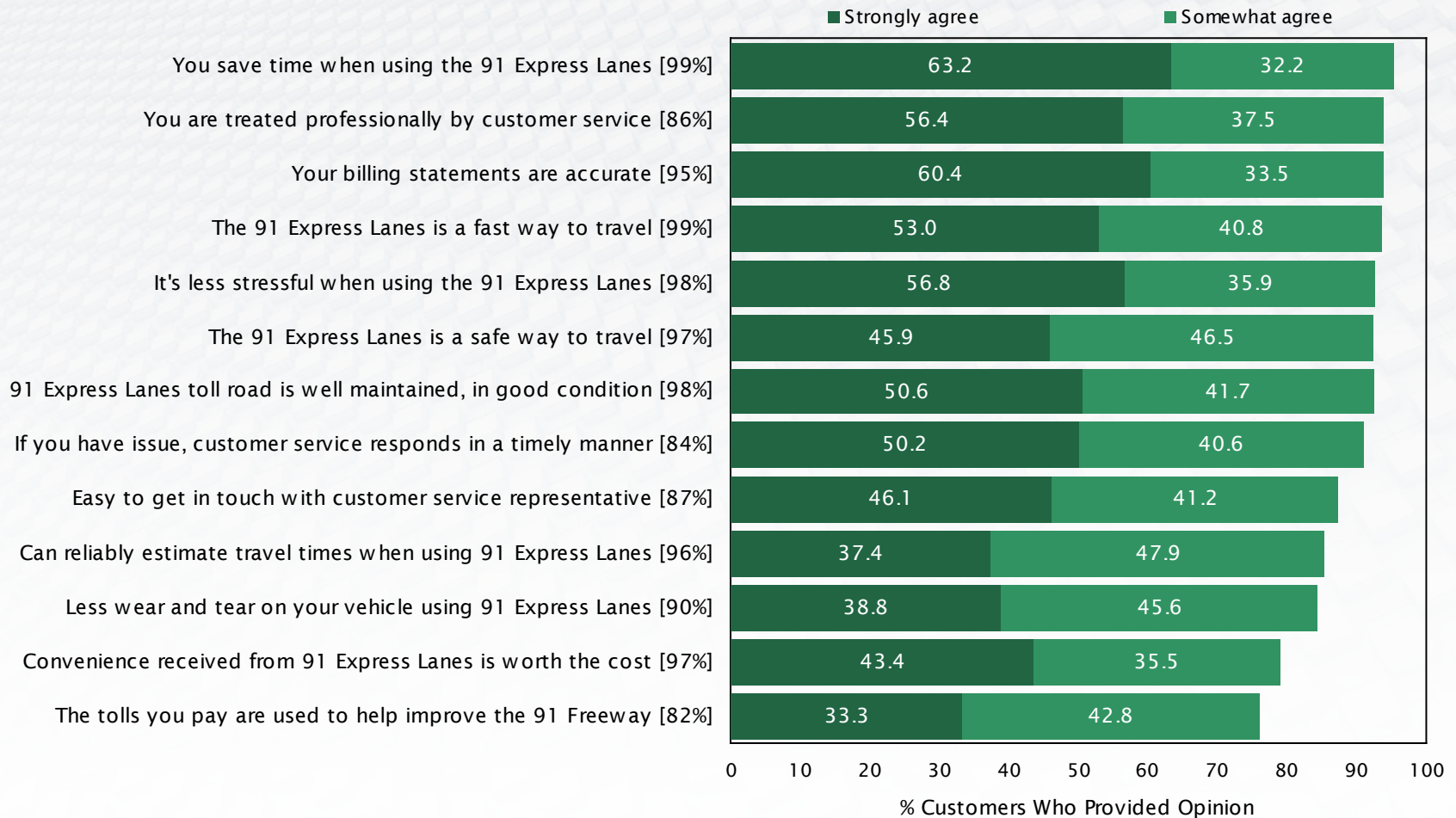


Importance of Performance Standards

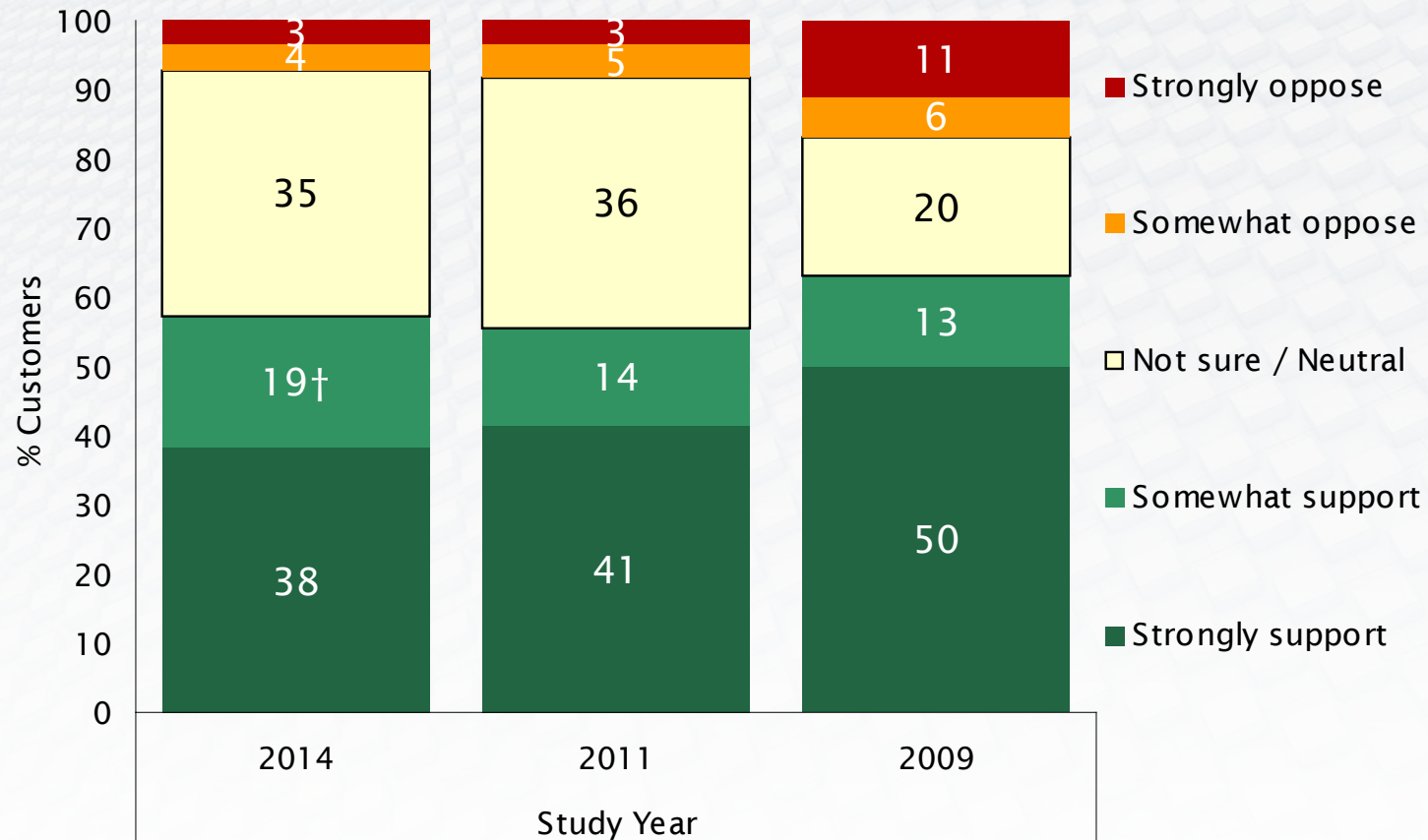
Q21a Q21b Q21c Q21d Q21e Q21f Q21g Q21h Q21i Q21j Q21k Q21l Q21m Q21n Q21o Q21p Q21q Q21r Q21s Q21t Q21u Q21v Q21w Q21x Q21y Q21z



