RAPIDRIDE

Rider Satisfaction Study

February 2020



RAPIDRIDE





Prepared for:



Research Conducted by:







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Background and Objectives



The goal of this survey effort is to refresh Metro's understanding of RapidRide customer satisfaction on a line-by-line and system-wide basis. This research allows for the ability to gather and analyze rider feedback on customer satisfaction elements via onboard surveys of riders on six RapidRide (RR) lines. These elements include understanding passenger satisfaction, how the passenger experience can be improved, how satisfaction has changed over time, and how new dynamics (e.g., Viaduct closure, reroutes, light rail, etc.) are affecting passenger satisfaction and use of RapidRide.

Specific areas of investigation include:

- Overall satisfaction
- Satisfaction with rider experience elements:
 - Trip time
 - Personal safety
 - Cleanliness and condition of buses and shelters
 - Experience while riding and waiting for the bus
- Likelihood to recommend
- Recommendations for improvement
- Impact of personal safety concerns on ridership
- Recommendations to improve feelings of personal safety

- How RapidRide compares to other Metro bus service
- Travel behavior elements:
 - Trip purpose
 - Day/time of travel
 - Transfer
 - Rides taken during the past 30 days
 - Length of time as a rider
 - Decline in line usage
 - Payment of fares
- Frequency of fare enforcement
- Fare enforcement perceptions





Background and Objectives (cont.)



Since 2010 King County Metro Transit has provided RapidRide bus service, which now includes six routes (lines A-F) in 2020. RapidRide provides bus service that is quicker and more frequent and results in faster service to each destination. RapidRide buses make extensive use of transit signal priority, and on some lines use semi-exclusive lanes to bypass traffic. A summary description of the six lines is provided below:

RapidRide Line	Line Initiated	Service Summary
A Line	2010	Offers Bus Rapid Transit (BRT) service between Tukwila International Boulevard Link Station and Federal Way Transit Center on Pacific Highway South/ International Boulevard, via SeaTac and Des Moines. A Line provides connections to Link light rail as well as buses that serve Burien, Tukwila, the city of SeaTac, the Duwamish area, and downtown Seattle. Service is provided around the clock, every day of the week, with trips operating every 10 – 15 minutes during most times of the day.
B Line	2011	Serving the Eastside, the B Line offers Bus Rapid Transit (BRT) service between the Bellevue Transit Center and the Redmond Transit Center, via Crossroads and Overlake. Frequent service is provided every day of the week, and the B Line operates from early morning to late-night.
C Line	September 2012	Services the West Seattle area operating between South Lake Union, downtown Seattle, the Alaska Junction, the Fauntleroy ferry terminal, and Westwood Village. Service is provided around the clock, every day of the week. During most times of the day, trips depart every 10 – 15 minutes.
D Line	September 2012	Brings Bus Rapid Transit (BRT) to the Ballard and Crown Hill areas. The D Line operates daily between Downtown Seattle, Uptown, Ballard and Crown Hill. Service is provided around the clock, with trips operating every $10-15$ minutes during most times of the day.
E Line	February 2018	Serves the Aurora Corridor with service between Downtown Seattle and Aurora Village Transit Center. Frequent service is provided every day of the week, and the E Line operates almost every hour of the day.
F Line	June 2018	Offers Bus Rapid Transit (BRT) service between Burien Transit Center and Renton Landing. Frequent service is provided every day of the week, and the F Line operates from early morning to late-night.



Methodology



Times and Dates

Intercept interviewing took place between March 3rd and March 6th, 2020. Trips to be surveyed were selected to provide both peak and non-peak weekday and late-night riders.

All riders onboard selected RapidRide trips were invited to complete a questionnaire regarding their satisfaction with various service quality elements.

Interceptors approached each rider as they boarded the bus asking them to participate in the survey and providing a survey for completion. Riders were strongly encouraged to complete and return the surveys while on the bus. As an incentive RapidRide F Line riders were offered two free ride tickets for completing the survey. Return envelopes were provided in circumstances where the rider indicated they would not have time to complete the survey while on the bus, so the completed questionnaire could still be returned via mail to Metro. There were a total of three completed F Line surveys mailed in.

Metro routinely conducts on-board surveys to gauge the satisfaction of riders. As such, this effort built off past RapidRide surveys. This report includes comparisons of 2020 survey results to the 2018 three-year post-implementation survey.

Burien Transit Center to Renton Landing				
F Line 2020		F Line 2018		
2 shifts Tue., Mar 3rd	11:30 to 8 PM	2 shifts Tue., Jan 30 th 11:30 AM to 8 PM		
2 shifts Wed., Mar 4th	6 AM to 2:30 PM	2 shifts, Wed., Jan 31 st 6 AM to 2:30 PM		
1 shifts Wed., Mar 4th	10 PM to Midnight	1 shift, Thur., Feb 15 th 10 AM to 12 PM		
1 Sillits Wed., Wal 4th		1 shift, Wed., Feb 21 st 10 AM to 12 PM		
2 shifts Thur., Mar. 5th	10 PM to Midnight	No Late Night interviewing		
1 shifts Fri., Mar 6th	10 PM to Midnight	No Late-Night interviewing		



Methodology (cont.)



Interceptors were responsible for tallying the number of riders on each surveyed trip and the outcome of rider interaction, including the number of surveys distributed and returned. To accommodate riders who do not speak English, the survey was also offered in seven additional languages: Spanish, Vietnamese, Amharic, Russian, Chinese, Somali and Korean. Riders who did not speak English were presented with a postcard of information translated into each language that explained the research and what was requested of the rider. In total thirty-four F Line surveys were collected in these languages.

Language	Completed Surveys
Spanish	11
Korean	9
Russian	8
Chinese	1
Amharic	4
Vietnamese	1

Response rate on the RapidRide F Line route as a *proportion of all questionnaires handed out* in 2020 was 57%. Fifty-one percent of F Line riders completed surveys in 2020, with response rate as a *proportion of all riders contacted*.

The following table summarizes response rates:

	Completed Surveys on RapidRide F Line 2020			
	Total	Daytime	Late-Night	
Completed Questionnaires	499	434	65	
% of Questionnaires Handed Out	57%	58%	55%	
% of All Riders on Sampled Trips*	51%	52%	45%	
% Refused	34%	34%	31%	
*All riders on sampled trips: this includes riders who declined to take a survey or had already completed one.				



Methodology (cont.)



Data collection goals were set to complete approximately 500 questionnaires per line (400 weekday and 100 late-night). F Line met the goal of 400 weekday/daytime. Regarding late-night targets, the schedule allowed for a total of four late-night trips in the 10:00 PM to midnight time frame per line. Late-night ridership levels did not allow for completion of 100 questionnaires for the majority of the lines, F Line included. Final samples sizes for F Line, by interviewing day part, can be found in the table below.

It should be noted that late-night interviewing was not included in previous waves and in order to keep the results comparable between waves, late-night interviews are excluded from the analysis when comparing 2020 to 2018 data.

	Completed Surveys			
F Line 2020 Wave 2018 Wav				
Total	499	501		
Daytime	434	501		
Late Night	65	Not conducted		





Reporting Conventions



This report presents results for the RapidRide F Line only, including comparison with previous survey results where comparable questions are present. A summary of comparison of all six RapidRide Lines can be found under separate cover.

Significance was tested at the 95 percent level where significance is presented unless otherwise noted. Data cross-tabulations with comprehensive significance testing are available under separate cover.

Where data is compared to previous years, other RapidRide Lines, or among rider segments, significant differences are noted with an arrow ($\uparrow\downarrow$) and/or color differences (red or green). For readability, significant differences for proportions less than 6% may not be noted.

Response proportions presented in text and displayed in graphs and in tables exclude the number of respondents who did not answer the question as well as respondents who indicated "not applicable".

Rounding mechanisms inherent in the software can make response proportions shown in graphs and reported in text vary from cross tabulation results by up to one percentage point.

Mean scores for satisfaction ratings are based in a 5-point scale where (5=Very Satisfied, 4=Satisfied, 3=Neutral, 2=Dissatisfied, 1=Very Dissatisfied or 5=Very Positive, 4=Somewhat Positive, 3=Neutral, 2=Somewhat Negative, 1=Very Negative.

In some instances, columns sum to more than 100 percent due to multiple responses given to a single question; these cases are noted.



Reporting Conventions (cont.)

Analysis was conducted on a variety of subgroups, listed and noted by the icons designated to the right. Some of the subgroups have a small base. A small base size may not be very representative, and the margin of error is large, so results should be interpreted with caution.

When shown, "Daytime" vs "Late-night" sub-groups reference the **time** of day in which the rider was on the RapidRide bus and invited to participate.

The low income qualified sub-group was calculated by combining respondent's reported household size and income level. If the respondent didn't answer one of those questions their qualification could not be determined. This calculation matches Metro's low-income fare qualifications and is defined in the chart below.

Low Income Fare Qualification				
	Maximum Income	to Qualify		
HH Size	Monthly	Annual		
1	\$2,023	\$24,276		
2	\$2,743	\$32,916		
3	\$3,463	\$41,556		
4	\$4,183	\$50,196		
5	\$4,903	\$58,836		
6	\$5,623	\$67,476		
7	\$6,343	\$76,116		
8	\$7,063	\$84,756		







Interviewing Daypart:
Daytime vs. Late-night
n=434 n=65



Gender: Male vs. Female n=238 n=154



Race/Ethnicity:
White vs. Minority
n=110 n=276



Frequency of Trips: 1-4 5-35 36+ n=68 n=183 n=83



Low Income Qualified: Yes vs. No n=207 n=99



Senior or Disabled: Yes vs. Total

*Actual base size responding varies by question.

Key Findings – RapidRide F Line



Overall Satisfaction & Likely to Recommend

The RapidRide F Line garners strong ratings overall, with four in five (81%) saying they are satisfied with the F Line. Satisfaction is higher with the experience of *riding* (80%) the bus than with *waiting* (67%) for the bus. The vast majority (92%) would recommend F Line to a friend, coworker, or family member.

