

91 Express Lanes 2014 Customer Satisfaction Survey Results



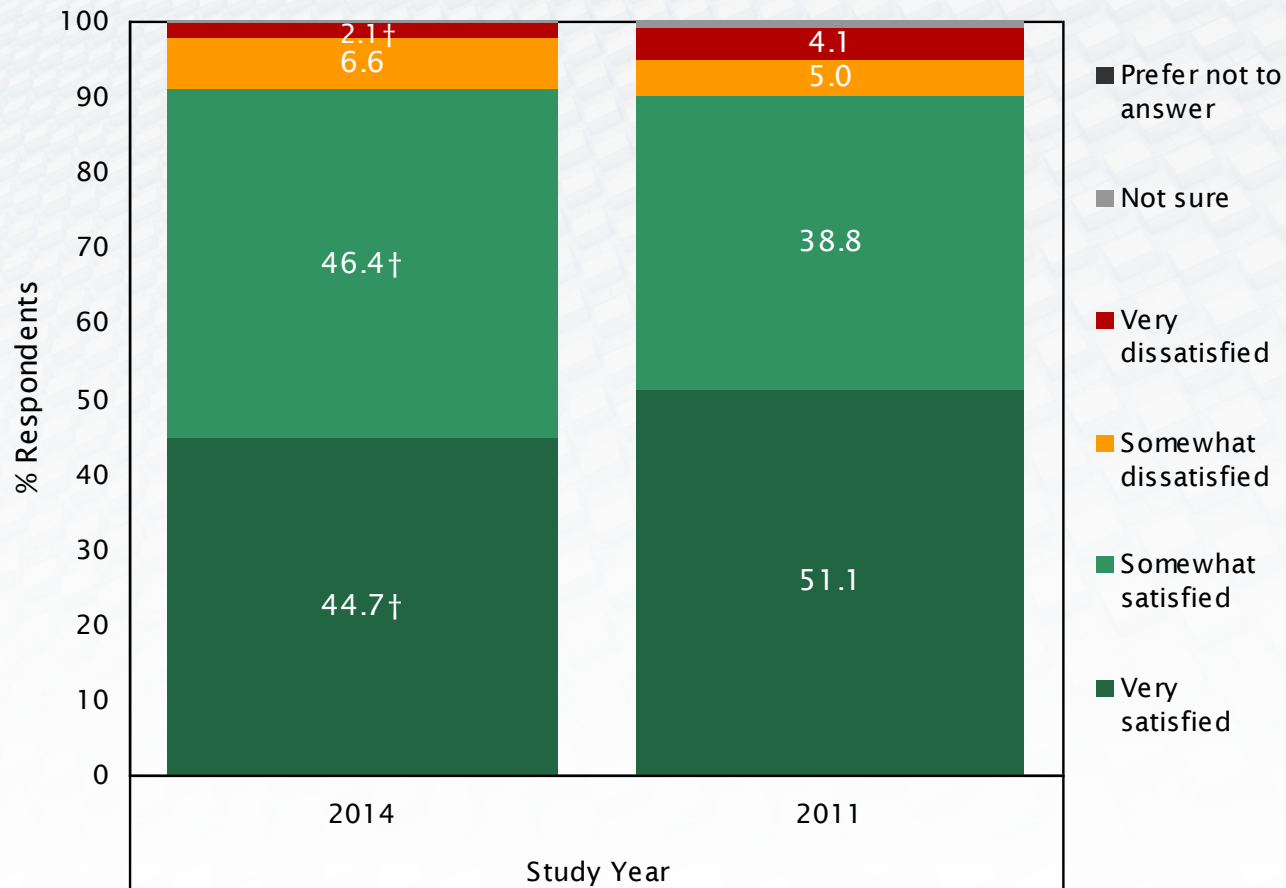
Purpose of Study

- 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

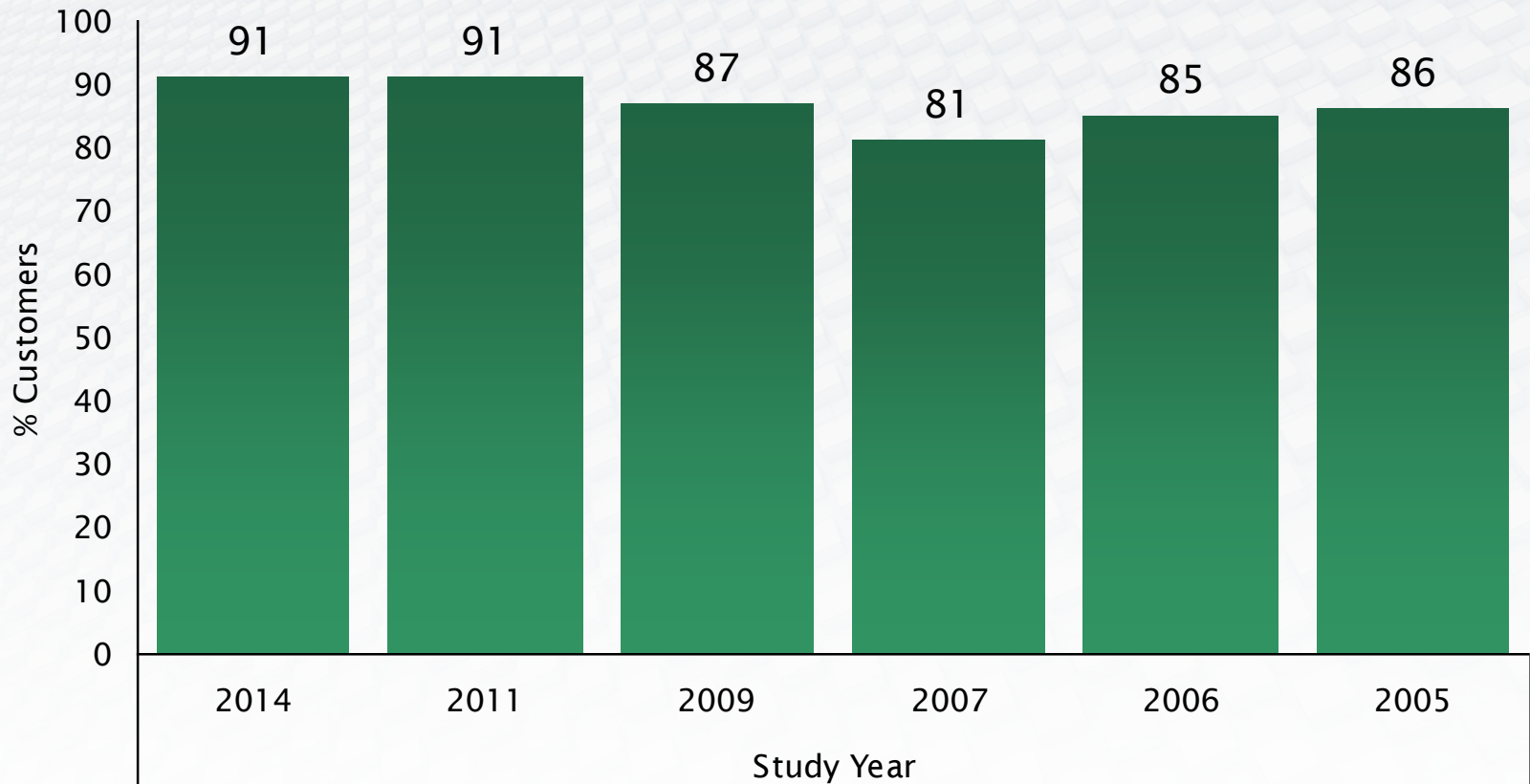
- Mixed-method design
 - Recruited via email and mailed invitations
 - Online data collection at secure survey site
- 1,349 customers
- Conducted August 19th to Sept 20th, 2014
- Overall margin of error: $\pm 2.64\%$

