

**2012**  
**Metrolink Customer Satisfaction Survey  
and Metrolink Market Study Results**



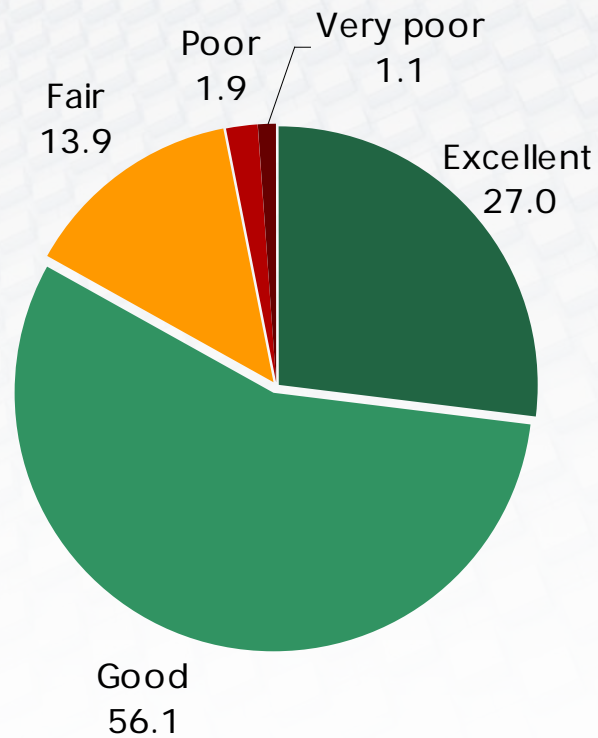
# Overview

Two surveys were conducted for Orange County:

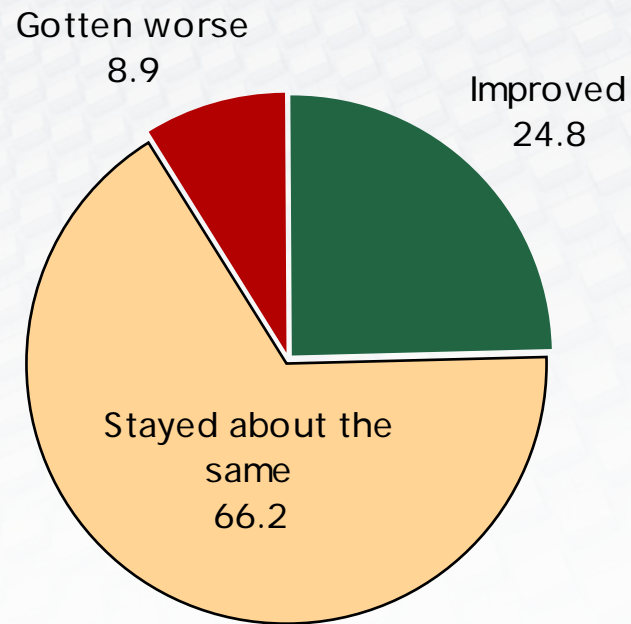
- **Metrolink Customer Satisfaction Survey**
  - Onboard survey
  - Measure customer satisfaction
  - Identify desired service improvements
  - Explore opportunities to increase frequency of ridership
- **Metrolink Market Study**
  - Telephone/online survey
  - Measure awareness and perceptions of Metrolink
  - Identify perceived barriers to riding Metrolink
  - Profile potential markets for increasing ridership