Aspects of Satisfaction

Travel Time

Travel time is the aspect of the ridership experience that receives the highest level of satisfaction on the F Line, with nearly four in five riders being satisfied with both the overall travel time and the reliability of the amount of time it takes.

Cleanliness and Condition

Satisfaction with the condition of the buses and waiting areas is slightly higher than satisfaction with their cleanliness, but both rate lower than travel time. About three in five (59%-64%) riders are satisfied with the condition of the buses and shelters, while about half (51%-54%) are satisfied with their cleanliness.

Personal Safety

Satisfaction with feelings of personal safety is stronger during the day than at night, and satisfaction with the bus experience is higher than that with the behavior of others. Three quarters are satisfied with their *personal safety during the day*, while both waiting for the bus (76%) and being on the bus (75%). Those ratings drops to 56% while waiting and 60% while on the bus *at night*. Satisfaction with the *behavior of others during the day* is lower, with just over half (54%) saying they are satisfied with behavior at the bus stop, and three in five (60%) saying they are satisfied with behavior on the bus. Again, these ratings drop at night to less than half – 44% are satisfied with the behavior of others at the bus stop at night, and 47% are satisfied with behavior on the bus at night. A quarter of respondents (24%) avoid riding the F Line at least sometimes due to concerns about their personal safety.



Key Findings – RapidRide F Line



Comparison to Other Metro Service

A majority feel the overall transit experience on F Line is better than other Metro bus services. Specifically, more than three in five riders feel the F Line is better than other Metro bus services for frequency of stops, speed of service, and service reliability. However, riders are less likely to see the F Line as being better than other Metro bus service when it comes to personal safety or ensuring riders pay their fare.

Fare Enforcement

Seven in ten riders have been asked to show proof of fare payment on the F Line in the past, usually between one to two times in the past 30 days.

Experiences and perceptions of Fare Enforcement are more positive than negative, especially when it comes to professionalism, and over half of respondents report positive experiences or perceptions across all aspects of their fare enforcement interactions.



Key Findings – RapidRide F Line



Past Wave Comparison – Demographics and Ridership Behavior

RapidRide F Line riders surveyed in 2020 are similar in demographic makeup to those surveyed in 2018. The only significant difference is a larger proportion of Hispanic riders interviewed in 2020 (20% vs. 13% in 2018).

The average number of F Line trips taken in the past 30 days has not changed since 2018, though reported trips for fun/recreation and to/from school have both decreased significantly. Incidence of transferring to or from the F Line has also increased since 2018 (from 64% to 73%).

Past Wave Comparison – Satisfaction

Overall satisfaction has dropped since 2018, driven mostly by a shift from ratings of "Very satisfied" to simply "Satisfied." Among specific elements rated, cleanliness of bus interiors is the only aspect whose score dropped significantly.

Service Element	2020 Wave Mean 5=Very Satisfied	2018 Wave Mean 5=Very Satisfied
Overall Satisfaction	4.07	4.25
How long the bus trip takes	4.10	4.16
Cleanliness		
Of bus stops	3.42	3.51
Of bus interiors	3.52	3.78
Personal Safety while:		
Waiting for the bus during the day	4.00	3.90
Waiting for the bus at night	3.60	3.54

Text in **dark green bold** indicates significant increase in satisfaction from the other wave at 95% confidence. Text in **red bold** indicates significant decrease in satisfaction from the previous wave at 95% confidence.



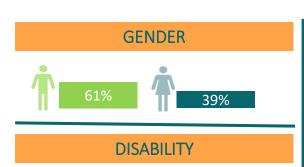


RapidRide F Line Detailed Findings



Rider Profile - Demographics

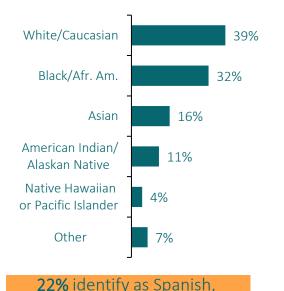




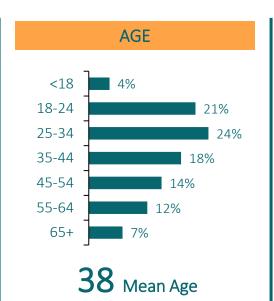
22% have a disability

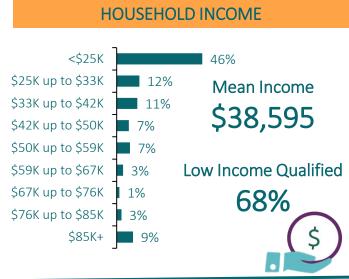
ETHNICITY

Multiple responses allowed

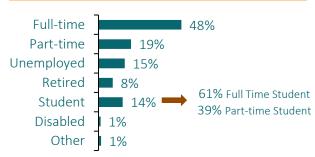


Hispanic, or Latinx



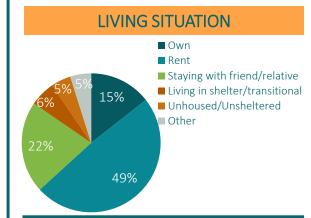


EMPLOYMENT STATUS



LANGUAGE SPOKEN IN HOME

86% English **14%** Other language* *5% Spanish (no other language >1%)



MEAN HOUSEHOLD SIZE

household members



Rider Profile – Travel Behavior



AVERAGE # OF TRIPS ON F LINE



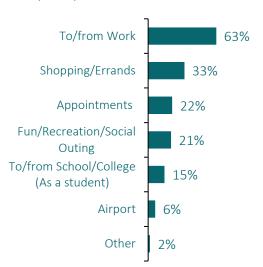
24 Trips past 30 days

12%

Say RapidRide F Line use has declined past few years

REASON FOR TYPICAL TRIP ON F LINE

Multiple responses allowed



LENGTH OF RIDERSHIP ON F LINE



DAY/TIME RIDING F LINE 50% F Line Weekday Travel 40% 39% 25% 17% 13% Midnight to AM Peak 6- Between 9 PM Peak 3- Between 6-9 PM to 6 AM AM to 3 PM 6 PM Midnight Multiple responses allowed Weekday ONLY Riders 36% **Both Weekday & Weekend 64%**

FARE PAYMENT

62% ORCA card 40% Cash or paper transfer

9% Human Services / Shelter Ticket 4% Mobile Ticket 3% Ride without paying a fare 1% Other

Multiple responses allowed



TRANSFER TO/FROM F LINE

Multiple responses allowed



Yes, Uber or Lyft

Yes, Ferry Yes, Streetcar 3%

2%

2%

Rider Profile



RapidRide F Line

Gender
Male
Female
Other
Age
< 25
25 – 34
35 – 44
45 – 54
55 – 64
65+
Mean
Income
<\$24,999
\$25,000 - \$32,999
\$33,000+
% Low Income Qualified
Race / Ethnicity
% White % Non-White
, , , , , , , , , , , , , , , , , , , ,
% Hispanic
Language Spoken at Home English

Total (n=499)	Daytime (n=434)	Late-Night (n=65)
Base	size answering varies by ques	tion
61%	58%	78%
39%	42%	22%
<1%	<1%	0%
25%	23%	37%
24%	25%	16%
18%	19%	12%
14%	14%	18%
12%	11%	16%
7%	7%	2 %
38	38	36
46%	46%	50%
12%	12%	11%
41%	42%	39%
68%	66%	76%
39%	41%	24%
66%	64%	78%
22%	20%	35%
86%	86%	88%
14%	14%	12%

Text in **dark green bold** indicates significantly higher than other time of interview at 95% confidence. Text in **red bold** indicates significantly lower than other time of interview at 95% confidence.



Other

Rider Profile



RapidRide F Line

Disabled Yes No **Employment Employed Full-time Employed Part-time** Unemployed Retired Student Disabled Other **Living Situation** Own Rent Staying with a friend / relative Living in a shelter/transitional Unhoused Other Number Living in Household 1

Total (n=499)	Daytime (n=434)	Late-Night (n=65)				
Bas	Base size answering varies by question					
22%	23%	18%				
78%	78%	82%				
48%	51%	32%				
19%	17%	30%				
15%	14%	25%				
8%	9%	6%				
14%	13%	21%				
1%	1%	0%				
1%	2%	0%				
15%	15%	8%				
49%	51%	40%				
22%	21%	28%				
6%	6%	6%				
5%	4%	10%				
5%	4%	8%				
25%	26%	18%				
75%	74%	82%				
2.97	2.89	3.50				

Text in **dark green bold** indicates significantly higher than other time of interview at 95% confidence. Text in **red bold** indicates significantly lower than other time of interview at 95% confidence.



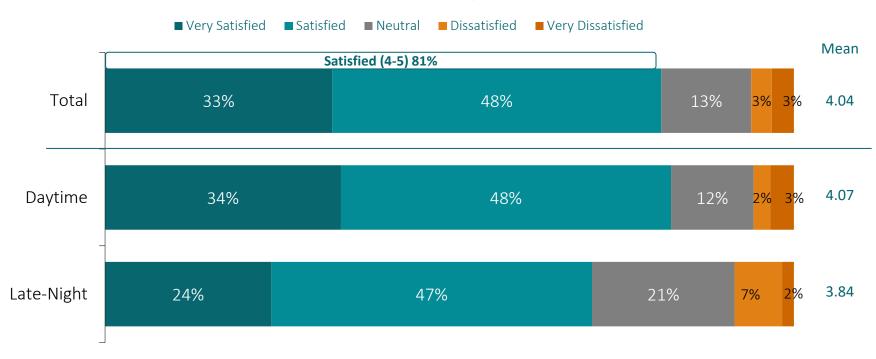
2+ Mean



Overall Satisfaction

Four in five (81%) are satisfied with RapidRide F Line overall.