Overall Customer Satisfaction



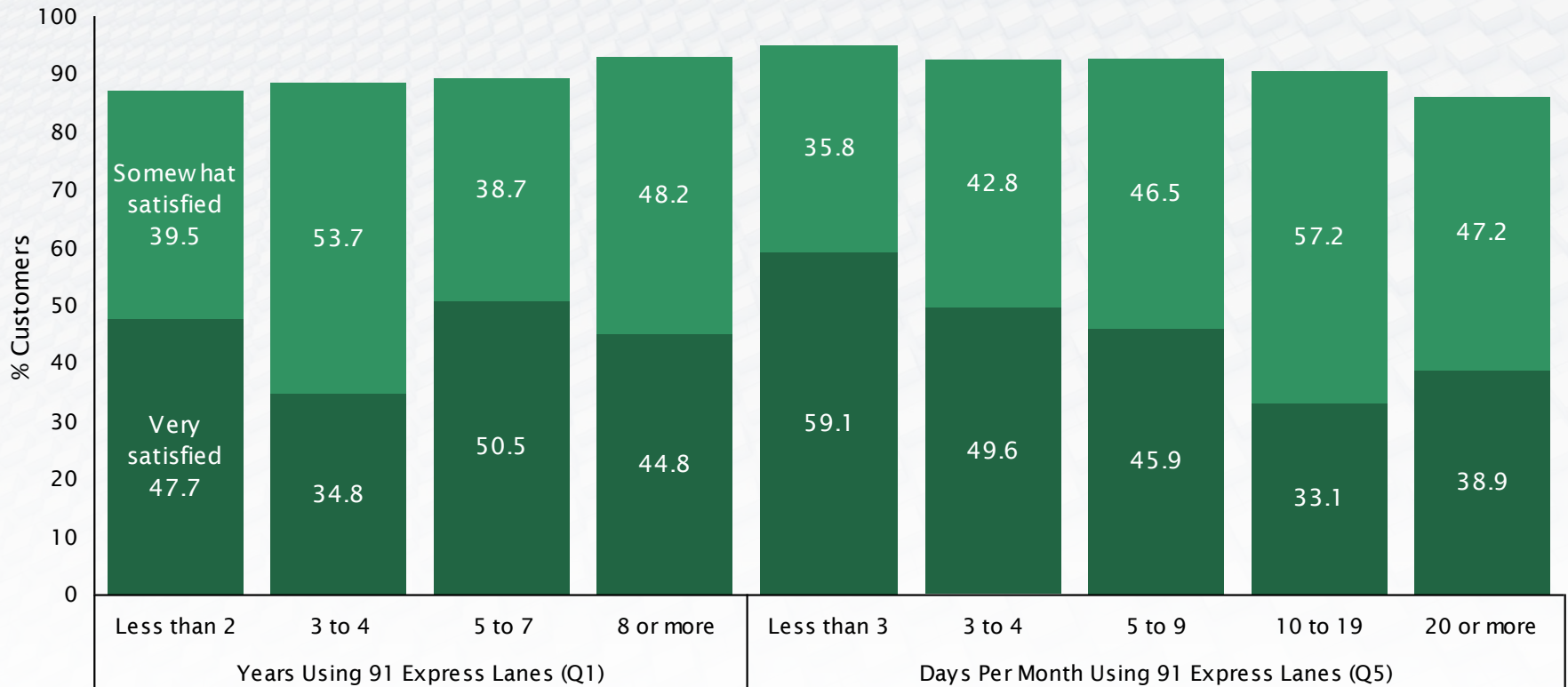
† Statistically significant difference ($p < 0.05$) between the 2011 and 2014 studies.

Customer Satisfaction Trends

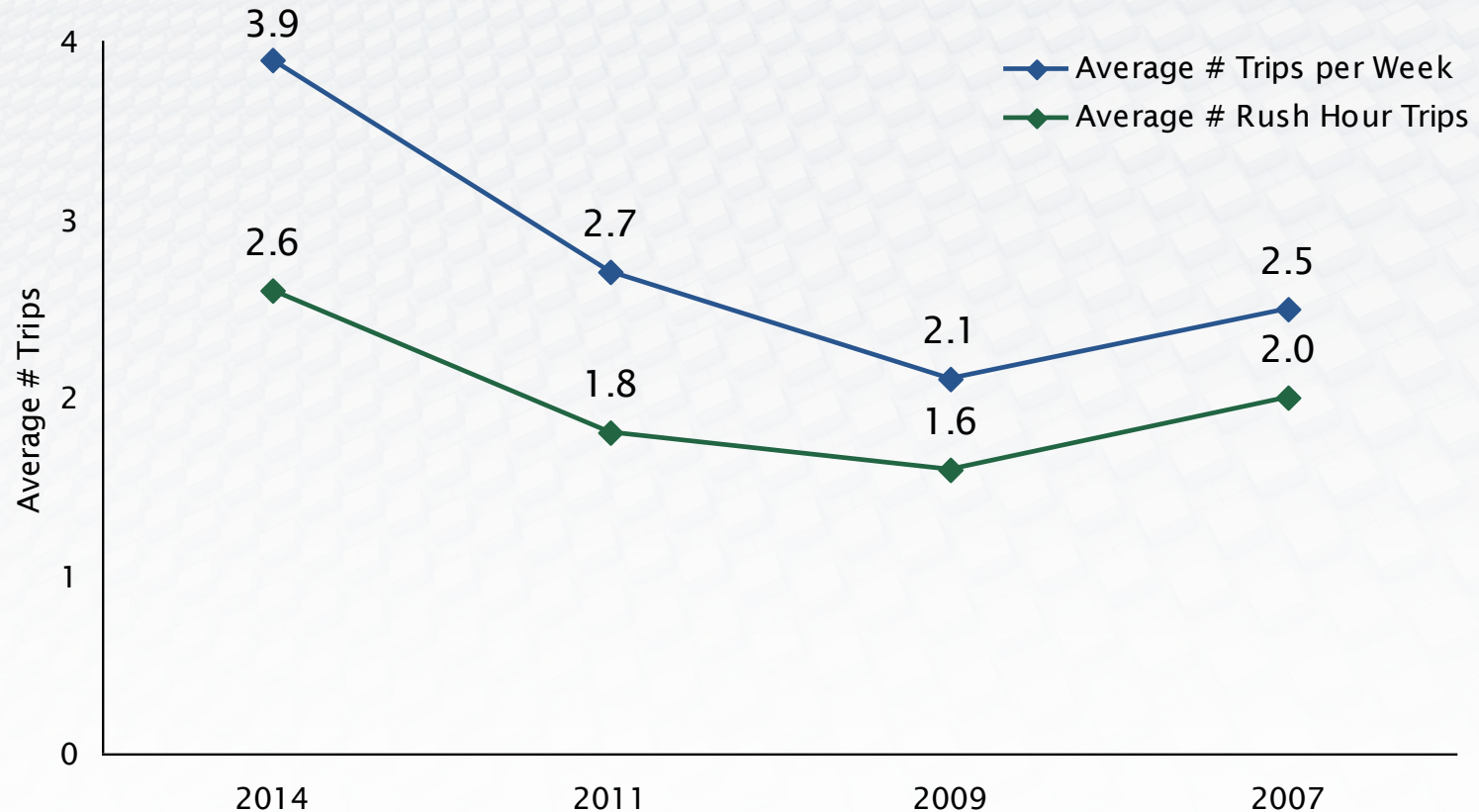


Note: To allow for a direct comparison with past studies, the percentages have been recalculated to reflect only those with an opinion.