# **Metrolink Customer Satisfaction Survey Key Findings**

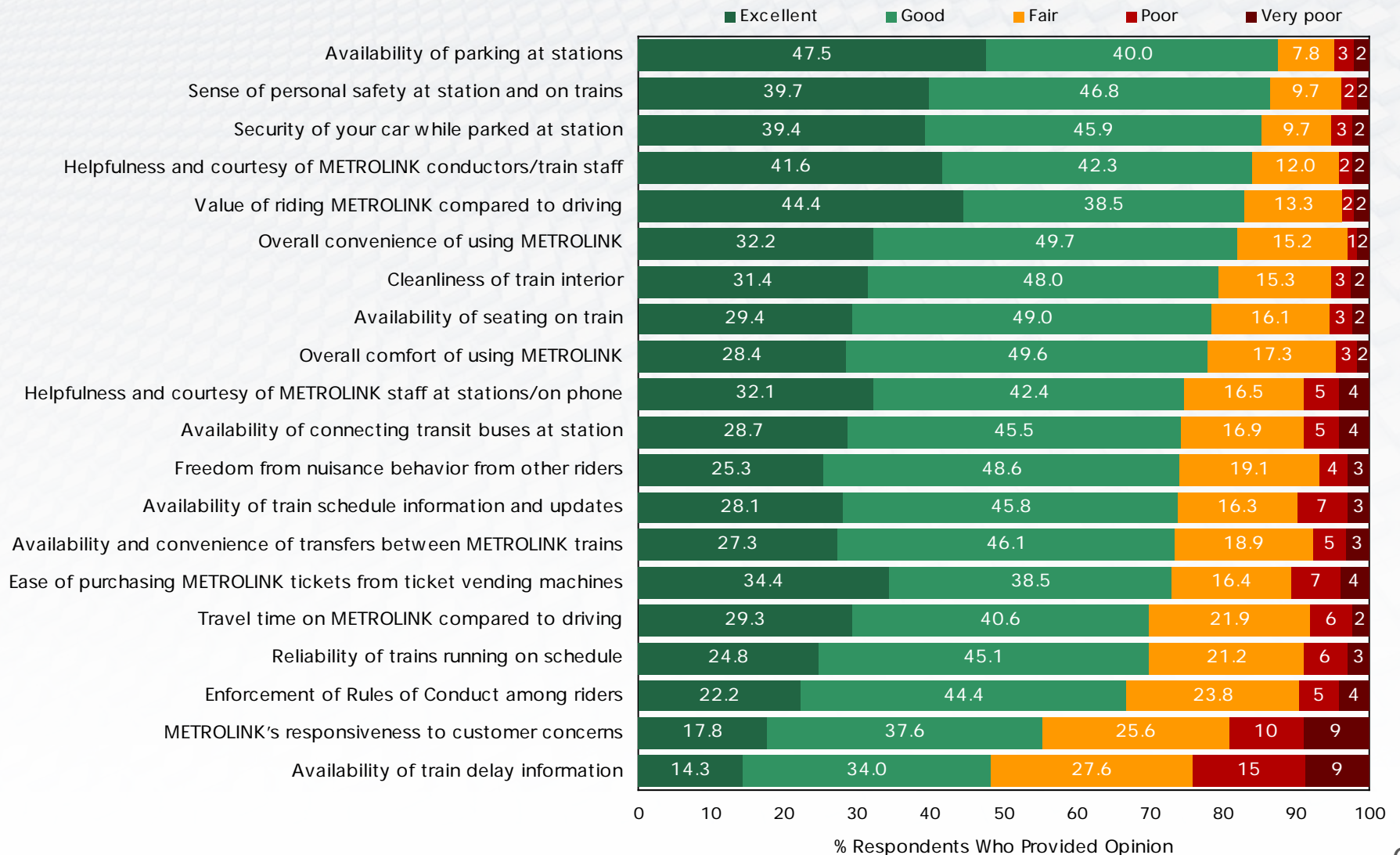
# Customer Satisfaction



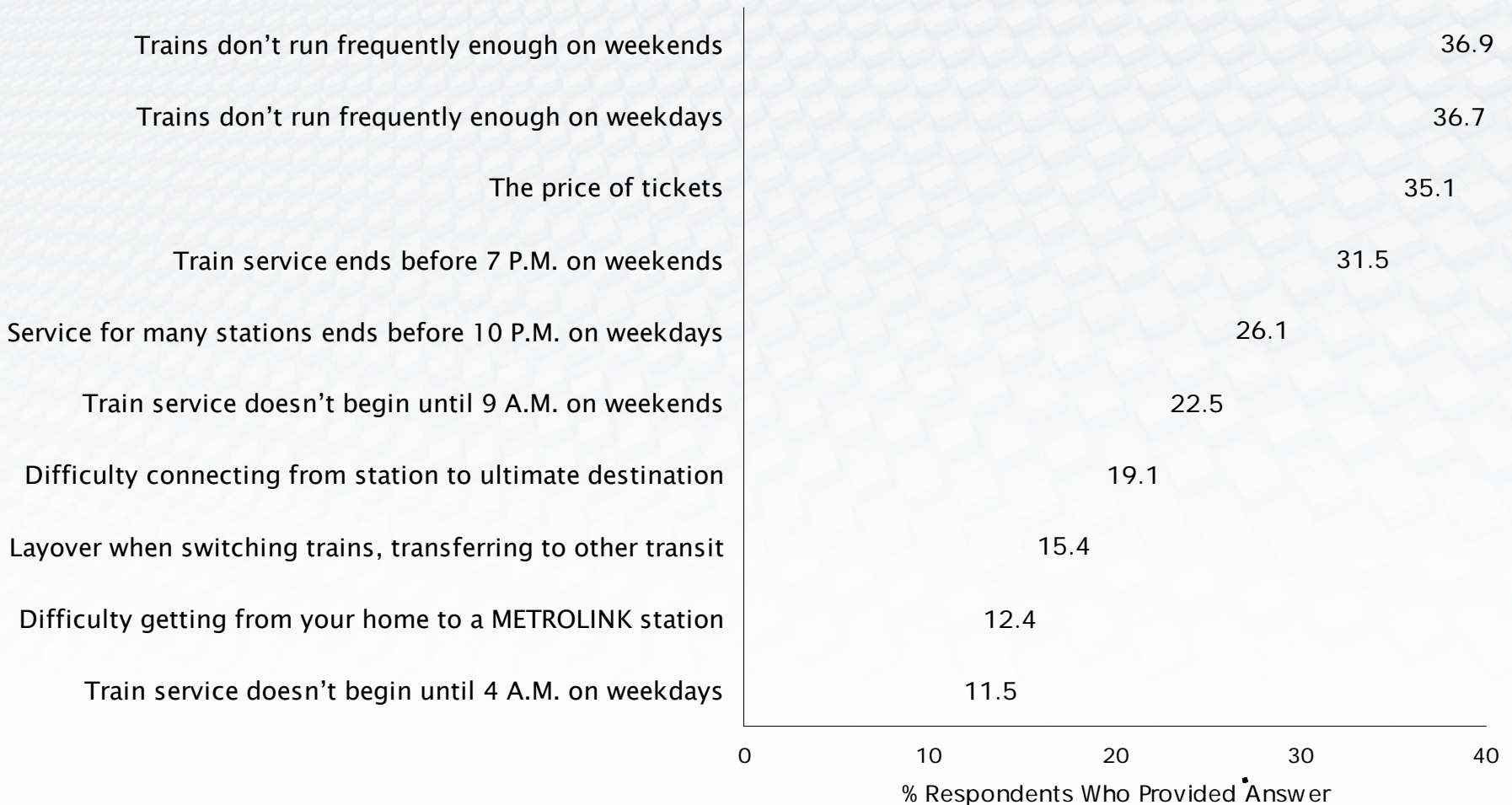
# Quality of Service Over Time



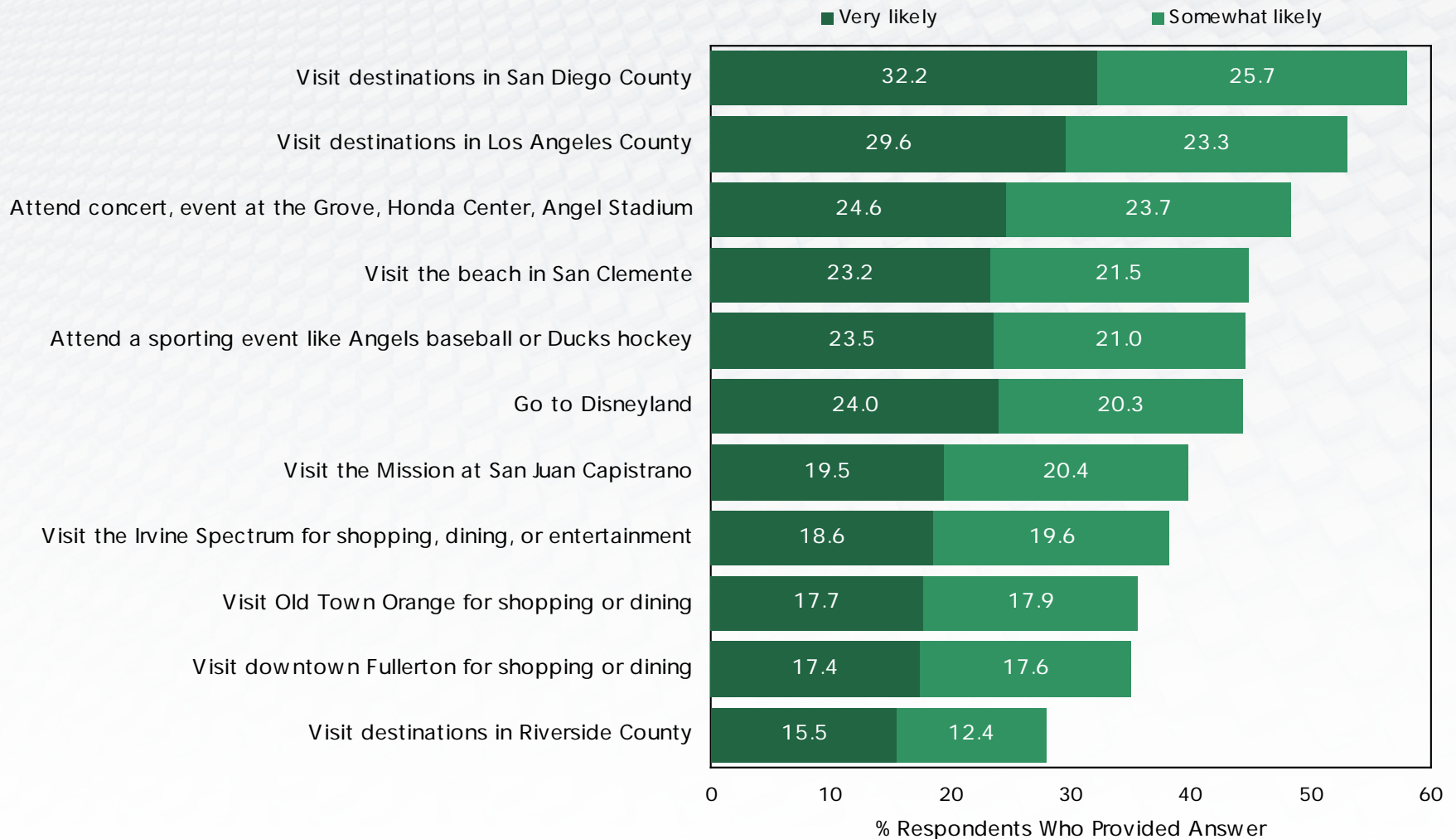
# Rating of Metrolink Performance



# Obstacles to Increasing Ridership

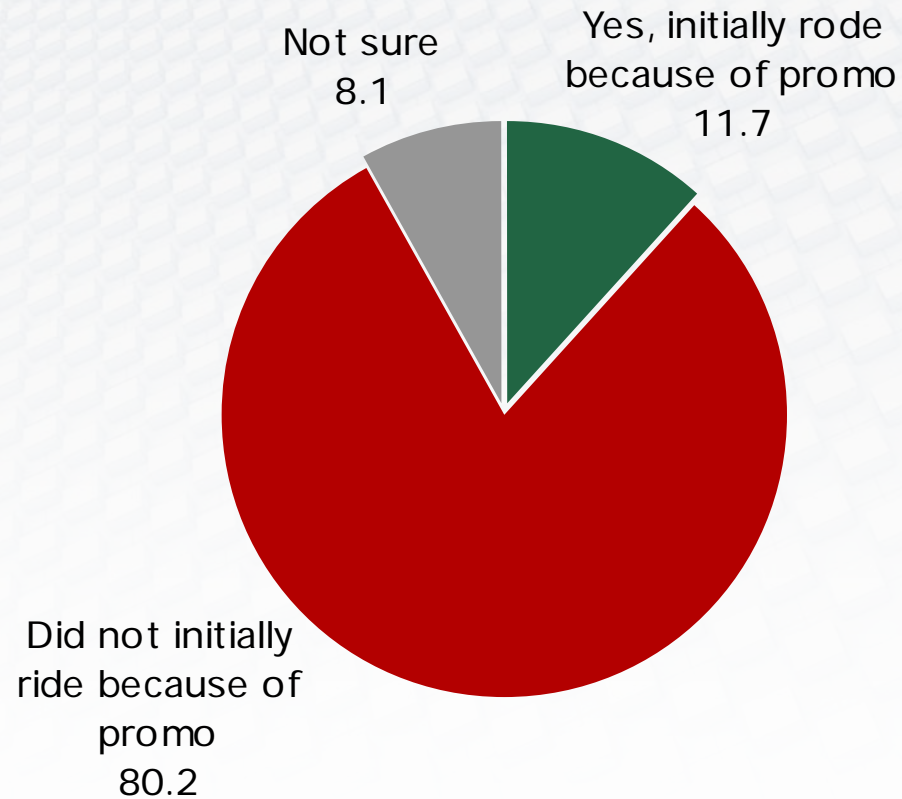


# Likelihood Using Metrolink to ...





# Promotions and Ridership



# Two Categories of Customers

<b>Experienced Riders</b>	<b>Occasional Riders</b>
Riding for 1+ years	Ride for less than 1 year
Ride 4+ days per week	Ride 2 or fewer days per week
Work-related trips	Mix of work, visiting, and entertainment trips
Pass holders	Ticket users
More likely to drive solo to access transit	Less likely to drive solo to access transit

# Customer Profile

## Gender

- 54% Males
- 42% Females

## Employment Status

- 68% Full time employees
- 8% Part time employees
- 9% Students
- 7% Retired or homemakers

## Ethnicity

- 49% Caucasian
- 18% Asian American
- 17% Hispanic
- 7% African American

## Annual Household Income

- 34% Between \$40K - \$99K
- 23% Less than \$40K
- 22% Between \$100K - \$200K
- 7% Over \$200K