Overall Satisfaction with RapidRide F Line





Low income qualified riders are more likely to be "very satisfied' (39%) than non-low income qualified, though the latter are more likely to be 'satisfied' (59%).



Minorities are less likely to be satisfied/very satisfied than non-minorities (77% vs 91%, respectively).



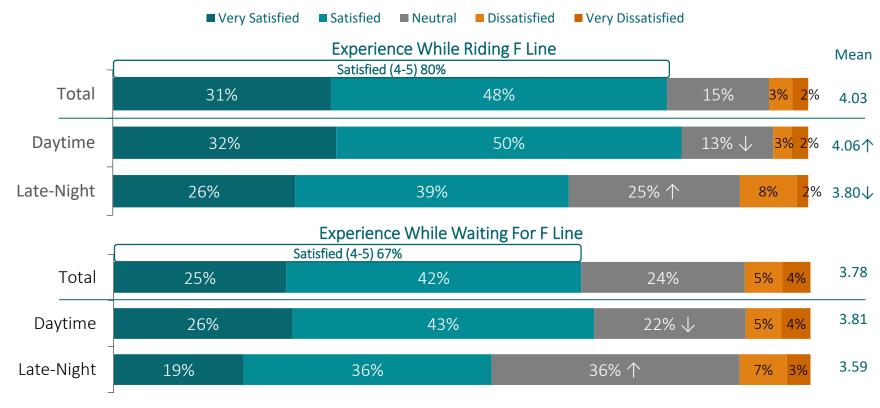
Seniors or disabled are less likely to be satisfied/very satisfied (67% vs. Total 81%.)





Satisfaction With Experience

Satisfaction is higher with the experience of *riding* the bus than with *waiting* for the bus. The experience of both riding on and waiting for the F Line is more neutral among riders interviewed at night vs. during the day.





Seniors or disabled are less likely to be satisfied/very satisfied with the experience while **riding** the F Line (67% vs. Total 80%).



Minorities are less likely than non-minorities to be satisfied/very satisfied with the experience while riding (76% vs 92%, respectively), and while waiting for the F Line (64% vs 79%, respectively)



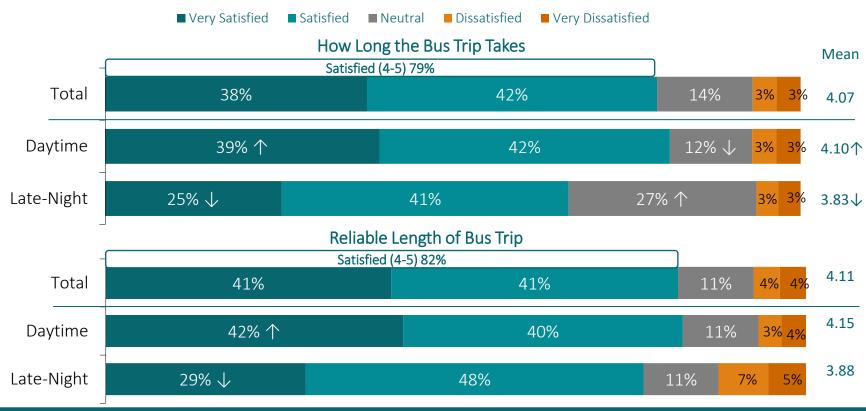
Riders interviewed during the day are more satisfied (satisfied/very satisfied) than those interviewed at night with the experience **waiting** for the bus (69% vs. 55%, respectively) and the experience while **riding** the bus (82% vs. 65%, respectively).





Satisfaction With Travel Time

Four in five F Line riders are satisfied with both the length of time the bus trip takes and that the length of the trip is reliable.





Seniors and disabled riders are more likely to be dissatisfied on average with both the length of the trip (mean 3.81 vs. Total 4.07) and with the reliability of their trip (mean 3.82 vs. Total 4.11).



Non-minorities are more likely to be satisfied/very satisfied than minorities with the length of the bus trip (87% vs. 76%, respectively).



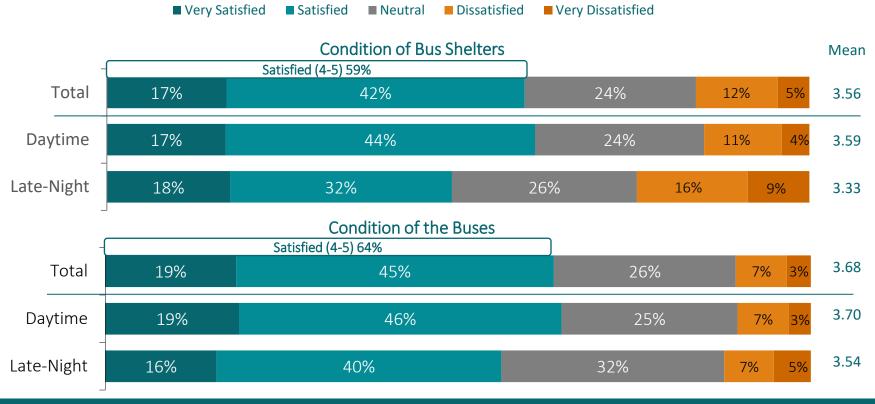
Riders interviewed in the day are more satisfied on average (mean 4.10) with the length of the bus trip than those interviewed late-night (mean 3.83). They are also more likely than those interviewed at night to be "very satisfied" with the trip reliability (42% vs. 29%, respectively).



Satisfaction with the Condition of Buses/Shelters



About three in five F Line riders are satisfied or very satisfied with the condition of the buses and bus shelters.





Males are more likely than females to be "neutral" (28% vs. 16%) on the condition of bus shelters, while females are more likely than males to be dissatisfied/very dissatisfied (22% vs 12%).



Low-income qualified riders are more likely to be "very satisfied" (19% vs 9% non-low income)) with the condition of bus shelters, while non-low income riders are more likely to be simply "satisfied" (53% vs. 40%, respectively).



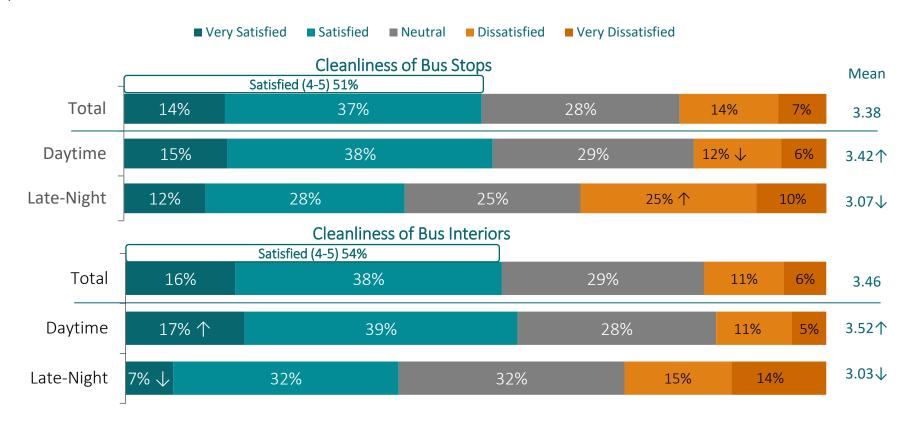
Minorities are less likely on average to be satisfied with the condition of the bus shelters (mean 3.63 vs. Non-Minorities 3.89).





Satisfaction With Cleanliness of Buses/Stops

About half of F Line riders are satisfied with the cleanliness of bus interiors and the cleanliness of stops and shelters.





Minorities are less likely on average to be satisfied with the cleanliness of the bus stops (mean 3.30 vs. Non-Minorities 3.56) as well as the cleanliness of the bus interiors (3.32 vs. Non-minorities 3.46).

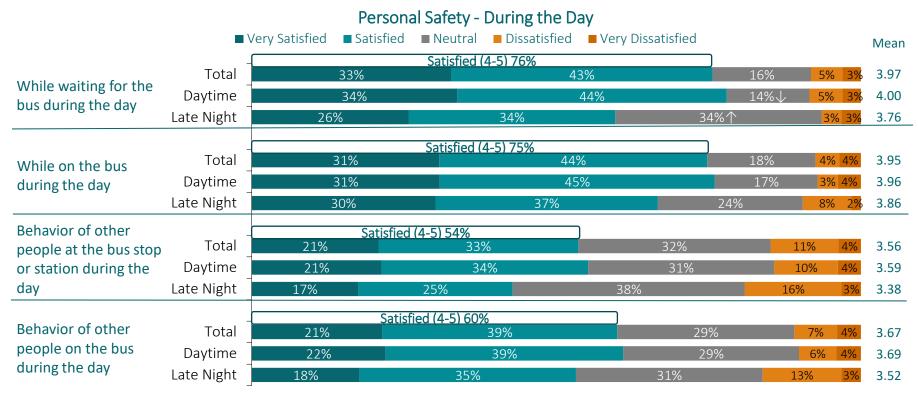


Riders interviewed during the day are more satisfied than latenight riders with the cleanliness of the bus stops (mean 3.42 vs. 3.07), as well as with the cleanliness of the bus interiors (mean 3.52 vs. 3.03).



Satisfaction With Personal Safety During the Day

About three quarters are satisfied with their *personal safety* while waiting for or being on the RapidRide F Line bus during the day, though fewer are satisfied with the behavior of others either at the stop or on the bus during this time.





Those who are not low-income qualified are more likely to be dissatisfied/very dissatisfied with the behavior of others at the bus stop/station (20% vs. Non-low Income 10%) and "dissatisfied" with their behavior on the bus during the day (12% vs. 5%, respectively).



Minorities are more likely to be neutral (22% Compared to 11% Non-minority) about their Minorities are more likely to be neutral (22% safety on the bus during the day. Nonminorities are more likely to be satisfied/very satisfied (83% vs Minority 70%).