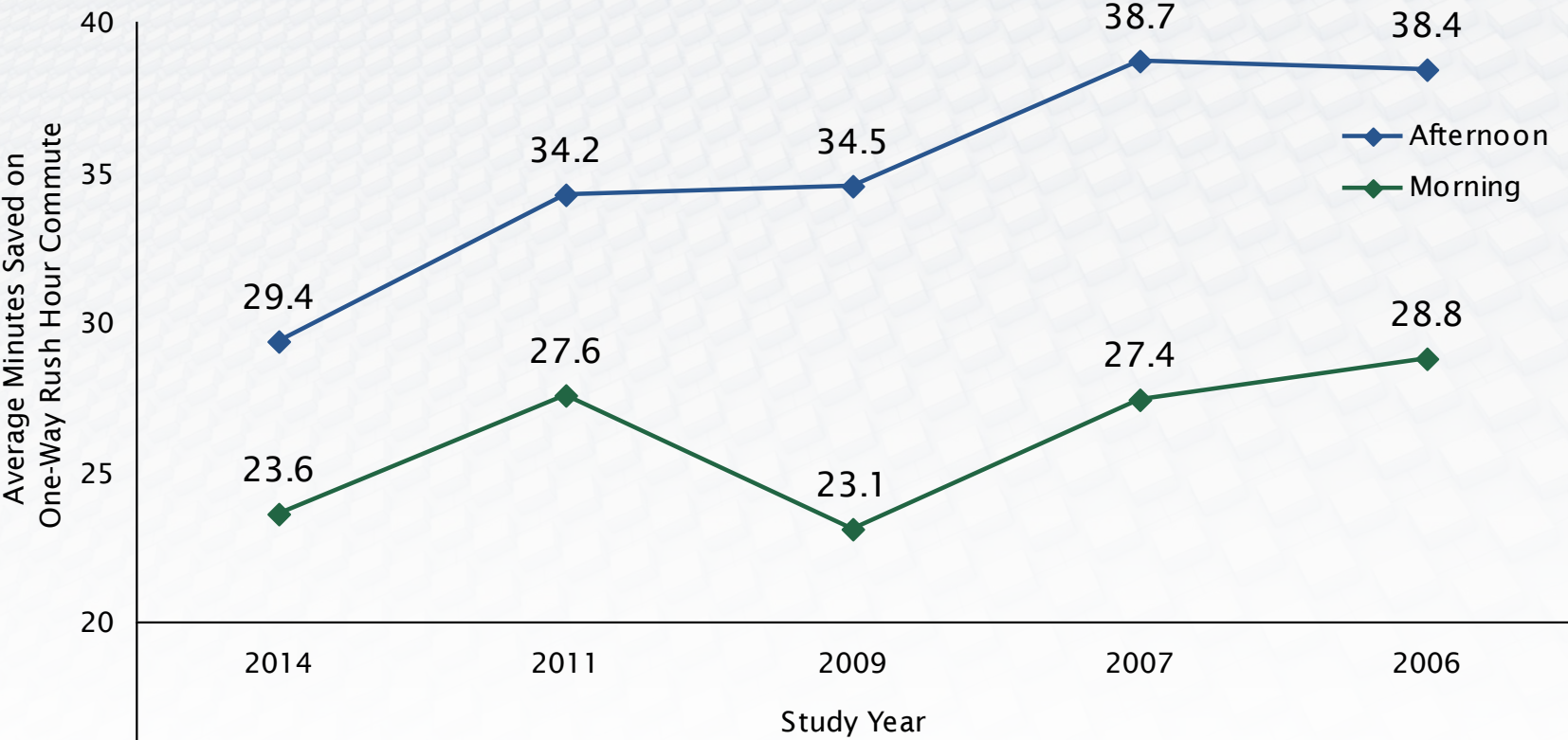
Satisfaction by Years and Usage



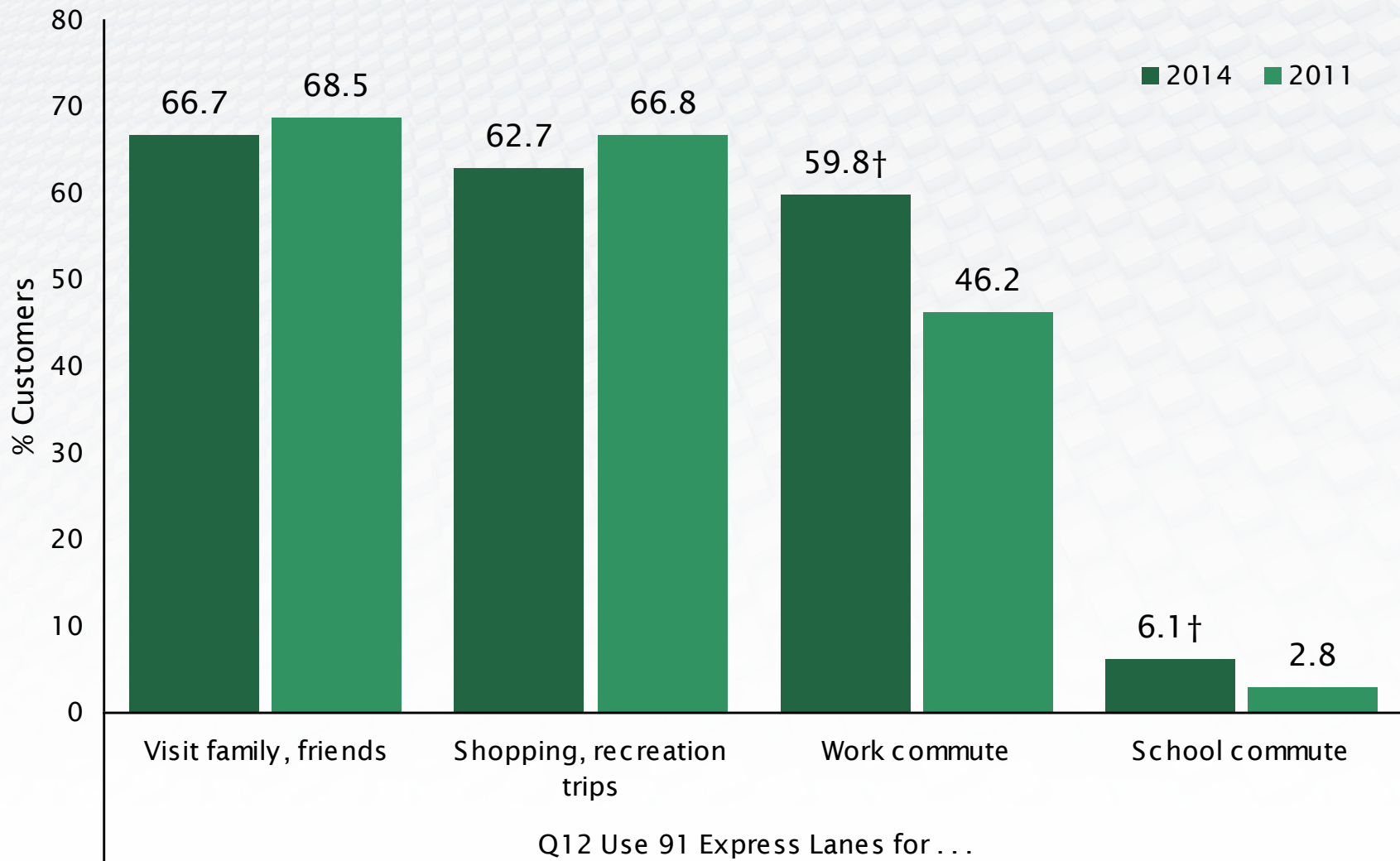
Average Number of One-Way Trips



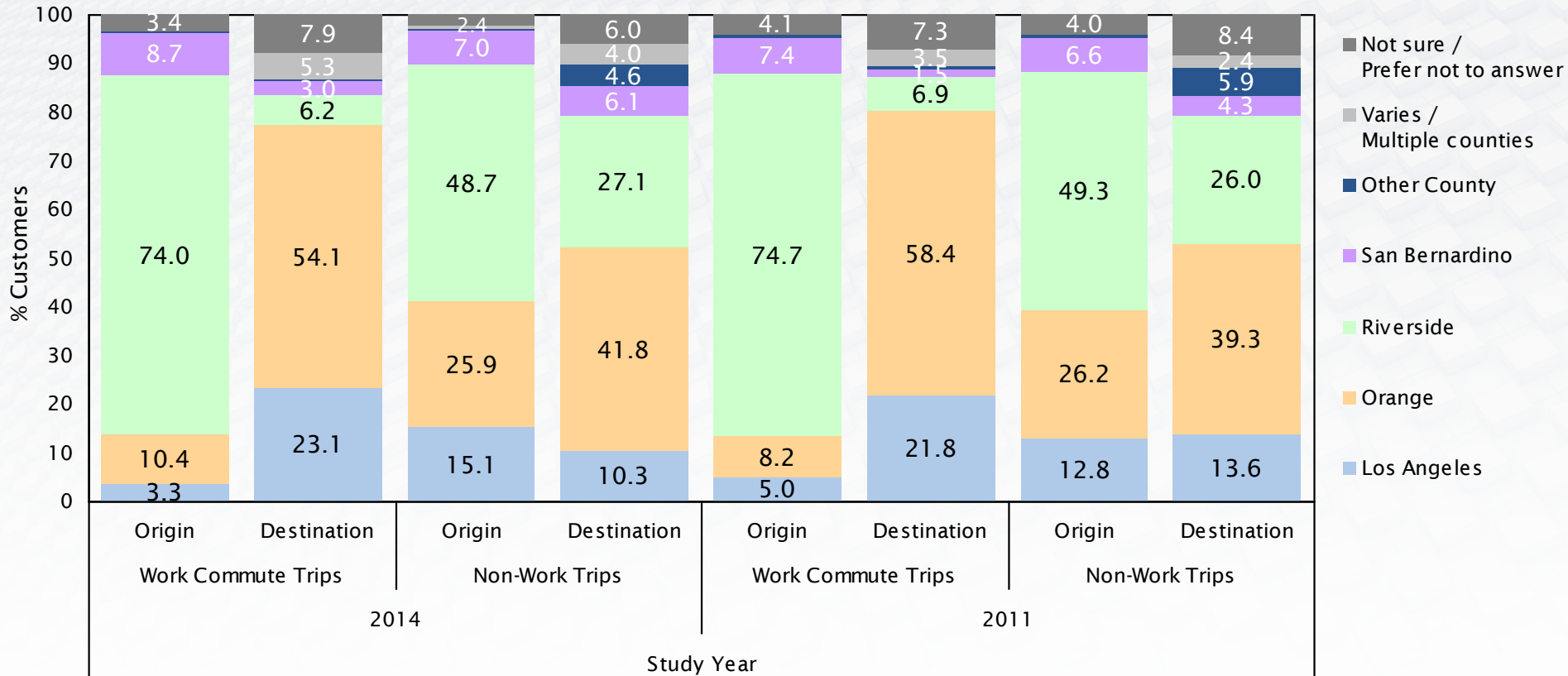
Minutes Saved on One-Way Commute



Express Lanes Trip Purpose

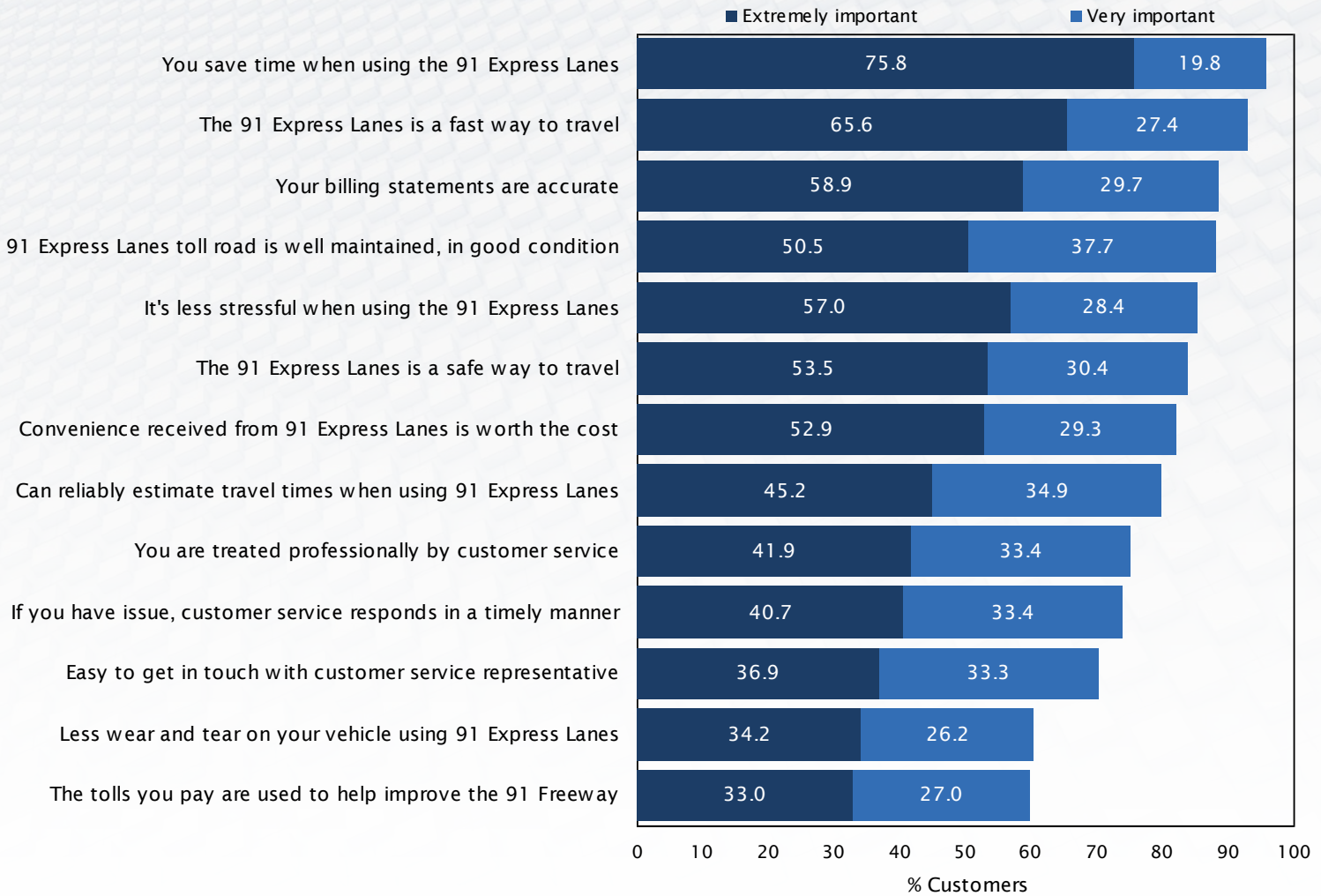


Origin and Destination

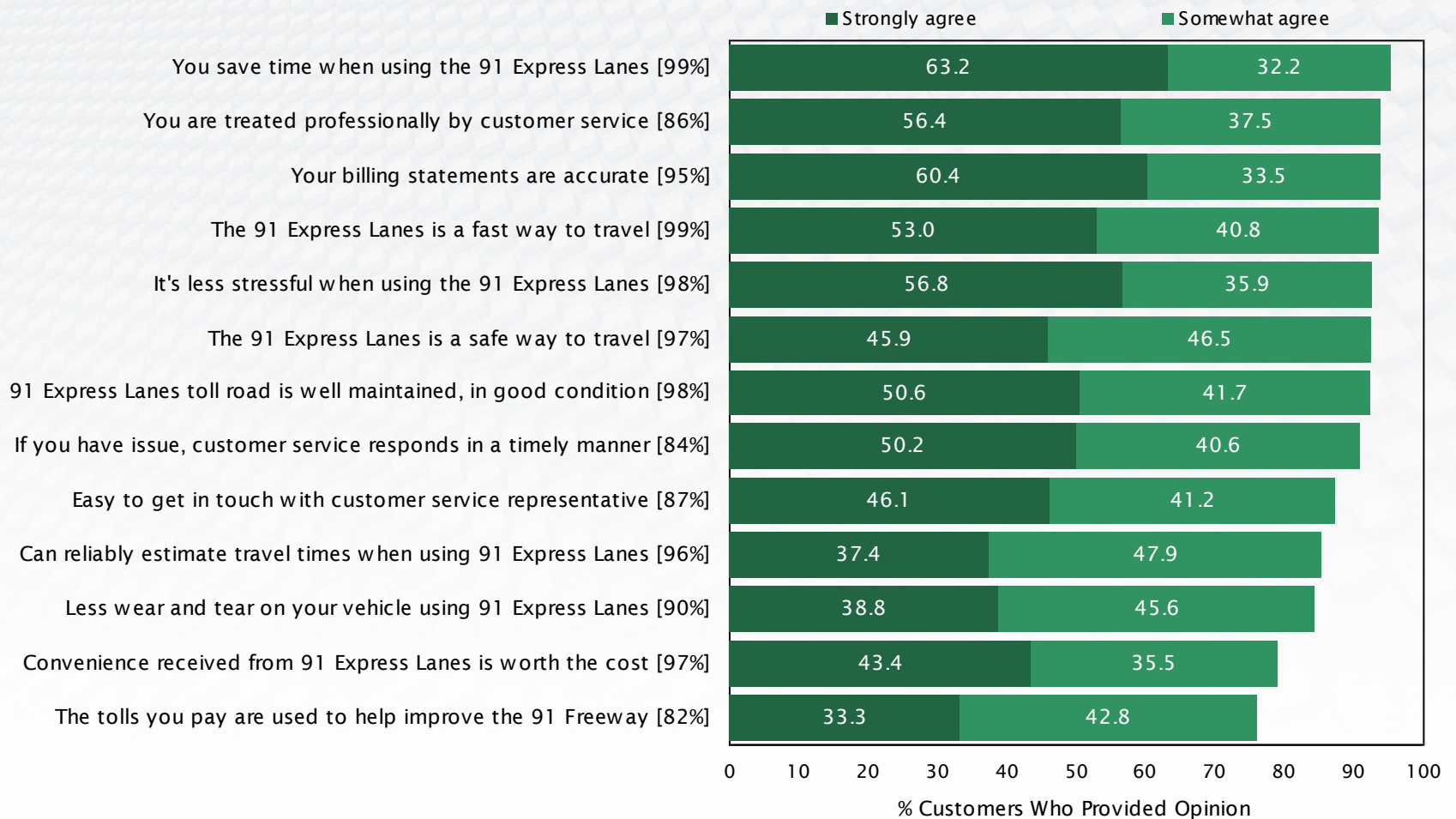


Importance of Performance Standards

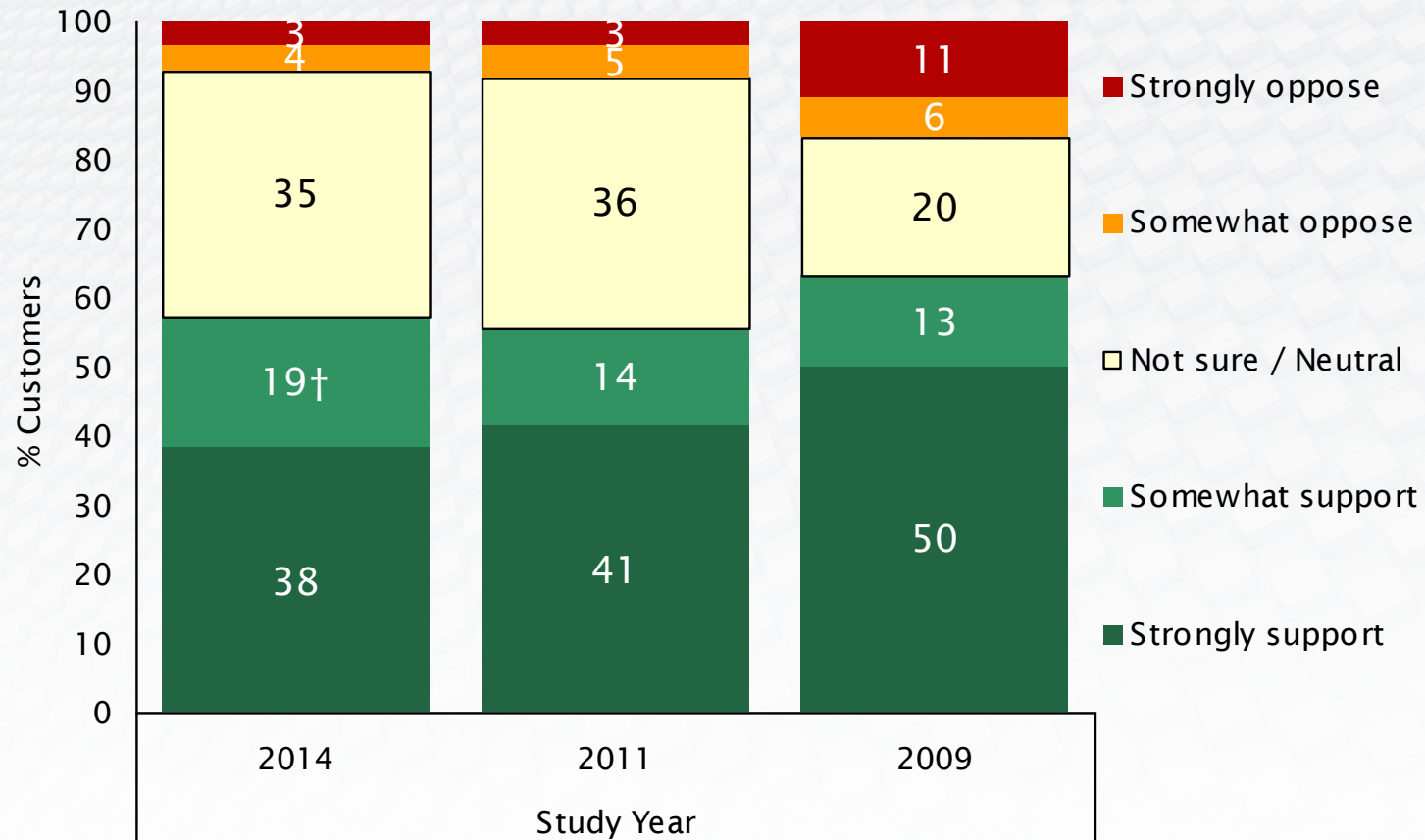
Q21i Q21e Q21g Q21h Q21k Q21l Q21m Q21n Q21o Q21p Q21q Q21r Q21s Q21t Q21u Q21v Q21w Q21x Q21y Q21z Q22a Q22b Q22c Q22d Q22e Q22f Q22g Q22h Q22i Q22j Q22k Q22l Q22m Q22n Q22o Q22p Q22q Q22r Q22s Q22t Q22u Q22v Q22w Q22x Q22y Q22z Q23a Q23b Q23c Q23d Q23e Q23f Q23g Q23h Q23i Q23j Q23k Q23l Q23m Q23n Q23o Q23p Q23q Q23r Q23s Q23t Q23u Q23v Q23w Q23x Q23y Q23z Q24a Q24b Q24c Q24d Q24e Q24f Q24g Q24h Q24i Q24j Q24k Q24l Q24m Q24n Q24o Q24p Q24q Q24r Q24s Q24t Q24u Q24v Q24w Q24x Q24y Q24z Q25a Q25b Q25c Q25d Q25e Q25f Q25g Q25h Q25i Q25j Q25k Q25l Q25m Q25n Q25o Q25p Q25q Q25r Q25s Q25t Q25u Q25v Q25w Q25x Q25y Q25z Q26a Q26b Q26c