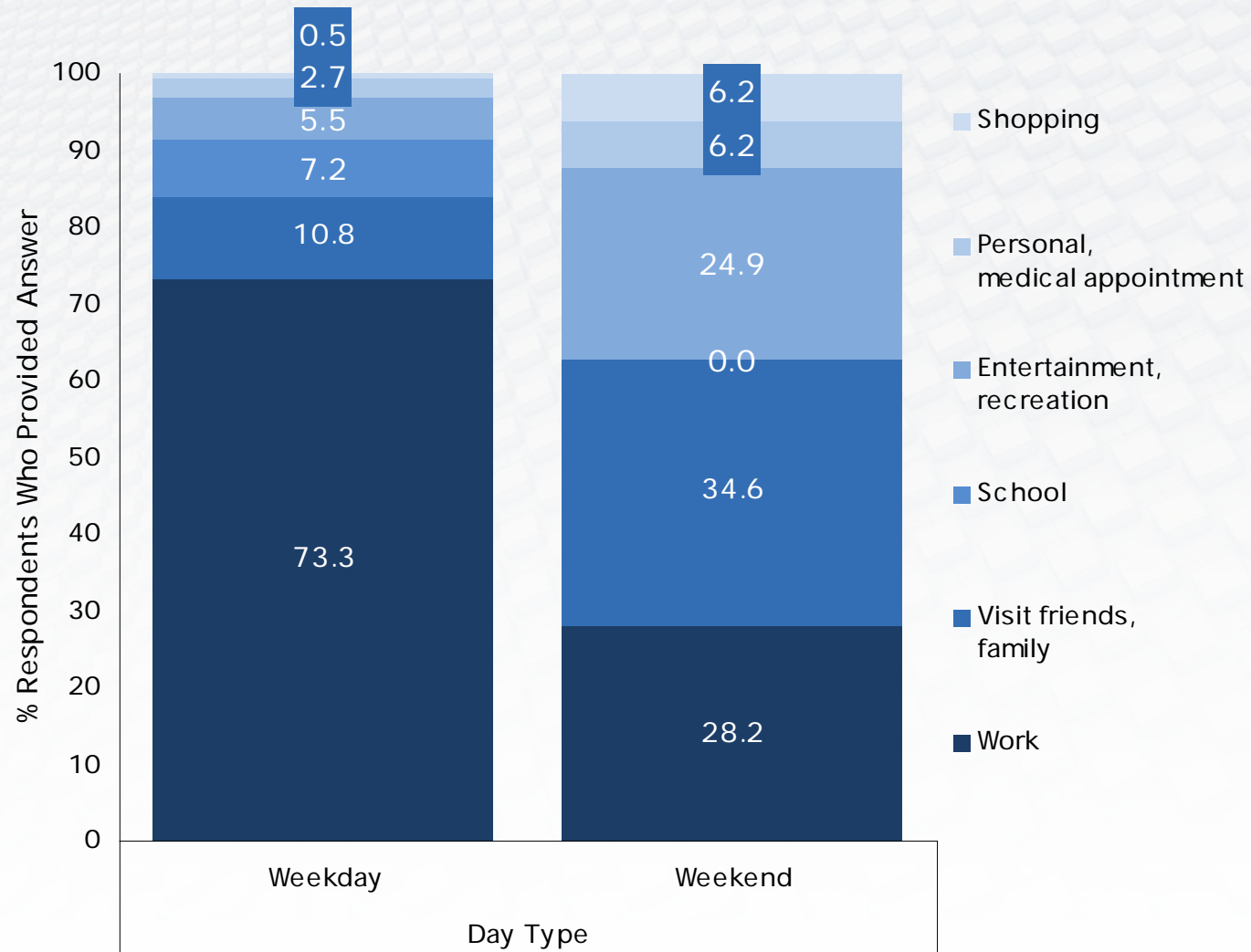
## Age

- 52% Between ages 25 and 54
- 20% Over age 54
- 11% Under age 25

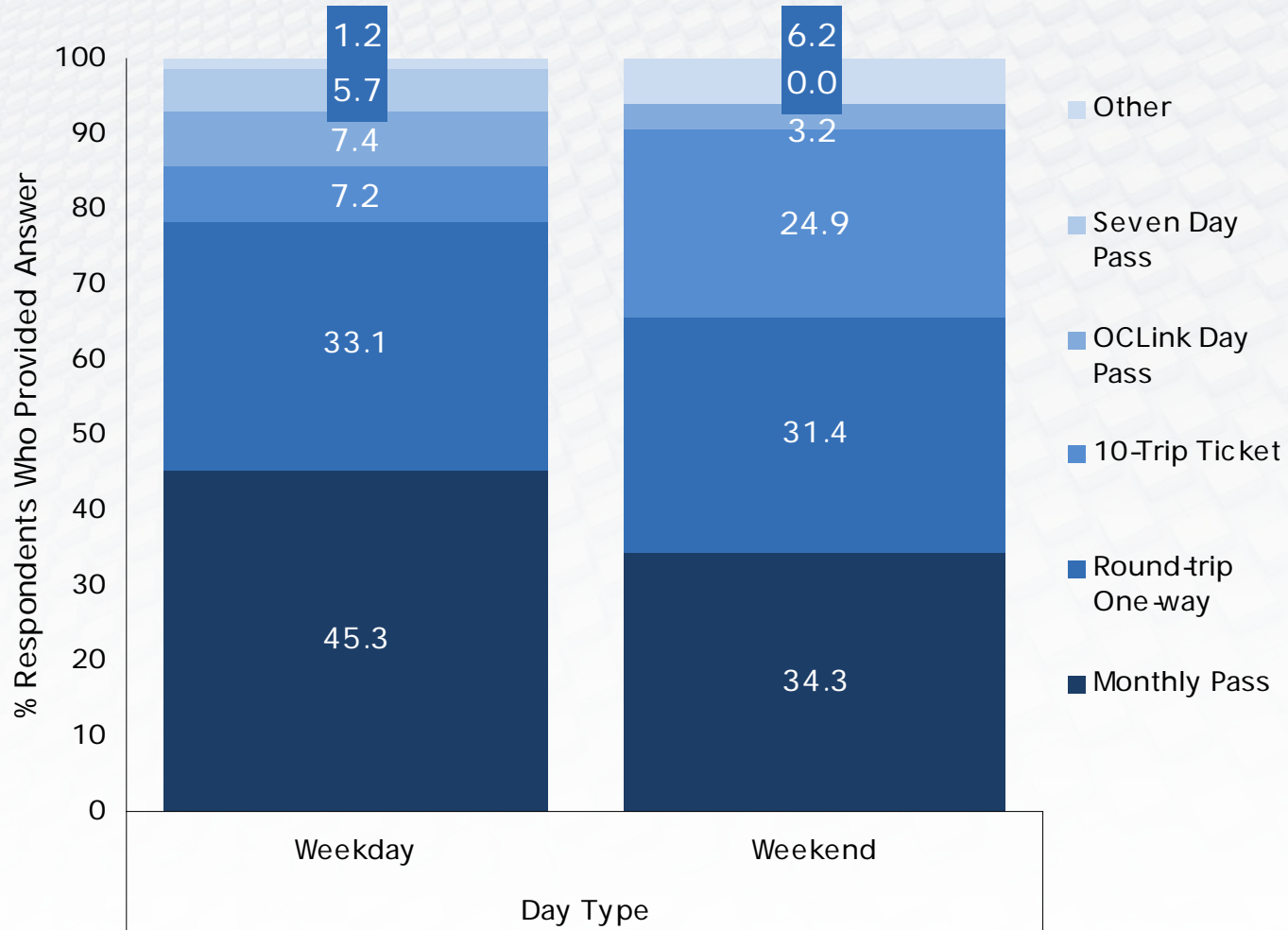
## Access to Personal Vehicle

- 71% Always
- 13% Sometimes
- 11% Rarely/Never

# Purpose of Current Trip

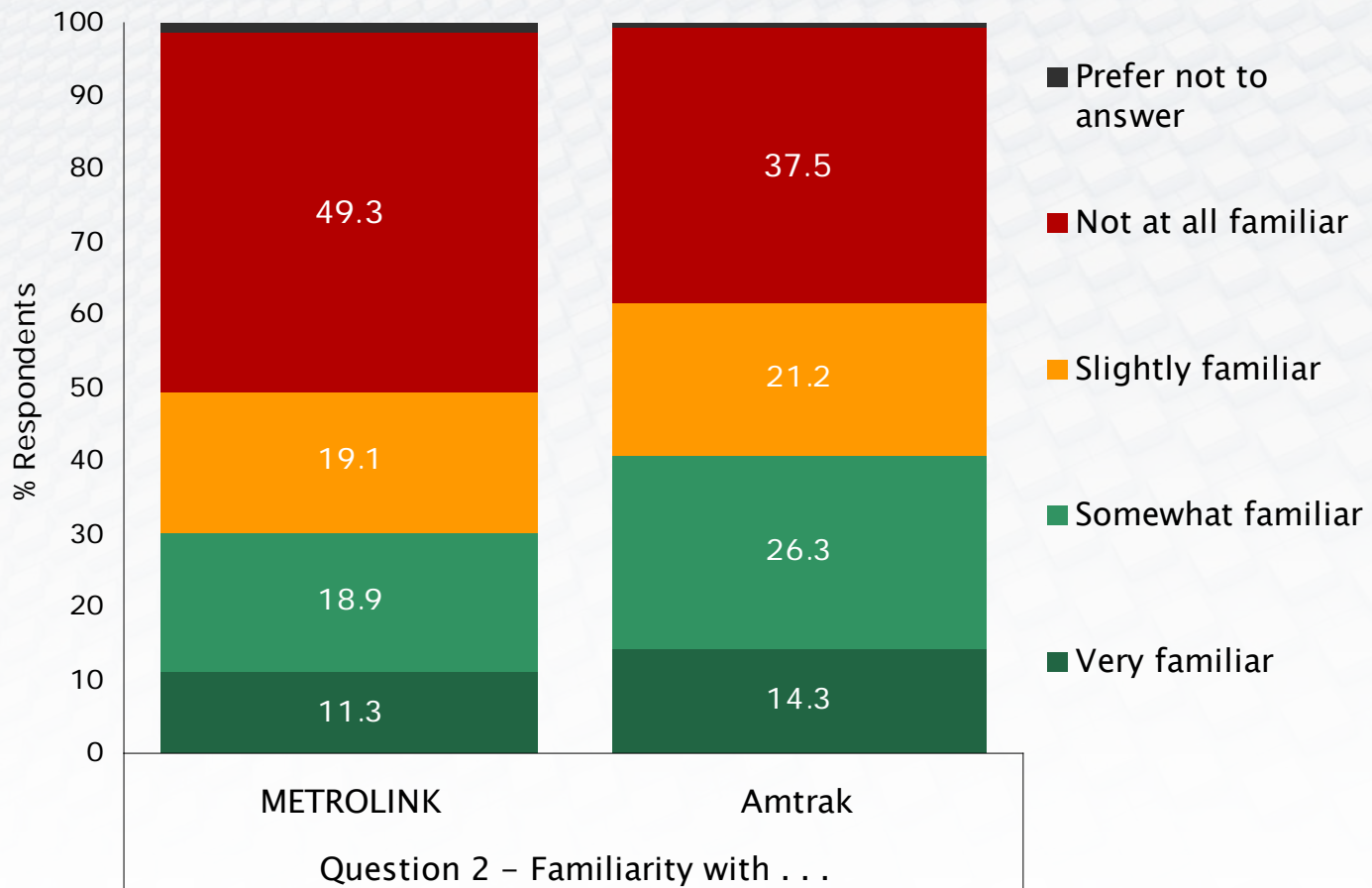


# Fare Type for Current Trip

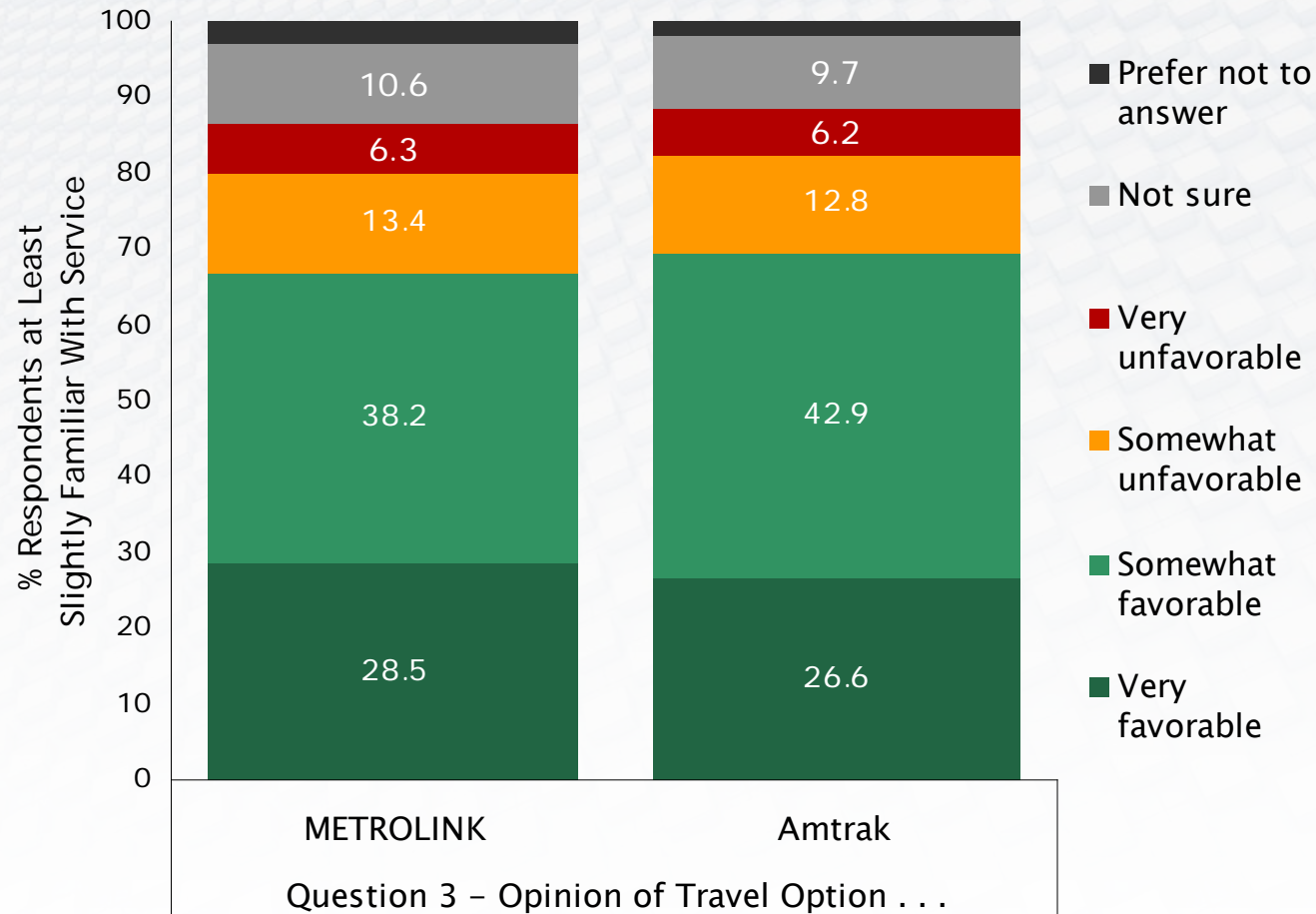


# **Metrolink Market Study Key Findings**

# Familiarity with Metrolink

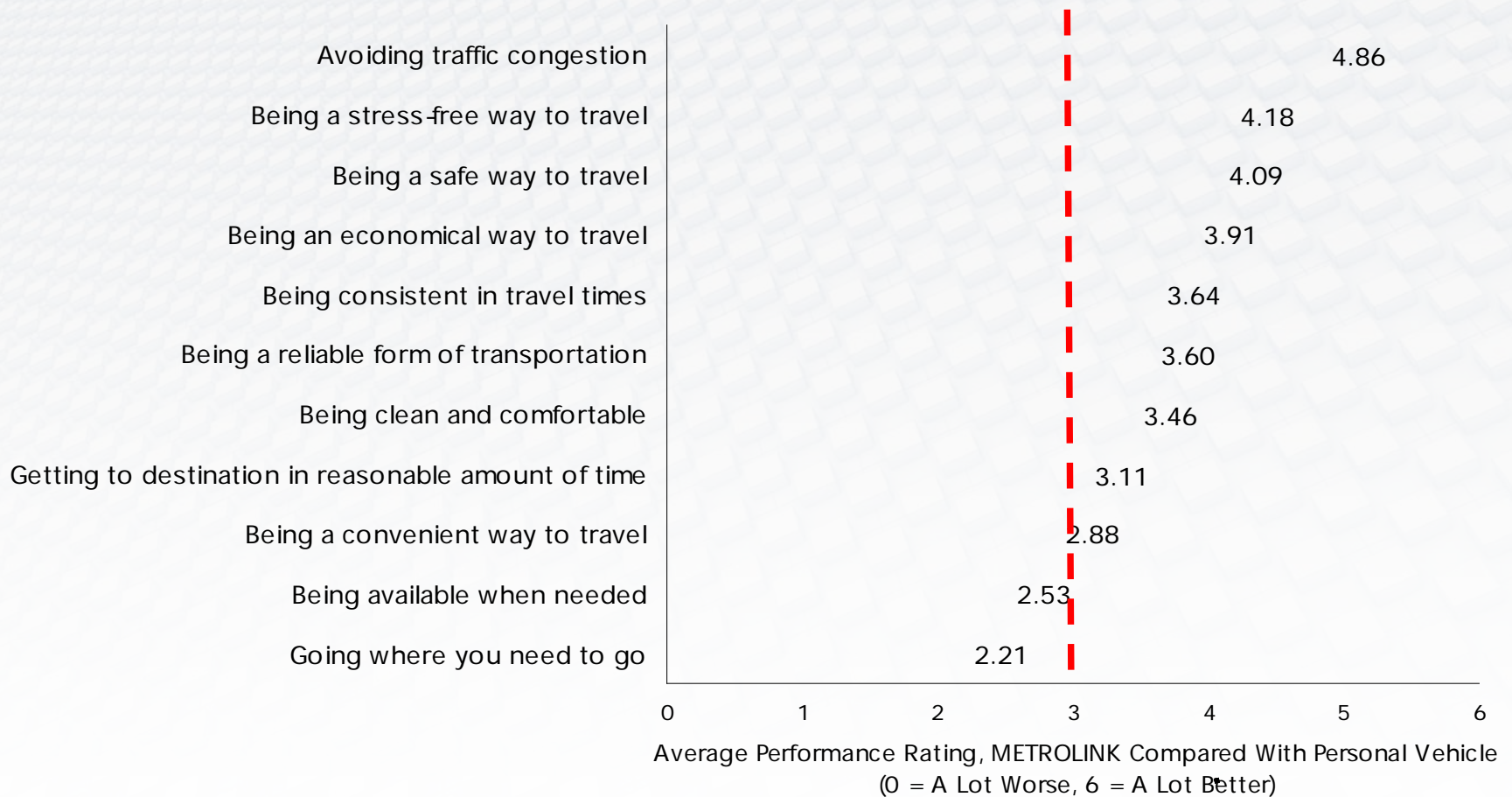


# Opinion of Metrolink as Travel Option

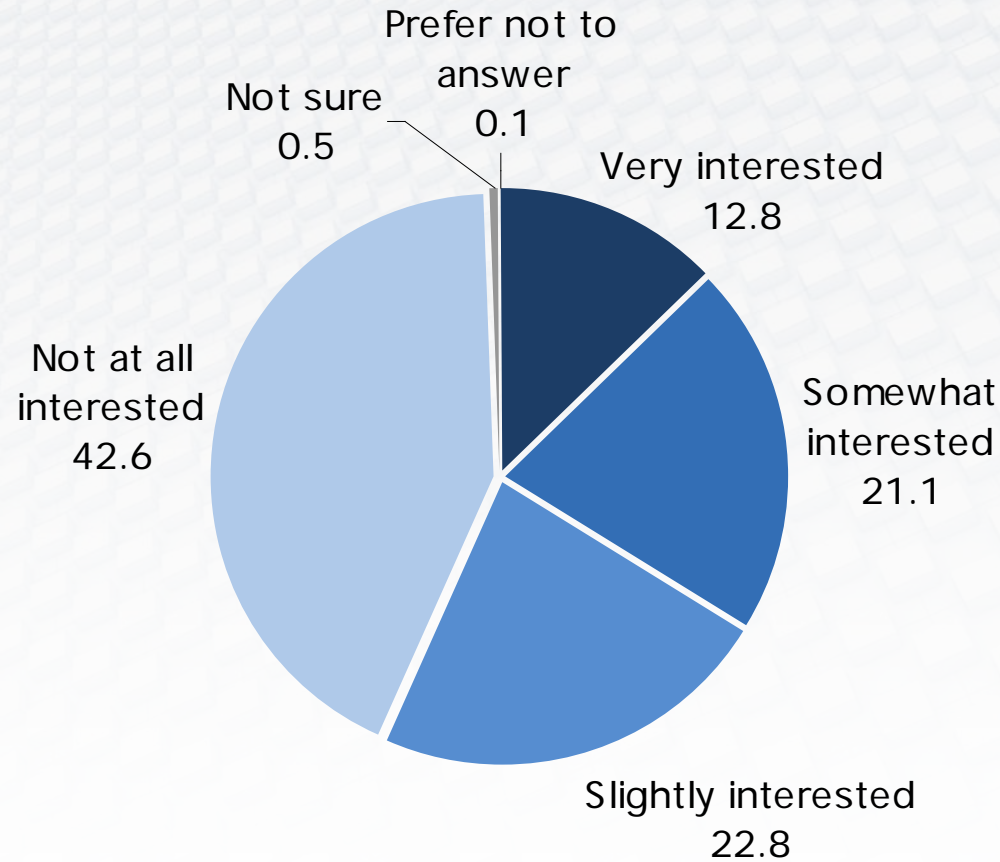