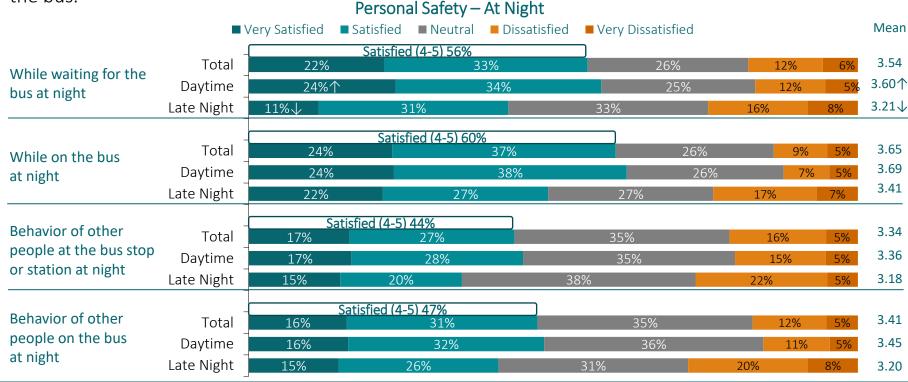
Riders interviewed during the day are more likely to be satisfied/very satisfied with personal safety waiting for the bus during the day than those interviewed late-night (78% vs. 60%, respectively).





Satisfaction With Personal Safety at Night

About six in ten are satisfied with their *personal safety* while waiting for or being on the RapidRide F Line bus at night, but less than half are satisfied with the *behavior of others* either at the stop or on the bus.





Non-minorities are more likely than minorities to be satisfied with their personal safety while waiting for the bus at night (43% vs. 29%, respectively). Non-minorities are more satisfied on average than minorities with personal safety on the bus at night (mean 3.94 vs. 3.53) and with the behavior of others on the bus (mean 3.58 vs. 3.29).



Those who do not qualify as low income are more likely to be dissatisfied/very dissatisfied with people's behavior at the bus stop/station (30% vs. Non-low income 17%) and on the bus (28% vs. Non-low income 17%).



Those interviewed during the day have higher satisfaction than those interviewed at night with personal safety while waiting for the bus at night (mean 3.60 vs. 3.21, respectively). They are also less likely to be dissatisfied/very dissatisfied with their safety while on the bus at night (12% vs. 24%).



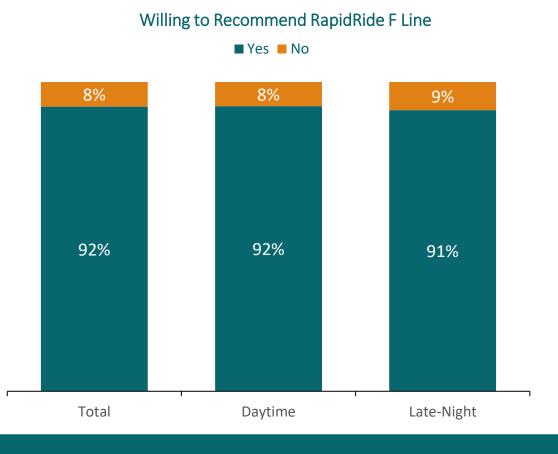


Willing to Recommend RapidRide

RAPIDRIDE



The vast majority (92%) of F Line riders are willing to recommend RapidRide to a friend, coworker or family member.





Seniors and those who are disabled are more likely to say they would not (16%) recommend RapidRide Line F (compared to Total 8%).

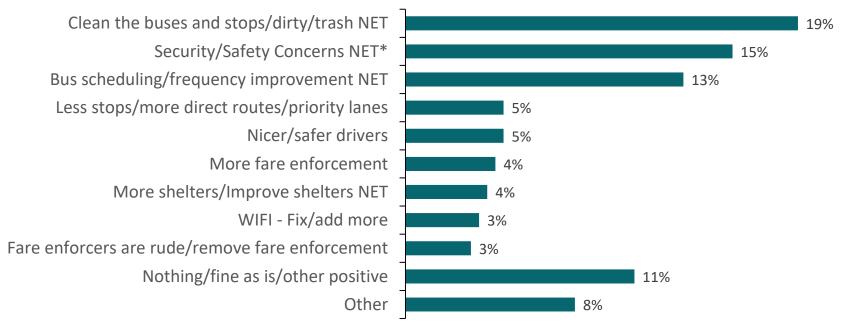




Recommendations for Improvement

When asked for recommendations regarding improvements to the RapidRide F Line, the top response is improving cleanliness of the buses and stops, followed by safety/security, and bus scheduling/frequency.

Recommend to Improve RapidRide F Line







Non-minorities are more likely than minorities to recommend more frequent bus scheduling (22% vs. 8%).



Females are more likely than males to recommend increased cleaning on the buses or at the stops (28% vs. 11%, respectively).



Those interviewed late night are more likely than those interviewed during the day to recommend nicer/safer drivers (16% vs 3%, respectively).





Recommendations for Improvement

Recommendations to Improve RapidRide F Line – All Mentions				
	TOTAL	MALE	FEMALE	
Clean the buses/dirty/trash NET	19%	11%	28%	
Clean the buses/dirty/trash	17%	11%	24%	
Clean bus stops and stations/Dirty/Trash	2%	1%	6%	
Buses smell/Stink/Need air freshener	2%	1%	3%	
Security/Safety Concerns NET	15%	15%	15%	
More security/safety on bus DAY time	8%	7%	9%	
Enforce bus rules/remove problem riders	6%	7%	4%	
Police/Sheriff on the bus	2%	1%	1%	
More security at bus stops and stations/Safety at bus stops and stations	1%	2%	1%	
Drugs are a problem/Drug use on the bus/Drug deals	1%	1%	0%	
Bus scheduling/Frequency NET	13%	15%	9%	
Buses need to be on schedule/punctual	7%	5%	8%	
Increase bus frequency	3%	3%	1%	
Expand bus schedule NIGHT	2%	5%	0%	
Expand bus schedule WEEKEND	1%	2%	0%	
Expand bus schedule PEAK HOURS	<1%	1%	0%	
Less stops/More direct routes	5%	5%	4%	
Nicer/safer drivers	5%	5%	6%	
More fare enforcement	4%	7%	1%	
WIFI - Fix/add more	3%	6%	0%	
Fare enforcers are rude/Remove fare enforcement	3%	2%	6%	
Better bus amenities	2%	2%	2%	
More shelters/protection from the rain at stops	2%	2%	3%	
More lighting at shelters	2%	2%	2%	
Make transfers easier/Wait for transferring passengers	2%	3%	1%	
Use different routes/suggested reroutes	2%	2%	2%	
Keep fares low/Don't Raise fares/Free	2%	2%	1%	
Nothing/Fine as is/Other positive	11%	10%	11%	
Other	8%	8%	7%	
Don't Know	2%	1%	1%	

Text in dark green bold indicates significantly higher than other gender at 95% confidence.

Text in *red bold* indicates significantly lower than other gender at 95% confidence.





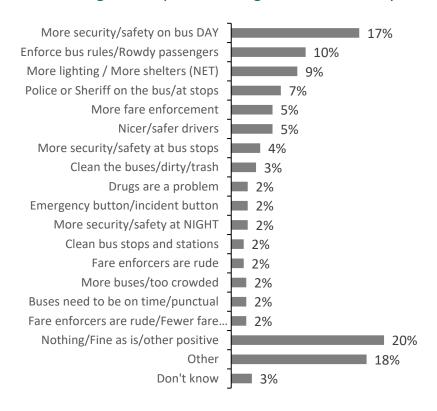


Almost a quarter say they at least sometimes avoid riding RapidRide F Line due to concerns with their personal safety, though over half say they never do.

More security and improved safety on the bus during the day is the top recommended change to improve feelings of safety.

Avoid Riding Due To Personal Safety ■ Rarely ■ Sometimes ■ Frequently Never/Rarely 78% Total 53% 25% 15% Never/Rarely 80% T Daytime 25% 55% 13% <mark>7%</mark> Never/Rarely 66% ↓ Late-41% 24% 22% 12% Night

Changes to Improve Feeling of Personal Safety Total)





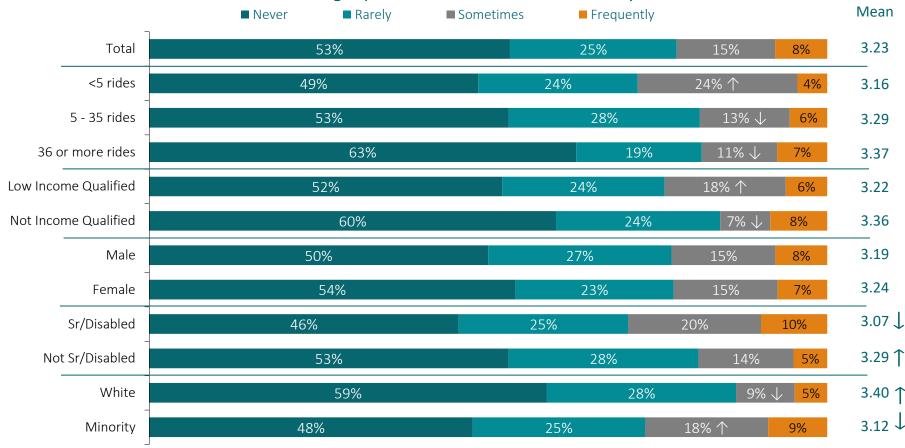
Riders interviewed during the day are less likely to avoid riding the F line due to personal safety concerns than those interviewed late night (never/rarely 80% vs. 66%, respectively).



Q8. How often do you avoid riding RapidRide F Line due to concerns about your personal safety?; Base: Total n = 468; Daytime n = 410; Late-Night n = 58.

Personal Safety Avoidance by Key Groups







Non-minorities are more likely than minorities to say they avoid riding RapidRide F sometimes due to personal safety (mean of 3.40 vs. 3.12, respectively).



Senior and disabled riders are more likely to avoid riding F line due to safety (mean 3.07 vs. Non- Senior/Disabled 3.29).