Q26d Q26e Q26f Q26g Q26h Q26i Q26j Q26k Q26l Q26m Q26n Q26o Q26p Q26q Q26r Q26s Q26t Q26u Q26v Q26w Q26x Q26y Q26z Q27a Q27b Q27c Q27d Q27e Q27f Q27g Q27h Q27i Q27j Q27k Q27l Q27m Q27n Q27o Q27p Q27q Q27r Q27s Q27t Q27u Q27v Q27w Q27x Q27y Q27z Q28a Q28b Q28c Q28d Q28e Q28f Q28g Q28h Q28i Q28j Q28k Q28l Q28m Q28n Q28o Q28p Q28q Q28r Q28s Q28t Q28u Q28v Q28w Q28x Q28y Q28z Q29a Q29b Q29c Q29d Q29e Q29f Q29g Q29h Q29i Q29j Q29k Q29l Q29m Q29n Q29o Q29p Q29q Q29r Q29s Q29t Q29u Q29v Q29w Q29x Q29y Q29z Q30a Q30b Q30c Q30d Q30e Q30f Q30g Q30h Q30i Q30j Q30k Q30l Q30m Q30n Q30o Q30p Q30q Q30r Q30s Q30t Q30u Q30v Q30w Q30x Q30y Q30z Q31a Q31b Q31c Q31d Q31e Q31f Q31g Q31h Q31i Q31j Q31k Q31l Q31m Q31n Q31o Q31p Q31q Q31r Q31s Q31t Q31u Q31v Q31w Q31x Q31y Q31z Q32a Q32b Q32c Q32d Q32e Q32f Q32g Q32h Q32i Q32j Q32k Q32l Q32m Q32n Q32o Q32p Q32q Q32r Q32s Q32t Q32u Q32v Q32w Q32x Q32y Q32z Q33a Q33b Q33c Q33d Q33e Q33f Q33g Q33h Q33i Q33j Q33k Q33l Q33m Q33n Q33o Q33p Q33q Q33r Q33s Q33t Q33u Q33v Q33w Q33x Q33y Q33z Q34a Q34b Q34c Q34d Q34e Q34f Q34g Q34h Q34i Q34j Q34k