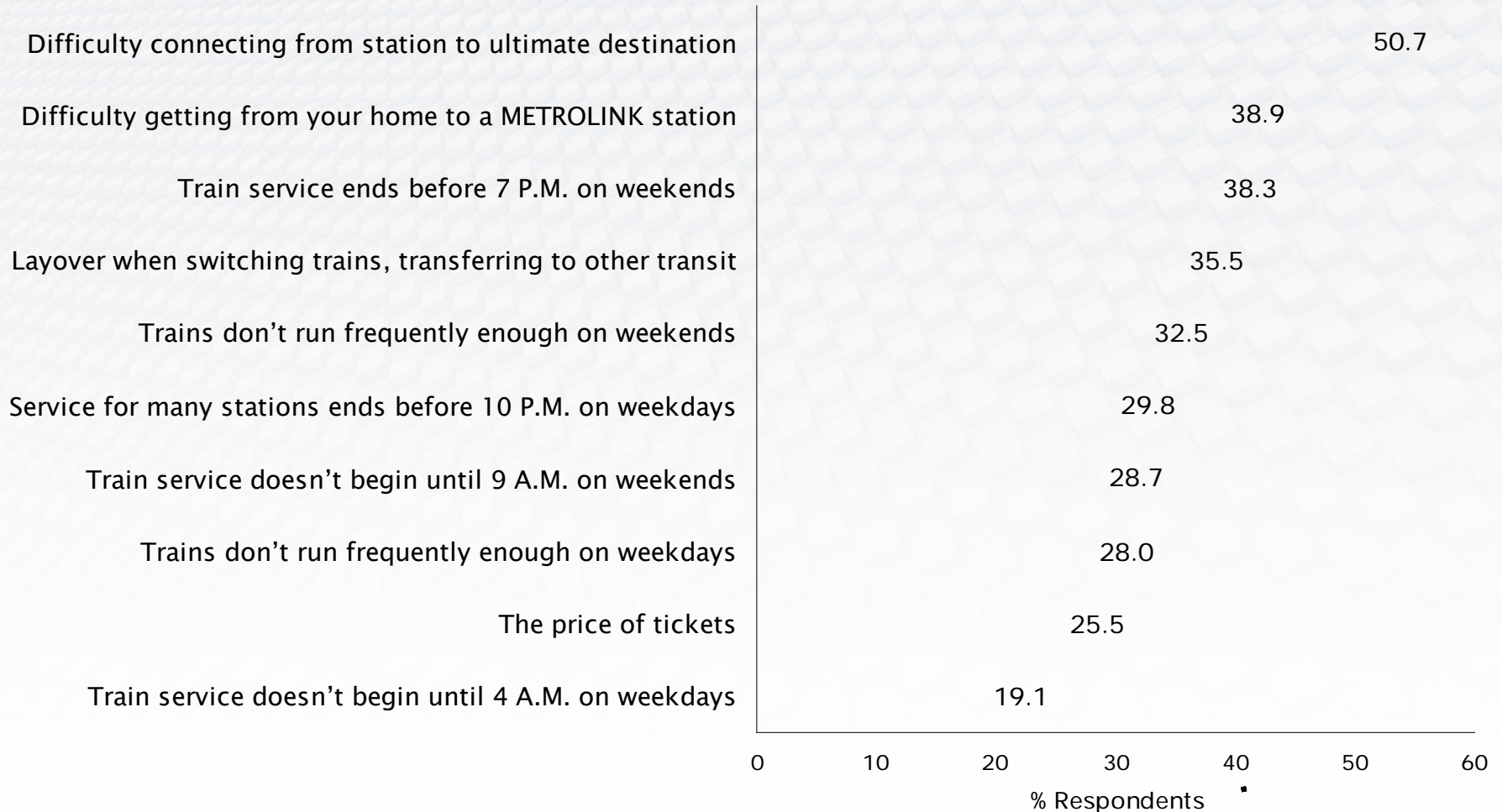
# Metrolink vs. Personal Vehicle



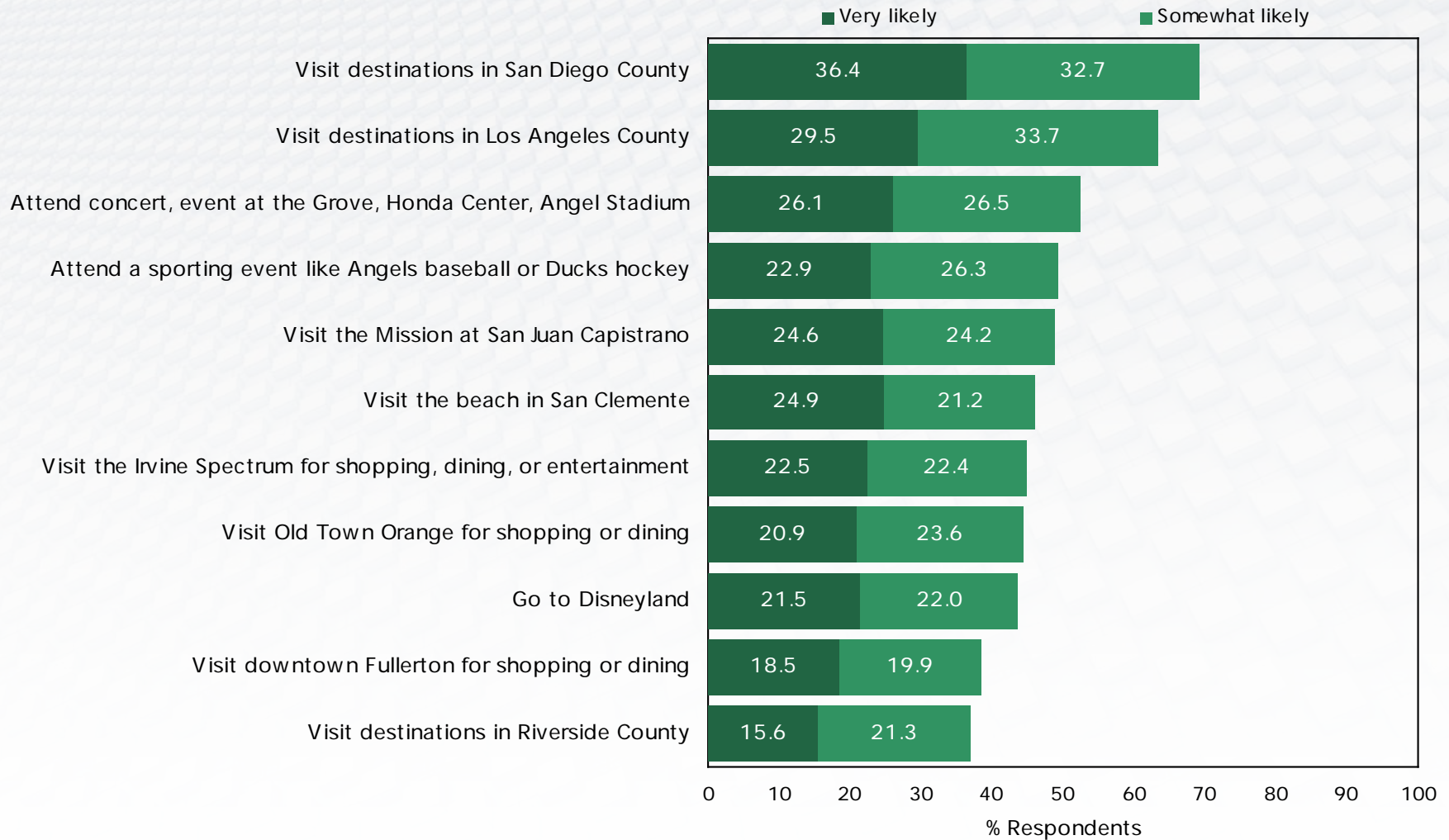
# Interest in Riding Metrolink



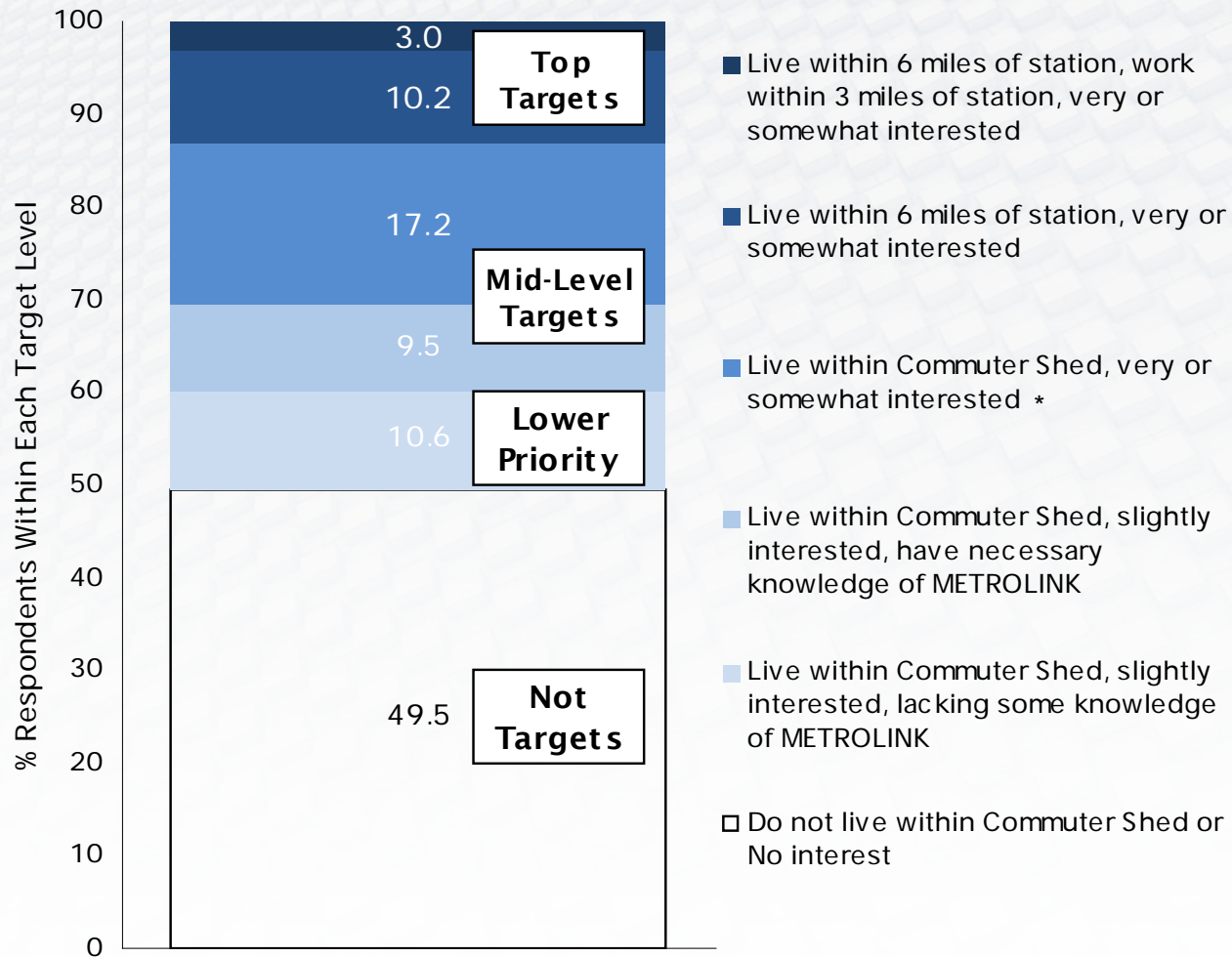
# Obstacles to Riding Metrolink



# Likelihood of Using Metrolink

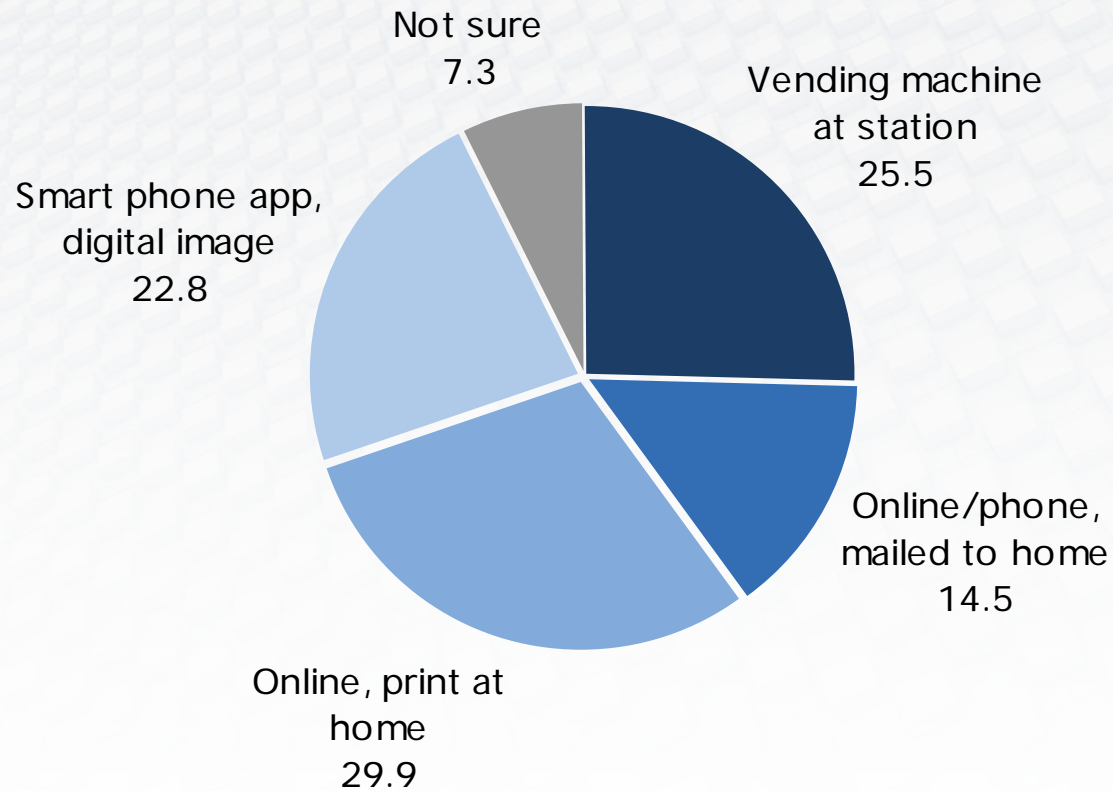


# Potential Metrolink Market



\* Commuter Shed refers to a geographic area in which the bulk of Metrolink transit riders reside

# Fare Media Purchasing Preferences



# Next Steps

Area	Recommended Actions