Suggested Changes to Improve Personal Safety

More security on the bus//Safety on bus DAY time	17%
Enforce bus rules/Rowdy passenger concerns/Remove problem riders	10%
More shelters/Improve shelters NET	9%
More lighting at shelters	7%
More shelters/protection from the rain at stops	2%
Police or Sheriff on the bus	7%
More fare enforcement	5%
Drivers (nicer, better, safer)	5%
Clean the buses and stops (NET)	5%
Clean the buses/dirty/trash	3%
Clean bus stops and stations	2%
Safety/More security at bus stops and stations	4%
Drugs/Drug use/Drug deals	2%
More security on the bus/Safety on bus at NIGHT	2%
Emergency button/Incident button to security, police	2%
More buses/too crowded	2%
Buses need to arrive/leave according to schedule/be on time/punctual	2%
Fare enforcers are rude/Less fare enforcers/Remove fare enforcement	2%
Nothing/Fine as is/Other positive	20%
Other/Foreign language	18%
Don't know	3%



Females are more likely than males to want more shelters or lighting at shelters (15% vs. 4%, respectively).

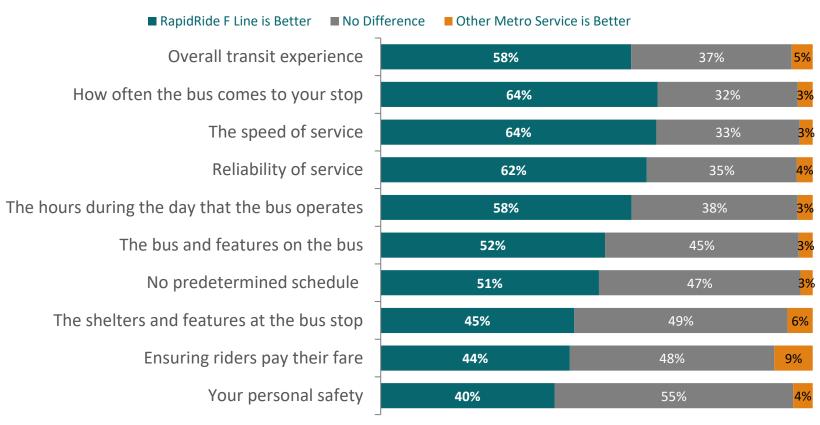


Comparison to Other Metro Services



More than three in five F Line riders feel the F Line is better than other Metro services for frequency of stops, speed of service, and service reliability. Riders are less likely to see the F Line as being better than other Metro service when it comes to personal safety or ensuring riders pay their fare.

RapidRide F Line Compares to Other Metro Bus Service





Comparison to Other Metro Services



When looking at the difference in how F Line compares to other Metro bus service by overall satisfaction with RapidRide, we can identify areas that are most impactful to overall satisfaction. As would be expected, satisfied F Line riders are more likely to say that F Line is **better** than other Metro bus service in all areas. Conversely, those who are dissatisfied or neutral overall are more likely to say that F Line is **not as good** as other Metro bus service in a variety of service attributes.

- The difference in opinion of satisfied vs. dissatisfied/neutral riders on how the F Line compares to other bus service, shown as Delta in the table below, is greatest for the following: reliability of service, shelters and features of bus stops, speed of service, how often the bus comes, personal safety, and predetermined schedule.
- There is less difference between the two groups (satisfied riders vs. dissatisfied/neutral riders) on: bus and features on the bus, ensuring riders pay their fare, and hours the bus operates.
- A higher Total Delta, shown far right in the table below, does not necessarily indicate that there is a service deficiency, it only indicates that issues experienced by a rider in that area will impact overall satisfaction to a greater extent.
- Improvements can be targeted to areas where there are relatively more satisfied riders saying that F Line falls short. This includes **ensuring riders pay their fare** (8% of satisfied riders say fare enforcement is worse on the F Line than other bus service).

	F Line is Better than Other Metro Bus Service			F Line Not As Good as Other Metro Bus Service			Total Delta (NET)
	Satisfied w/F Line	Neutral/Dissatisfied w/F Line	Delta	Satisfied w/F Line	Neutral/Dissatisfied w/F Line	Delta	
Reliability of service	68%	32%	36	2%	10%	8	44
Shelters and features of bus stop	49%	24%	25	4%	14%	10	35
Speed of service	69%	40%	29	2%	5%	3	32
How often the bus comes	69%	41%	28	3%	6%	3	31
Personal safety	44%	20%	24	3%	9%	6	30
No predetermined schedule	55%	31%	24	2%	7%	5	29
Bus and features on bus	56%	32%	24	3%	6%	3	27
Ensuring riders pay their fare	47%	27%	20	8%	12%	4	24
Hours the bus operates	62%	41%	21	3%	5%	2	23

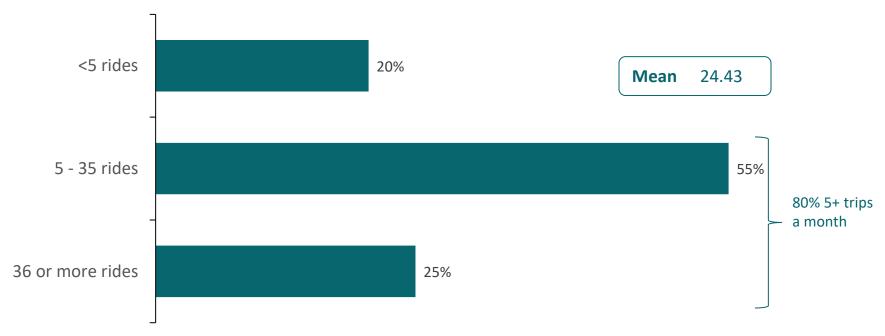




Transit Trips Taken

Most **riders** (80%) meet Metro's definition of a regular rider (making five or more trips in the last 30 days) while a minority (20%) are infrequent riders (making fewer than 5 trips). A quarter ride frequently enough (36+ trips) to make payment with a purchased monthly pass break-even. Usage is similar between those interviewed during the daytime and late-night travelers.

Number of Rides on RapidRide F Line in the Last 30 Days





Males are more likely than females to have taken 36+ rides (29% vs. 16%, respectively).



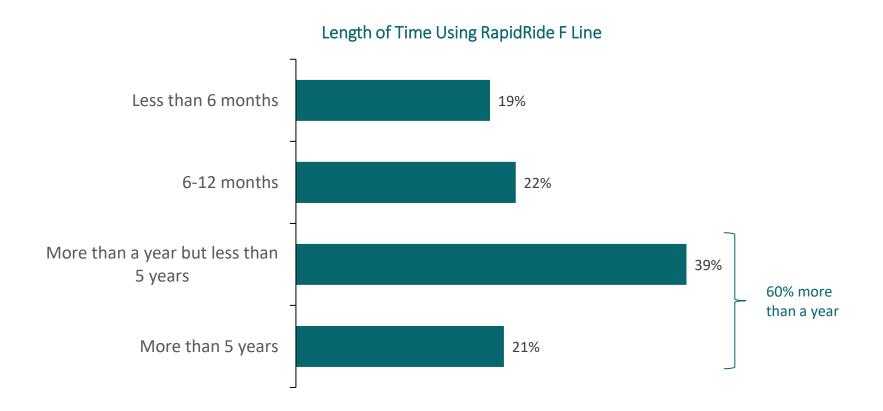
Low income qualified riders are more likely to have taken fewer than five rides (27% vs. Non-low income 14%).





Length of Metro Ridership

Three in five riders have been using RapidRide F Line for more than a year.





Infrequent riders (<5 trips) are more likely to be newer riders (less than six months) (31% vs. 5+ trips 18%).



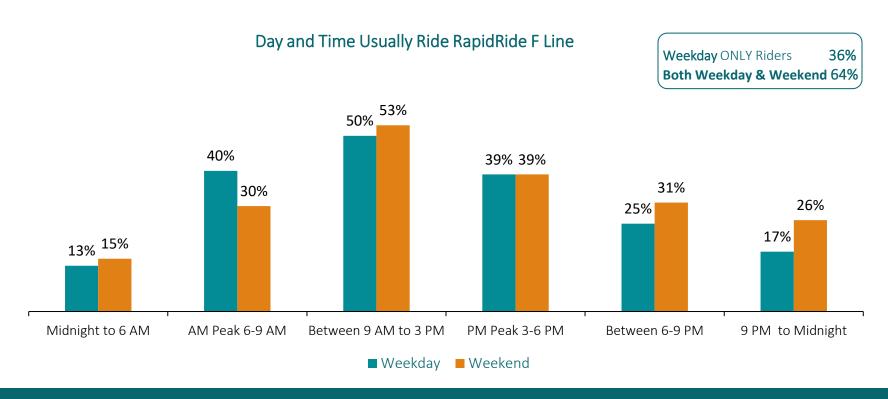
Low income qualified riders are more likely to have been riding for over five years (23% vs Non-low Income 9%).





Day and Times of Riding

About a third of F Line riders travel during peak morning or peak evening hours, though half (50%) travel off peak 9 AM to 3 PM. Almost two-thirds of F Line Riders (64%) travel both weekday and weekend.





Low income qualified riders are more likely to ride from 9AM-3PM (58% vs Non-low income 45%) and from 9pm-midnight (20% vs. Non-low income 9%), while those who do not qualify as low income are more likely to ride earlier between 6-9AM (49% vs. Low income qualified 32%). On weekends, non-low income qualified riders are more likely to ride between 9AM and 3PM (67% compared to Low income 49%).



Females are more likely to be riding the bus peak weekday 3-6PM than males (51% vs. 32%).



The most frequent riders (36+ trips over the past 30 days) are more likely than less frequent riders (<36 trips) to travel peak morning hours 6-9AM both weekday (60% vs.36%) and weekend (49% vs 24%, respectively).