Q34l Q34m Q34n Q34o Q34p Q34q Q34r Q34s Q34t Q34u Q34v Q34w Q34x Q34y Q34z Q35a Q35b Q35c Q35d Q35e Q35f Q35g Q35h Q35i Q35j Q35k Q35l Q35m Q35n Q35o Q35p Q35q Q35r Q35s Q35t Q35u Q35v Q35w Q35x Q35y Q35z Q36a Q36b Q36c Q36d Q36e Q36f Q36g Q36h Q36i Q36j Q36k Q36l Q36m Q36n Q36o Q36p Q36q Q36r Q36s Q36t Q36u Q36v Q36w Q36x Q36y Q36z Q37a Q37b Q37c Q37d Q37e Q37f Q37g Q37h Q37i Q37j Q37k Q37l Q37m Q37n Q37o Q37p Q37q Q37r Q37s Q37t Q37u Q37v Q37w Q37x Q37y Q37z Q38a Q38b Q38c Q38d Q38e Q38f Q38g Q38h Q38i Q38j Q38k Q38l Q38m Q38n Q38o Q38p Q38q Q38r Q38s Q38t Q38u Q38v Q38w Q38x Q38y Q38z Q39a Q39b Q39c Q39d Q39e Q39f Q39g Q39h Q39i Q39j Q39k Q39l Q39m Q39n Q39o Q39p Q39q Q39r Q39s Q39t Q39u Q39v Q39w Q39x Q39y Q39z Q40a Q40b Q40c Q40d Q40e Q40f Q40g Q40h Q40i Q40j Q40k Q40l Q40m Q40n Q40o Q40p Q40q Q40r Q40s Q40t Q40u Q40v Q40w Q40x Q40y Q40z Q41a Q41b Q41c Q41d Q41e Q41f Q41g Q41h Q41i Q41j Q41k Q41l Q41m Q41n Q41o Q41p Q41q Q41r Q41s Q41t Q41u Q41v Q41w Q41x Q41y Q41z Q42a Q42b Q42c Q42d Q42e Q42f Q42g Q42h Q42i Q42j Q42k Q42l Q42m Q42n Q42o Q42p Q42q Q42r Q42s