Agree with Performance Statements

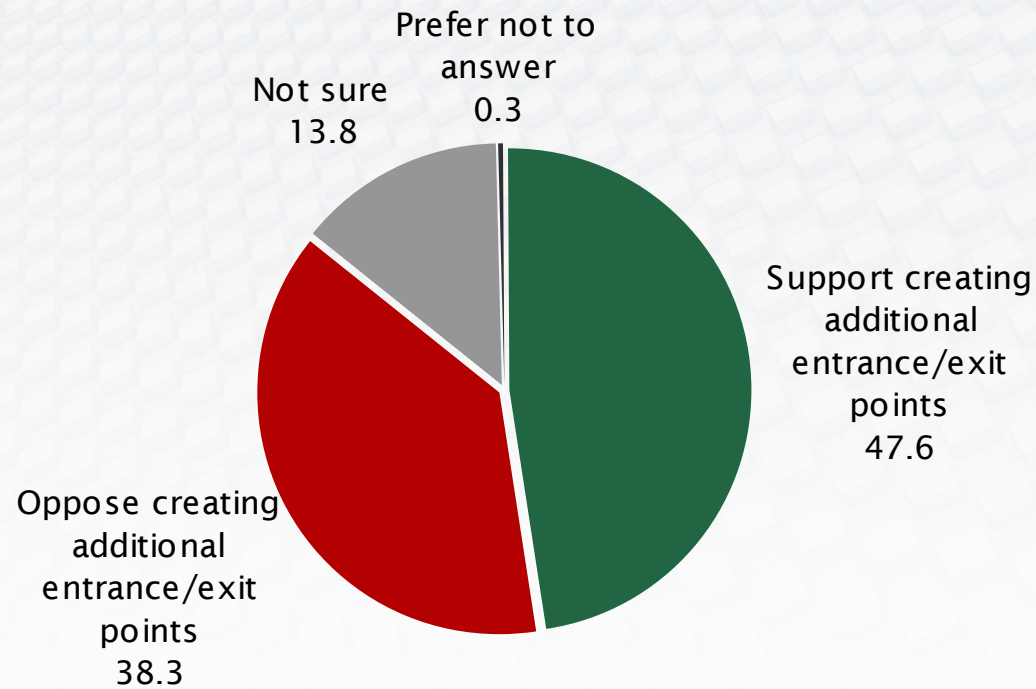


Support for Direct Connect to SR-241

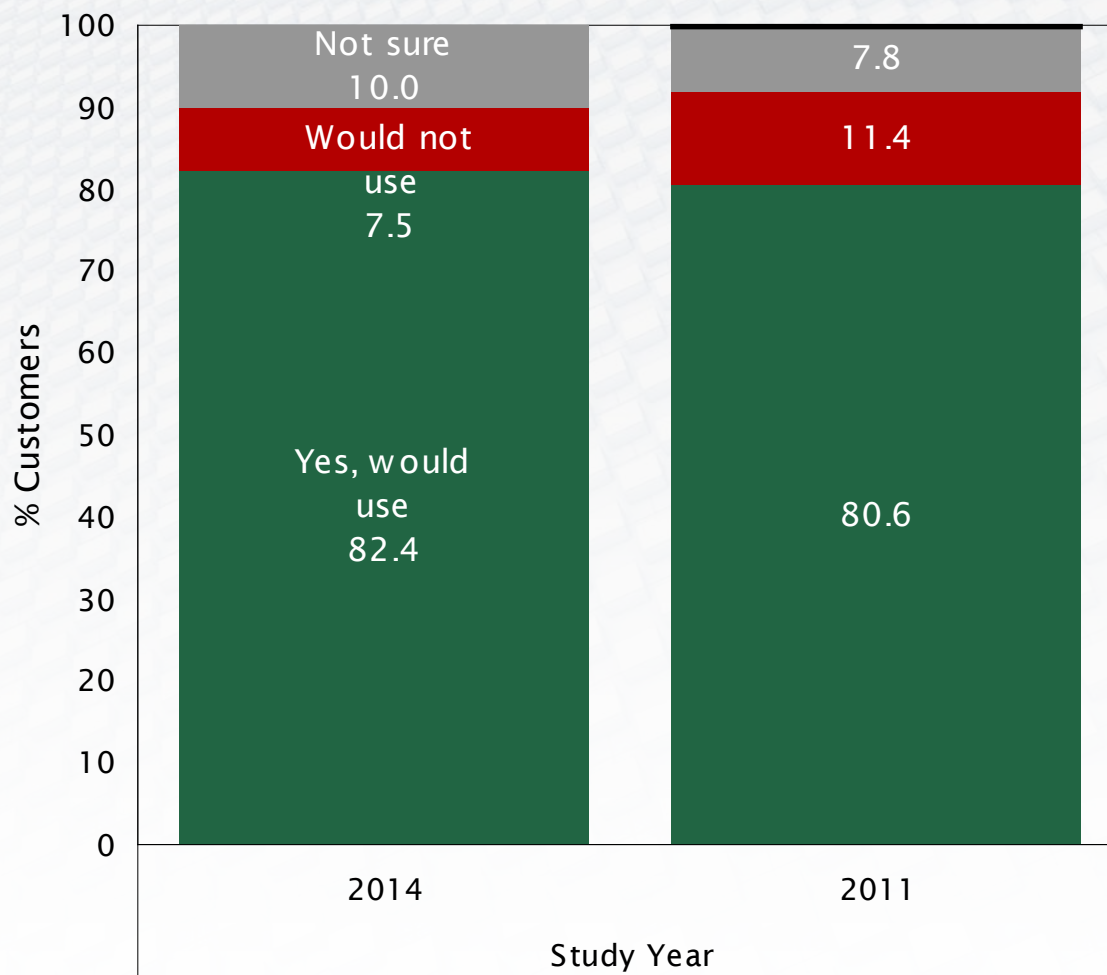


Note: Percentage adjusted to be among those with opinion for comparability

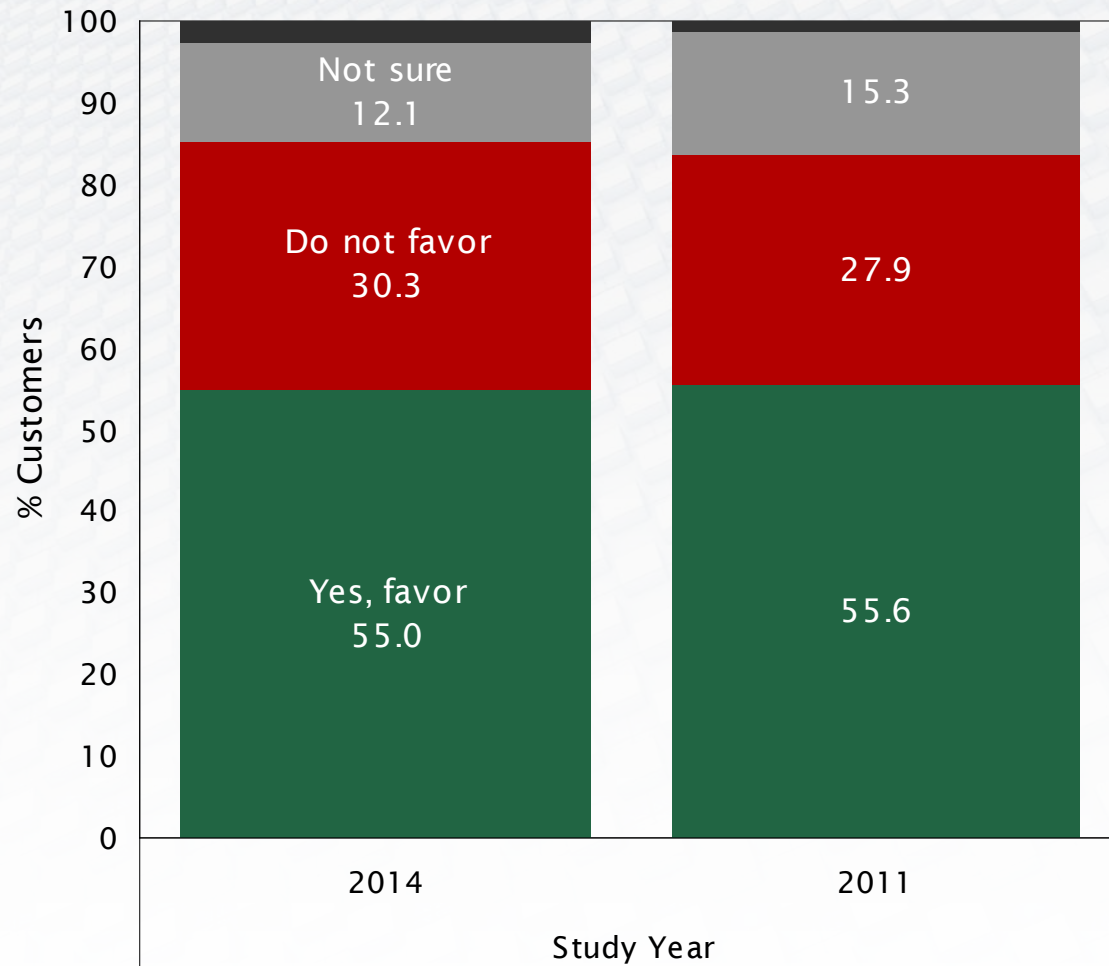
Opinion of Additional Access Points



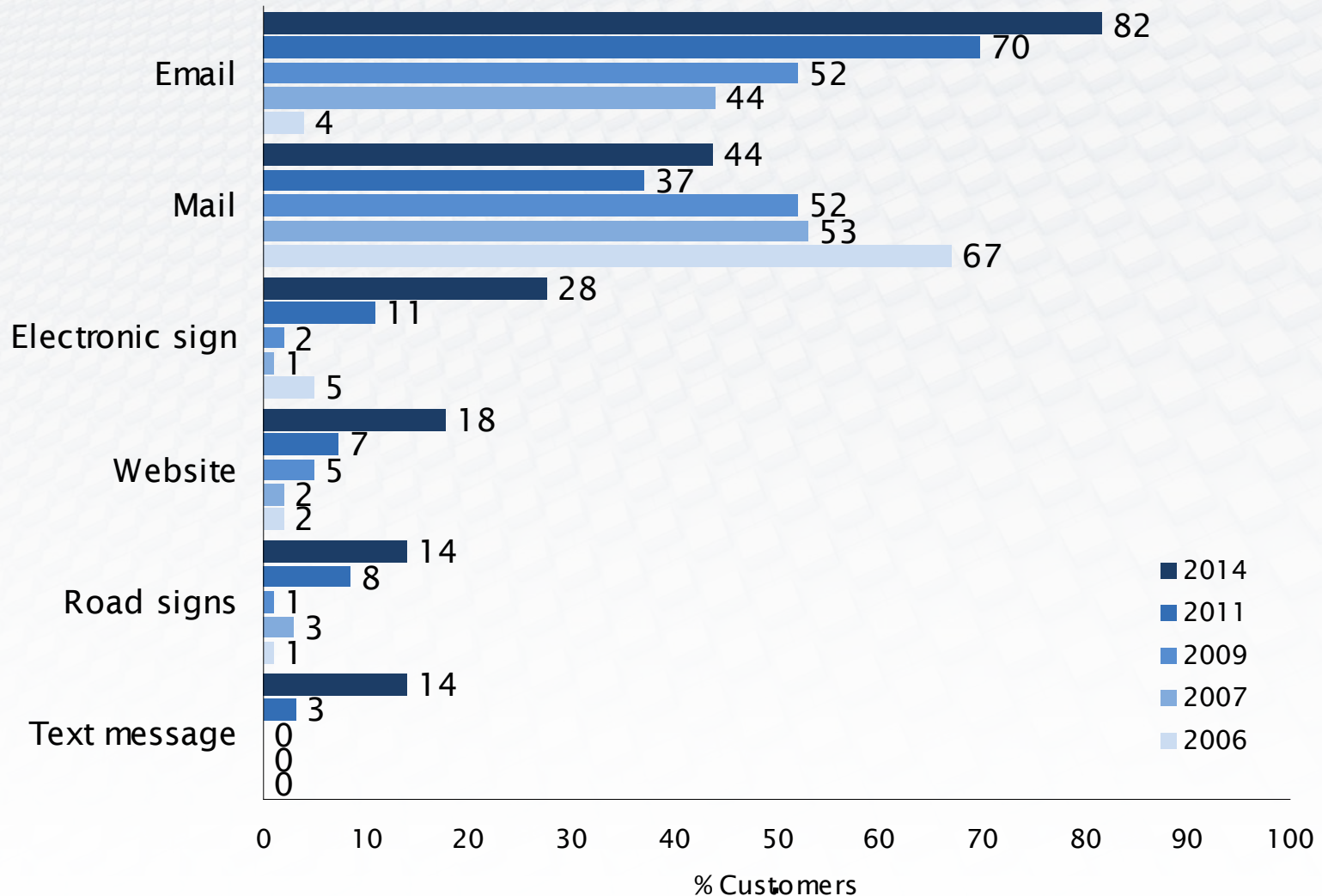
Use of Express Lane Extension to I-15



Setting Toll to Promote Free-Flow



Preference for Receiving Information



Customer Characteristics

Description	2007	2009	2011	2014
Percent Male	62%	52%	48%	55%
Percent Female	38%	48%	52%	45%
Full Time Worker	58%	64%	61%	70%
Some College Education	83%	90%	83%	85%
Ethnicity				
- Caucasian	70%	74%	69%	64%
- Hispanic/Latino	13%	11%	11%	13%
- African-American	4%	4%	3%	2%
- Asian	6%	4%	4%	6%

Key Findings and Conclusions

- High levels of customer satisfaction overall
 - Satisfaction is also high for the standards that customers care about most
 - Saving Time
 - Traveling Fast
 - Accurate Billing Statements
 - Well-Maintained Road
- Customers are aware and have positive assessments of OCTA's management of the 91 Express Lanes

Recommendations and Opportunities

- Stay the Course
- Complete SR-91 to I-15 extension
- Complete SR-91 to SR-241 connection
- Improve reliability of travel times
- Improve perceived value
- Develop programs targeted to high-frequency users