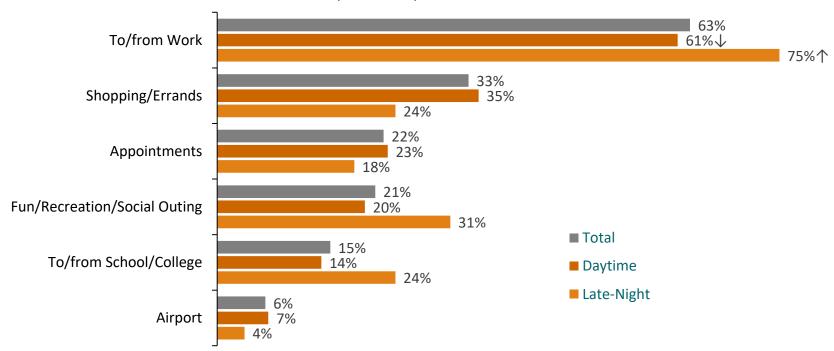




Reason for Riding

Riders are most often using the F Line to commute to and from work with those interviewed late-night more likely to do so. A third use it for shopping/errands. Around one in five use it for appointments and fun/recreation.

Purpose of Trip Taken Most Often





Frequent riders (36+ trips in the past 30 days) are most likely to be riding to/from work (84% vs <36 trips 58%).

Females are more likely to be riding the bus to go shopping or run errands (43% vs. Male 26%), or to/from school (19% vs. Male 11%).



Those who do not qualify as low income are more likely to be riding to/from work (76% vs. Non-low income 59%), while low income riders are more likely to ride for shopping (41% vs. Non-low income 20%), appointments (28% vs. Non-low income 12%), or fun/recreation (29% vs. Non-low income 14%).



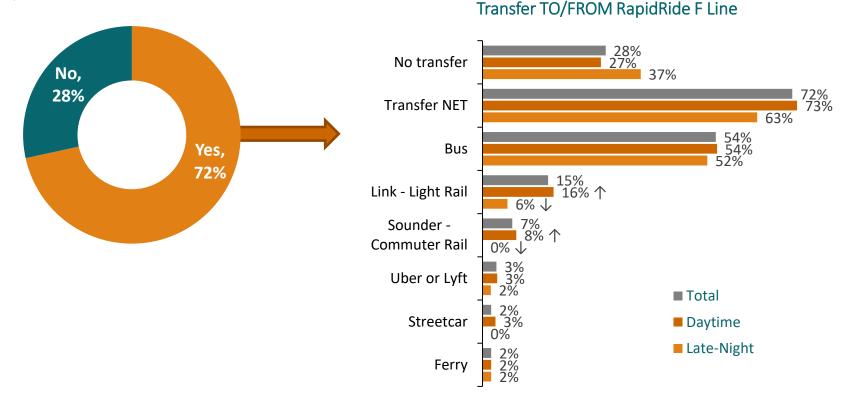
Senior/disabled riders are more likely to ride the bus for appointments (34% vs. Total 22%) or fun/recreation (32% vs. Total 21%).





Transferring to/from Route

Nearly three quarters (72%) of F Line riders transferred to or from this route. Most transfers were to or from other buses (54%). Other transit, such as Link, the Sounder, and rideshares are used by a small minority.





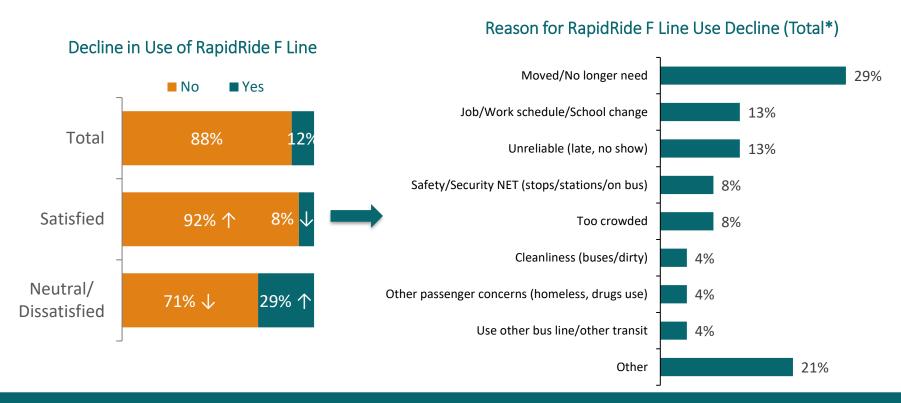
Those who are not low income qualified are more likely to transfer to Sounder Commuter Rail (14% vs. Low income qualified 3%).





Decline in Usage

Around one in ten F Line riders say their F Line Ridership has declined in the past few years. Those who are neutral or dissatisfied with RapidRide overall are significantly more likely to say their usage of RapidRide has declined in the last few years. The top reason for reducing ridership is a recent move or other reason for no longer needing **F Line**.





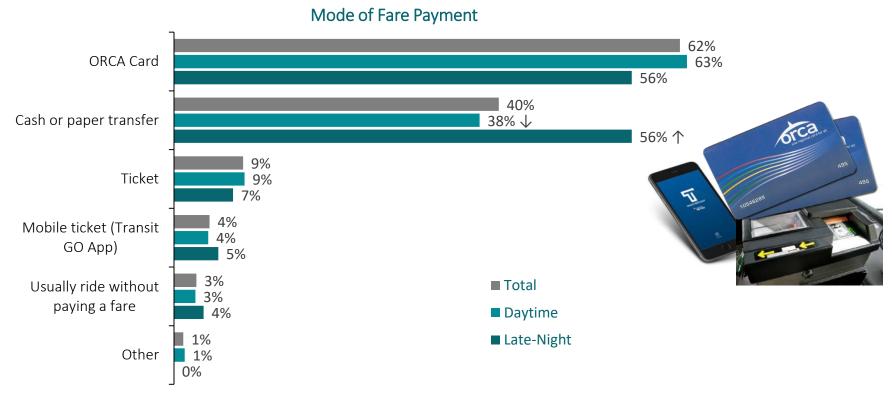
Low income qualified riders are more likely to have reduced their F Line ridership (13% vs Non-low income 5%).





Fare Payment

Three in five (62%) F Line riders pay their fare via an Orca card, two in five (40%) utilize cash/paper transfer. Few use a shelter ticket/human services or the Transit GO app. Only three in one hundred report riding without paying a fare.





Frequent riders (36+ trips) are more likely to use ORCA Cards (76% compared to <36 trips 58%), while the least frequent riders (1-4 trips) are more likely (62%) to pay with cash/paper transfer compared to riders with 5+ trips in the past 30 days (24%).



Those who qualify as low income are more likely to use cash (50% vs. Non-low income 29%), while those who do not qualify as low income are more likely to use an ORCA Card (71% vs. Low income 55%).



Minority riders are more likely to use cash (45% vs. 33% Non-minority), and less likely to us an OCRA card (57% vs. 70% respectively).

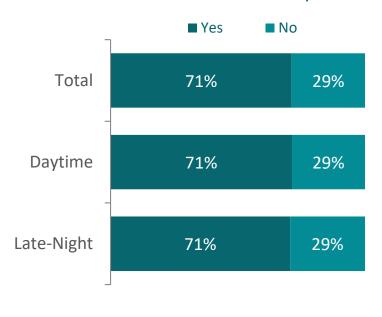




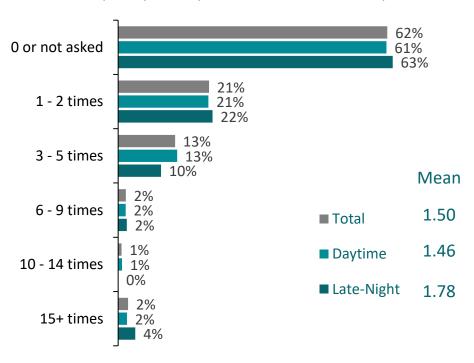
Fare Enforcement Experience

Seven in ten riders have been asked to show proof of fare payment on the F Line. Those who have report being asked one to two times in the past 30 days.

Ever Asked To Show Proof of Payment



Frequency of Request to Show Proof of Payment





Frequent riders (36+ trips) are most likely to have been asked to show proof of payment (88%), (68% among <36 trips per month). They also report a higher occurrence with an average of nearly 2.90 times in the past 30 days (compared to 1.39 times for those with fewer than 36 trips.

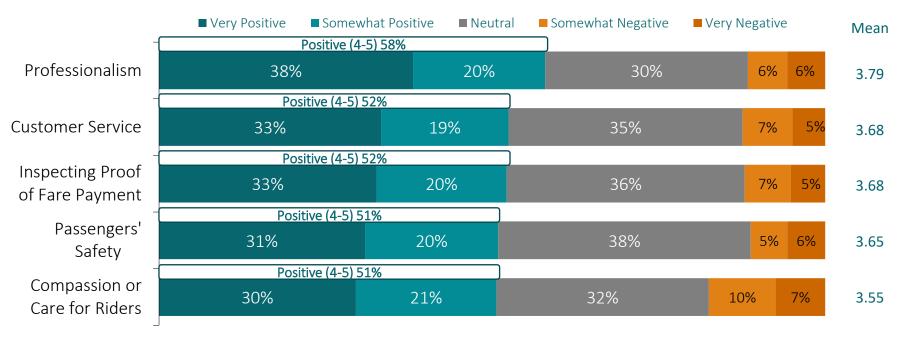




Perceptions of Fare Enforcement

The majority of F Line riders have positive perceptions/experiences with Fare Enforcement services, and professionalism is the most highly rated aspect. However, at least one in ten riders gives a negative rating to each service. That negativity increases to one in six for compassion or care for riders.

Experiences/Perceptions of the Fare Enforcement





Females are more likely to have "very positive" perceptions of fare enforcement inspecting proof of payment (40% vs. Male 28%). Regarding customer service, females are more likely than males to be satisfied on average (mean 3.87 vs. Male 3.60).