Q42t Q42u Q42v Q42w Q42x Q42y Q42z Q43a Q43b Q43c Q43d Q43e Q43f Q43g Q43h Q43i Q43j Q43k Q43l Q43m Q43n Q43o Q43p Q43q Q43r Q43s Q43t Q43u Q43v Q43w Q43x Q43y Q43z Q44a Q44b Q44c Q44d Q44e Q44f Q44g Q44h Q44i Q44j Q44k Q44l Q44m Q44n Q44o Q44p Q44q Q44r Q44s Q44t Q44u Q44v Q44w Q44x Q44y Q44z Q45a Q45b Q45c Q45d Q45e Q45f Q45g Q45h Q45i Q45j Q45k Q45l Q45m Q45n Q45o Q45p Q45q Q45r Q45s Q45t Q45u Q45v Q45w Q45x Q45y Q45z Q46a Q46b Q46c Q46d Q46e Q46f Q46g Q46h Q46i Q46j Q46k Q46l Q46m Q46n Q46o Q46p Q46q Q46r Q46s Q46t Q46u Q46v Q46w Q46x Q46y Q46z Q47a Q47b Q47c Q47d Q47e Q47f Q47g Q47h Q47i Q47j Q47k Q47l Q47m Q47n Q47o Q47p Q47q Q47r Q47s Q47t Q47u Q47v Q47w Q47x Q47y Q47z Q48a Q48b Q48c Q48d Q48e Q48f Q48g Q48h Q48i Q48j Q48k Q48l Q48m Q48n Q48o Q48p Q48q Q48r Q48s Q48t Q48u Q48v Q48w Q48x Q48y Q48z Q49a Q49b Q49c Q49d Q49e Q49f Q49g Q49h Q49i Q49j Q49k Q49l Q49m Q49n Q49o Q49p Q49q Q49r Q49s Q49t Q49u Q49v Q49w Q49x Q49y Q49z Q50a Q50b Q50c Q50d Q50e Q50f Q50g Q50h Q50i Q50j Q50k Q50l Q50m Q50n Q50o Q50p Q50q Q50r Q50s Q50t Q50u Q50v Q50w Q50x Q50y Q50z