Weekend Service	<ul style="list-style-type: none"> <li>• Promote new weekend service that is effective July 2012, monitor ridership</li> </ul>
Weekday Service (Later Evening)	<ul style="list-style-type: none"> <li>• Continue to evaluate Metrolink Service Expansion Program and make adjustments to build ridership</li> </ul>
Special Event Service (Orange County)	<ul style="list-style-type: none"> <li>• Primary markets are services to events at the Honda Center, The Grove, Angel Stadium</li> <li>• Further define demand, schedules, and cost</li> </ul>
Service to San Diego County	<ul style="list-style-type: none"> <li>• Develop run-through trains to San Diego</li> </ul>
First and Last Mile (Connections)	<ul style="list-style-type: none"> <li>• Implement a bike share pilot program</li> <li>• Implement station van program</li> <li>• Continue to assess Station Link bus service</li> </ul>
Targeted Marketing	<ul style="list-style-type: none"> <li>• Develop targeted marketing plans to stimulate trial and build frequency of use</li> <li>• Consider trip purpose, demographics, and origin/destinations</li> </ul>
Destination Partnerships (Weekend and Off-peak)	<ul style="list-style-type: none"> <li>• Expand destination partnerships and promotions, i.e. Coaster, North County Transit District, Disney, Los Angeles destinations, etc.</li> </ul>
Train Delay Information	<ul style="list-style-type: none"> <li>• Improve availability of train delay information</li> <li>• Explore real-time customer information systems</li> </ul>
Ticketing	<ul style="list-style-type: none"> <li>• Research smart phone ticketing options</li> </ul>