Past Wave Comparison



Past Wave Comparison

The following section is a comparison of results collected on RapidRide F Line in February 2020 to the 3-year post implementation wave conducted in February 2018.

The 2018 wave did not include late-night interviewing. For this comparison between waves the data for 2020 interviews excludes late-night survey collection data.

Questions asked in both 2020 and 2018 waves with comparable wording and measurement are included in this section.



Wave Comparison Questions

- Q4_C. Overall how satisfied are you with F Line
- Q1_A. How long my bus trip takes: Travel on F Line
- Q2_A1. Personal safety while waiting for the bus Day
- Q2_A2. Personal safety while waiting for the bus Night
- Q3 A1. Cleanliness of F Line bus stops
- Q3_A2. Cleanliness of F Line bus interiors
- Q7. F Line compared to other Metro bus service
 - The quality of the overall transit experience
 - Personal safety
 - The shelters and features at the bus stop
 - How often the bus comes
 - No predetermined schedule
 - The hours during the day that the bus operates
- Q10. Purpose of the trip taken most often on F Line
- Q12. Transfer TO/FROM F Line
- Q13. Number of rides taken on F Line in the last 30 days
- Q16. Fare Payment on F Line
- Q17. Fare enforcement on F Line

Demographics

- Q19. Gender identity
- Q20. Age
- Q23. Household income
- Q24. Hispanic or Latinx?
- Q26. Primary language spoken at home



Rider Profile



- There are no significant differences in age, gender, or income between RapidRide F Line riders surveyed in 2020 and those surveyed in 2018.
- 2020 saw a higher occurrence of Hispanic/Latinx riders (up to 20% from 13% in 2018), but the proportion of respondents who primarily speak English at home remained the same.

	2020 Wave (n=339)	2018 Wave (n=354)
	Base size answerir	ng varies by question
Gender		
Male	58%	56%
Female	42%	41%
Other	<1%	3%
Age		
< 25	23%	27%
25 – 34	25%	24%
35 – 44	19%	16%
45 – 54	14%	13%
55 – 64	11%	12%
65+	7%	7%
Mean	38	38
Income		
<\$24,999	46%	50%
\$25,000 - \$32,999	12%	15%
\$33,000+	42%	36%
% Hispanic	20%	13%
Language Spoken at Home		
English	86%	88%
Other	14%	12%

Text in dark green bold indicates significantly higher than other wave at 95% confidence.

Text in red bold indicates significant decrease in satisfaction from the previous wave at 95% confidence..







While overall satisfaction is still high, it has declined significantly since 2018, along with ratings of the cleanliness of F Line bus interiors. Ratings of other aspects similarly asked in 2018 have remained relatively consistent for the F Line.

Service Element	2020 Wave Mean 5=Very Satisfied	2018 Wave Mean 5=Very Satisfied
Overall Satisfaction	4.07	4.25
How long the bus trip takes	4.10	4.16
Cleanliness		
Of bus stops	3.42	3.51
Of bus interiors	3.52	3.78
Personal Safety while:		
Waiting for the bus during the day	4.00	3.90
Waiting for the bus at night	3.60	3.54

Text in dark green bold indicates significant increase in satisfaction from the other wave at 95% confidence. Text in red bold indicates significant decrease in satisfaction from the previous wave at 95% confidence.

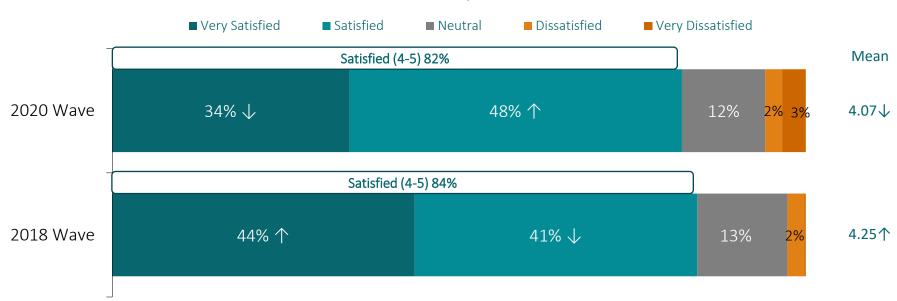


Overall Satisfaction



Since 2018, overall (mean) satisfaction scores for RapidRide F Line have decreased, driven mostly by a significant shift from top box "very satisfied" ratings down to "satisfied."

Overall Satisfaction with RapidRide F Line

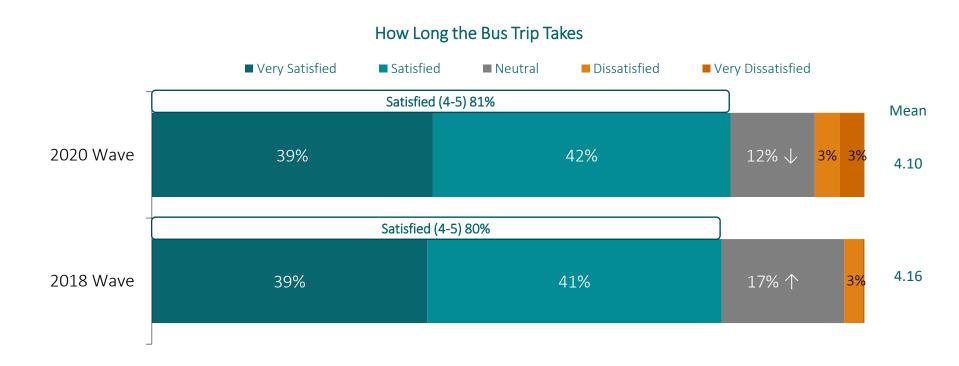




Satisfaction With Travel Time



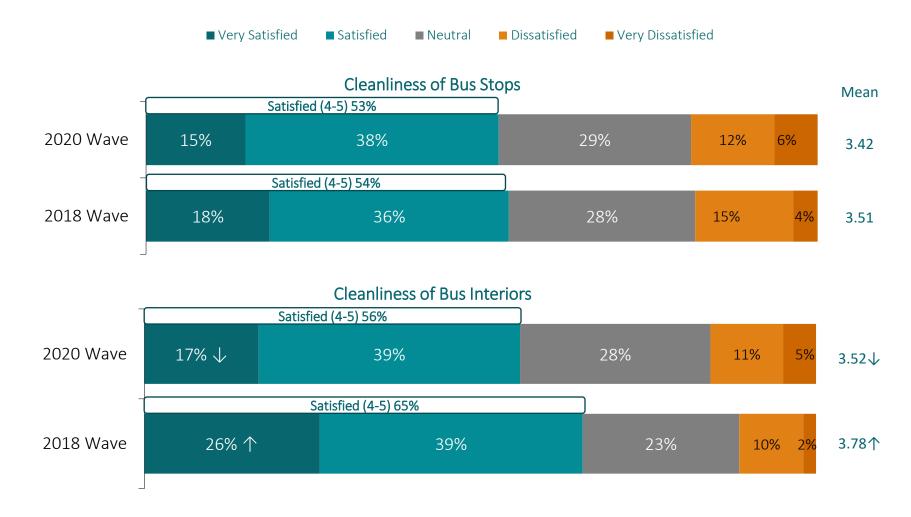
Overall satisfaction levels with F Line trip duration remain steady since 2018, although there has been a significant decrease in the proportion of neutral ratings.



Satisfaction With Cleanliness of Buses/Stops



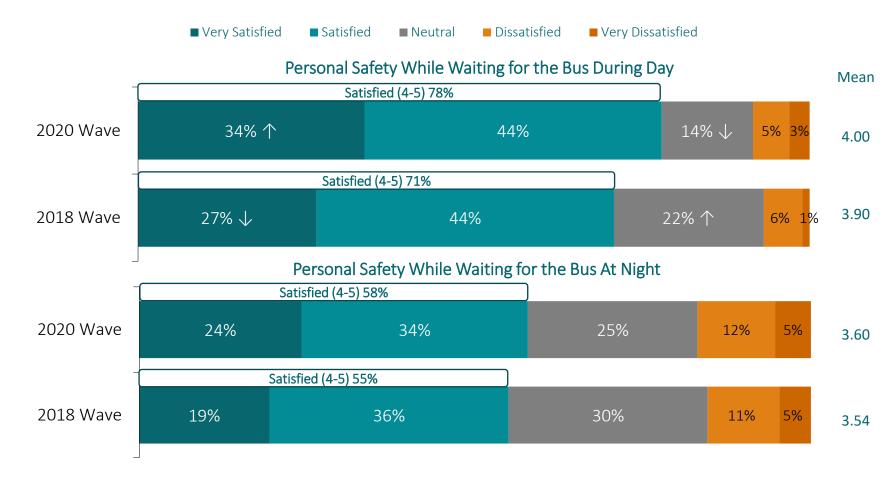
Ratings of the cleanliness of F Line's bus interiors decreased significantly overall (mean score) vs. 2018, driven by a drop in "very satisfied" ratings. Cleanliness of F Line bus stops remained steady.



Past Wave

Satisfaction With Personal Safety

Satisfaction with personal safety while waiting for the bus *during the day* (those "very satisfied") increased significantly since 2018, while ratings of "dissatisfied" significantly decreased. Ratings of personal safety while waiting *at night* remain stable.