Agree with Performance Statements

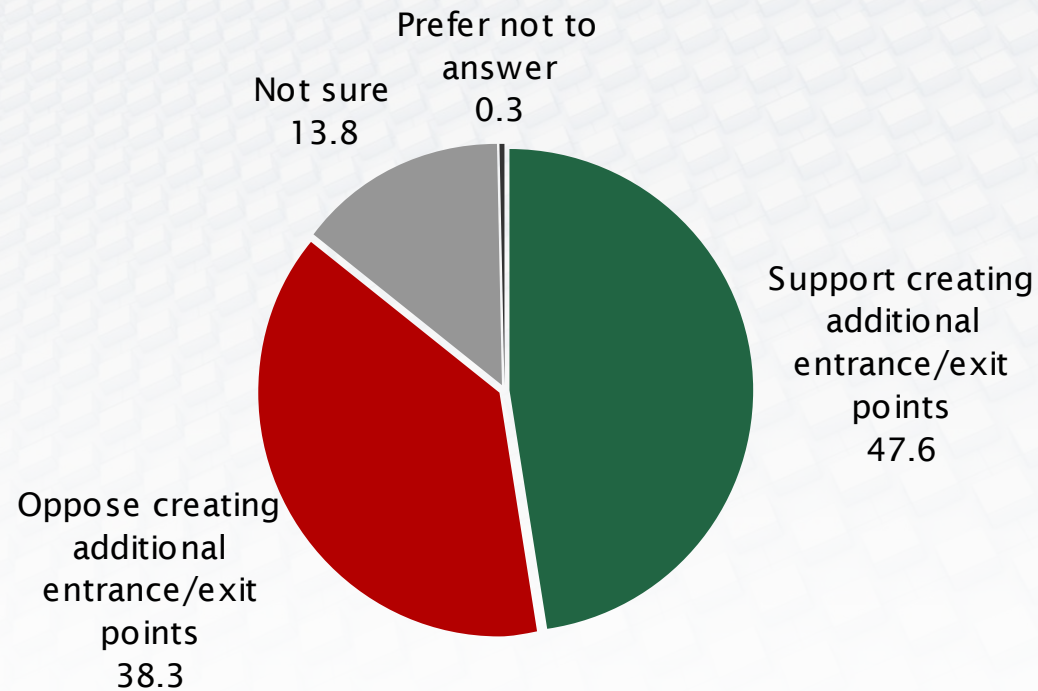


Support for Direct Connect to SR-241

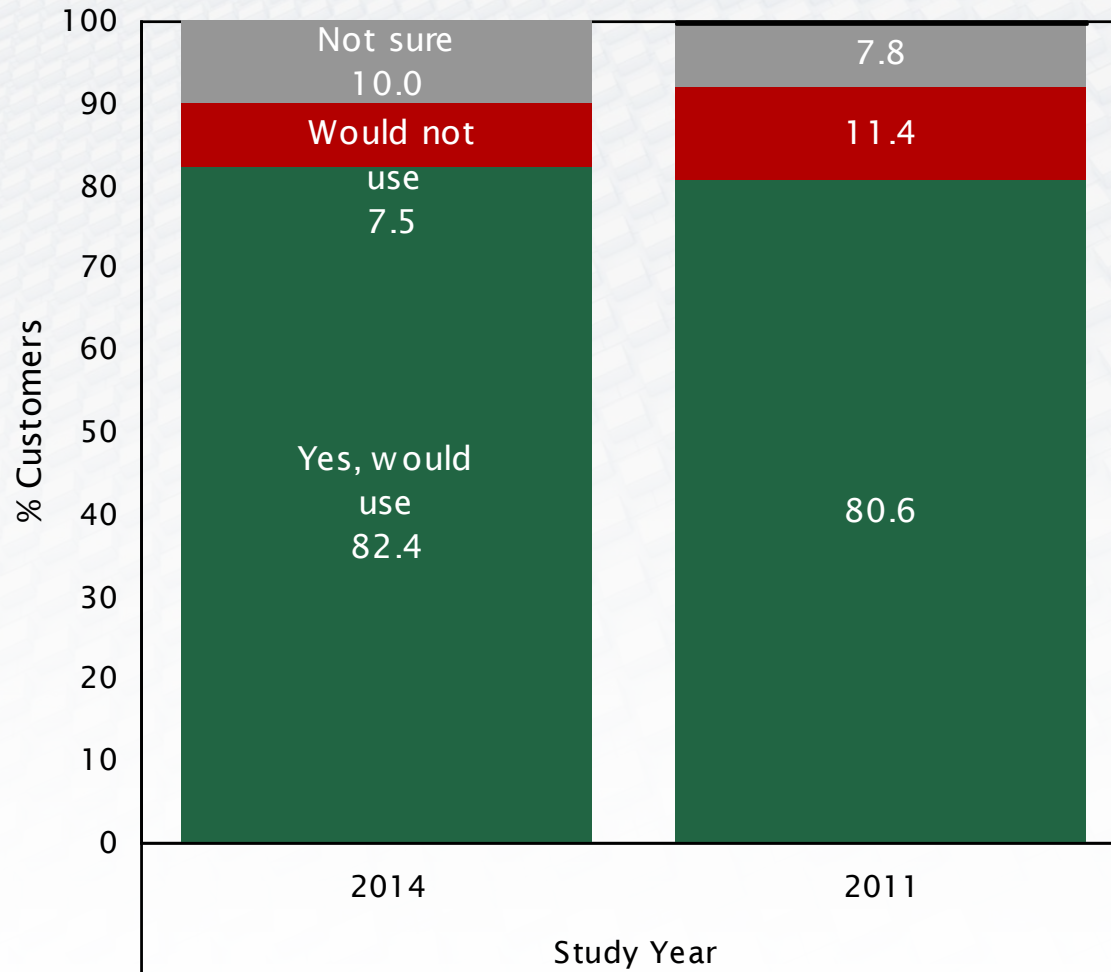


Note: Percentage adjusted to be among those with opinion for comparability

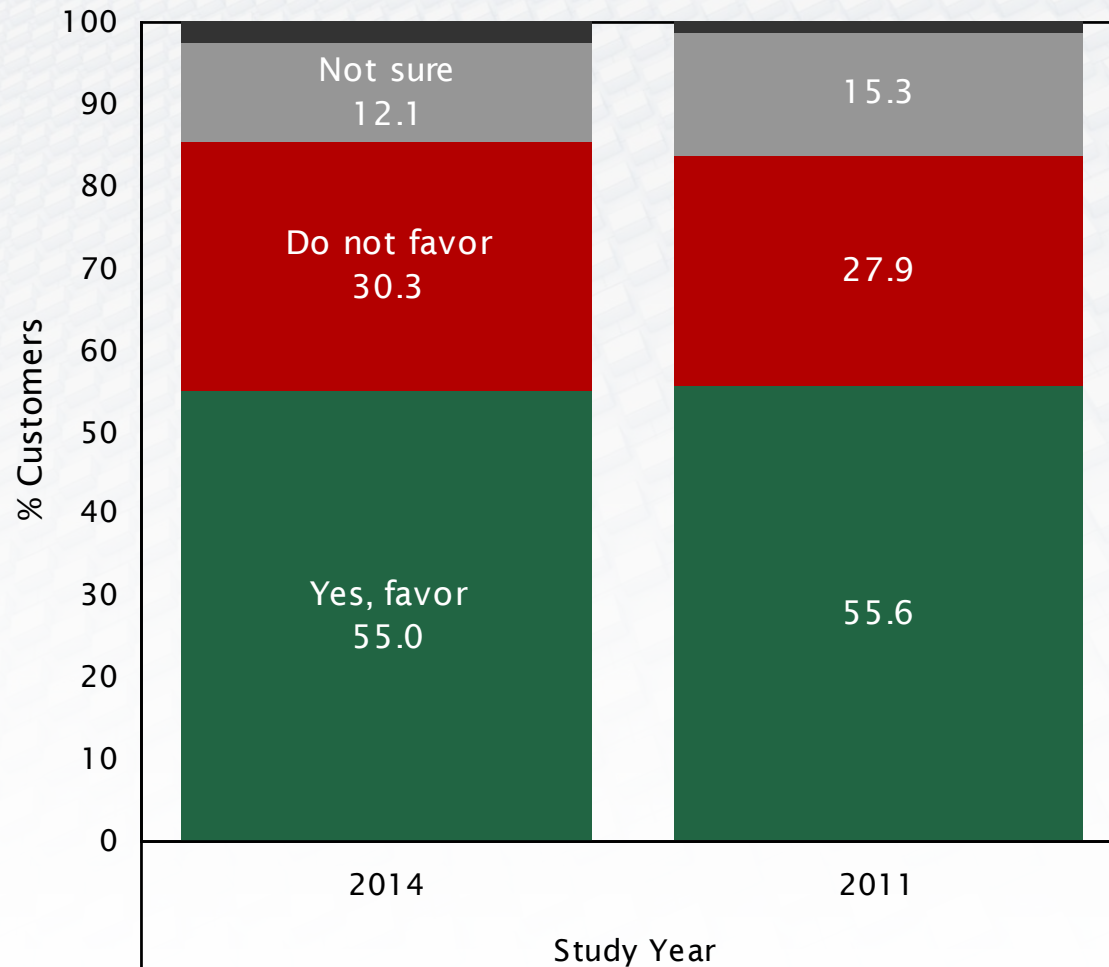
Opinion of Additional Access Points



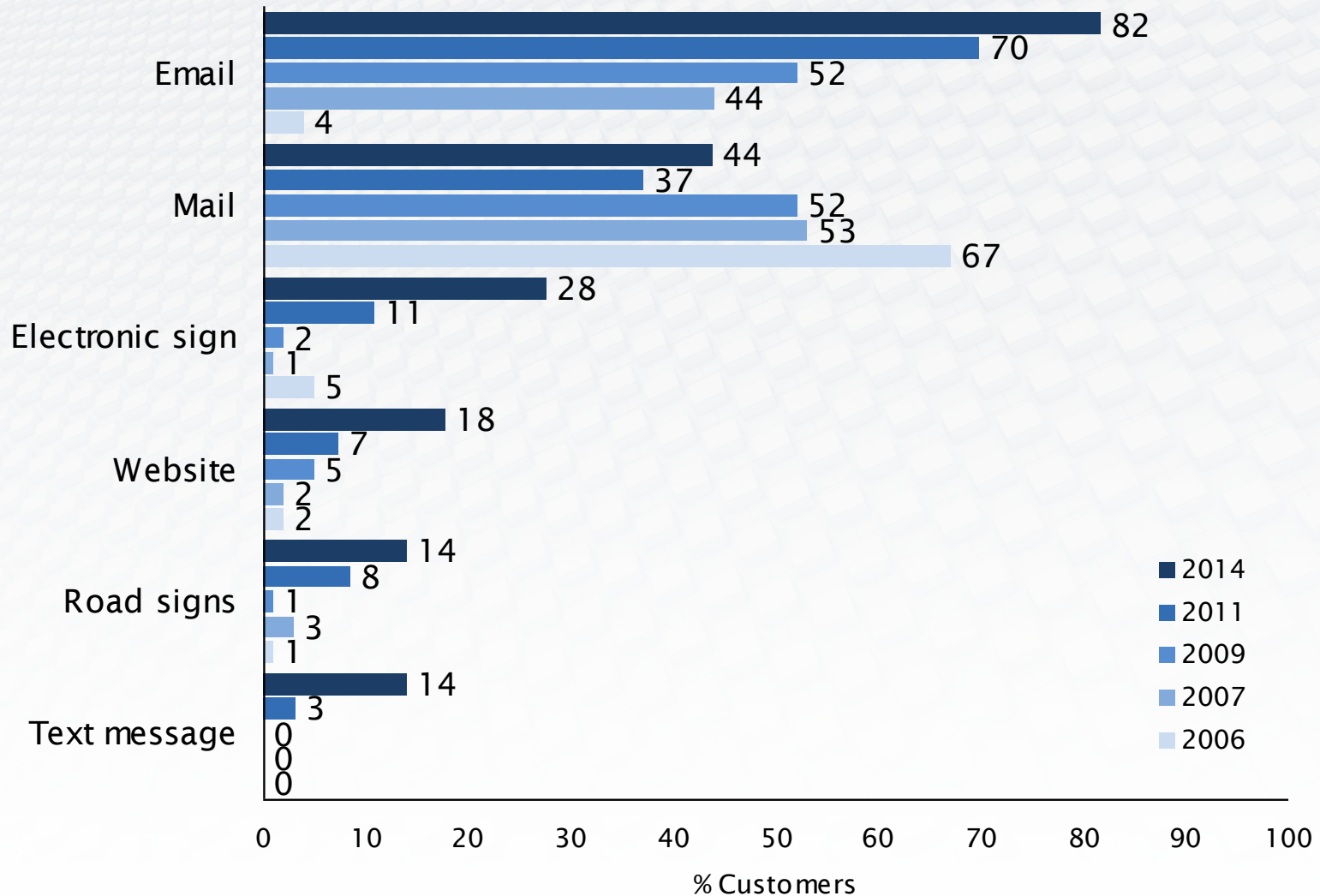
Use of Express Lane Extension to I-15



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