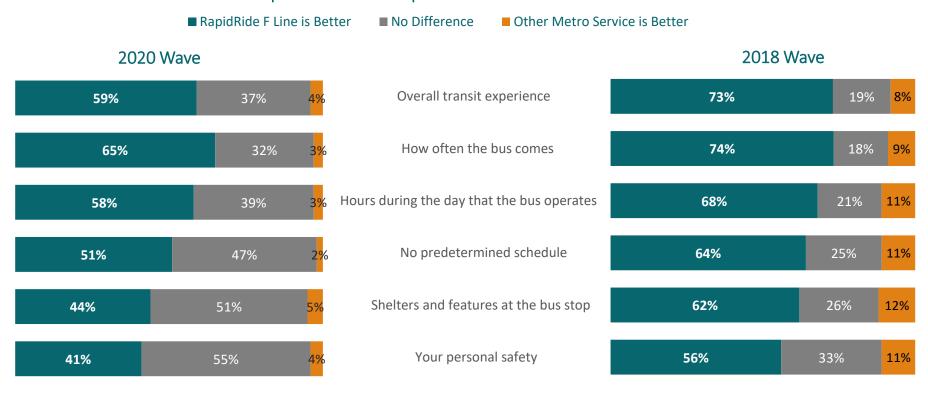
Comparison to Other Metro Bus Services

Past Wave

When compared to 2018, significantly fewer riders in 2020 consider the RapidRide F Line to be better than other Metro bus services across a number of service attributes. In 2020, riders are more neutral in their perceptions with significantly more saying there is "no difference" between the F Line and other Metro bus services.

Areas with the largest shift of ratings from F Line is better to no difference include shelters and features at the bus stop, personal safety, and lack of predetermined schedule.

RapidRide F Line Compares to Other Metro Bus Service



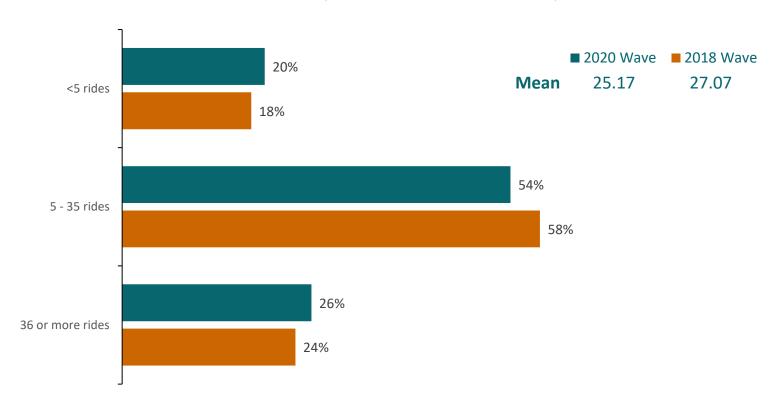






The average number of trips taken in the past 30 days by riders on the F Line remains relatively stable since 2018, averaging about 25 trips. The majority have taken between 5 and 35 trips in the past 30 days.

Number of Rides on RapidRide F Line in the Last 30 Days



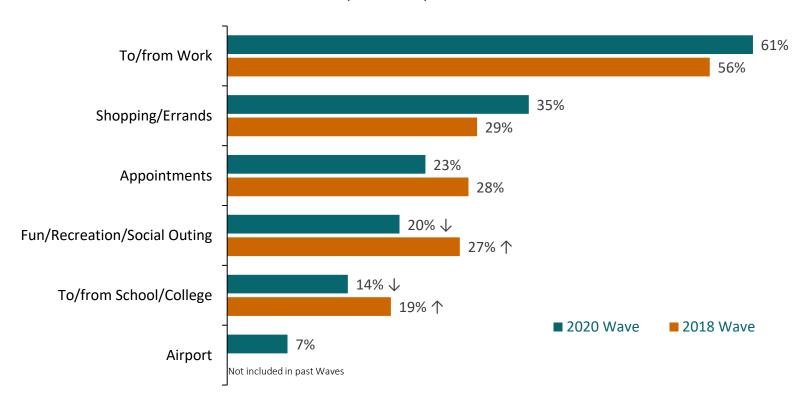






Respondents were asked to list the purpose of the trip they take most often on this route. Since 2018, the use of the F Line for commuting to/from work has remained the primary reason for riding, followed by shopping/errands. Ridership for fun/recreation or to/from school has decreased since 2018.





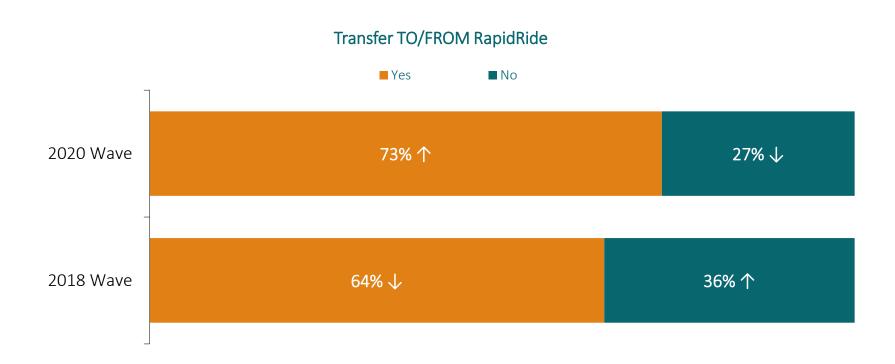
Multiple responses given. Sums to more than 100%.







The proportion of riders transferring either to or from the RapidRide F Line has increased significantly since 2018, with nearly three quarters of 2020 riders transferring.

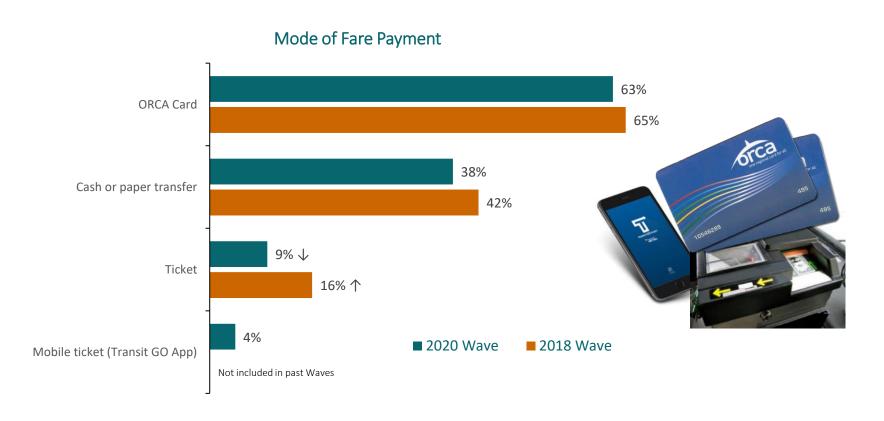








Use of the ORCA card as a form of payment for Metro ridership remains the top used method since 2018. Use of Human Services or shelter tickets has significantly decreased. A modest four percent (4%) of RapidRide F Line riders use the Transit GO app, implemented since the 2018 study.

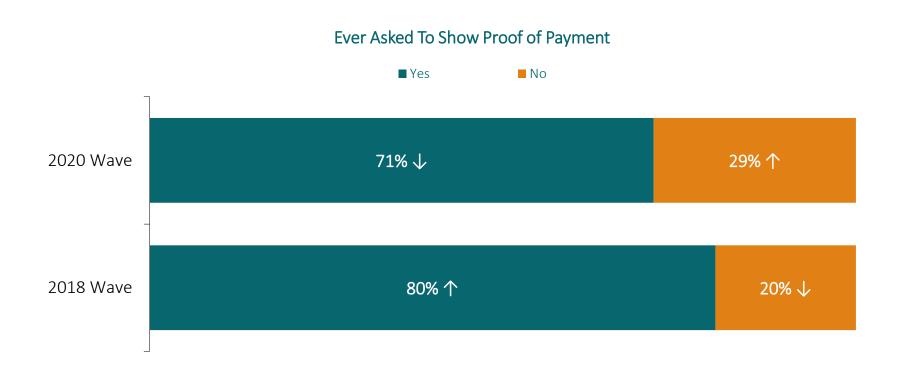








When compared to 2018, significantly fewer F Line riders in 2020 report being asked to show proof of payment (80% vs. 71%, respectively).







Appendix



2020 QUESTIONNAIRE

TIME:	ΔM	/	РМ



We'll Get You There

Applicable

RapidRide F Line

Rider Report Card

Please complete the questionnaire to let King County Metro Transit know how they are doing and how they can improve service on this route.

Return your completed questionnaire to the survey worker. Or if you are unable to complete the questionnaire while riding, return directly to Metro using the postage paid return envelope provided by the survey worker.

ΙΕ ΥΟΙΙ ΗΔΥΕ ΔΙ ΒΕΔΟΥ Ο	OMPLETED THE OUESTIONNAIR	. PLEASE RETURN THIS TO	THE SURVEY WORKER.

Thank you very much for your help.

Instructions

1. Travel on RapidRide F Line

▼ How long my bus trip takes

▼ The bus getting me where I'm going in a reliable

Please check the box to show how satisfied or dissatisfied you are with each item for this route you are riding. Check "Not Applicable" if the item does not apply to you.

Remember to rate RapidRide F Line, not other routes or Metro Transit in general. THANK YOU!

amount of time						
2. Personal Safety on RapidRide F Line	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Not Applicable
▼ Personal safety while waiting for the bus:- During the day						
- At night						
 ▼ Behavior of other people at the bus stop or station: - During the day 						
- At night						
▼ Personal safety while on the bus: During the day						
- At night						
▼ Behavior of other passengers on the bus: - During the day						

Dissatisfied Dissatisfied	Neutral Neutral	Satisfied	Satisfied	Applicabl
Dissatisfied	Neutral	0	_	
Dissatisfied	Neutral			
Dissatisfied	Neutral	_	_	_
Dissatisfied	Neutral	_	_	_
Dissatisfied	Neutral			
			Very	Not
_		Satisfied	Satisfied	Applicable
family men	nber?	☐ Yes	☐ No	
vice for the		-		Other Metr
	is E			Service is
		setter t	Difference	Better
			Difference	Better
		0 0		
		0 0 0		
ne bus stop				
ne bus stop				
	ine?	ine?	ine? vice for the following items? This RapidRide T	rice for the following items?



- At night

2020 QUESTIONNAIRE

Your Travel Patterns

0. What is the purpose of the trip you take most						.)		
 ☐ To/from Work ☐ To/from School/College (As a student) 			eation/soci nents (busin					Tell us a little about yourself (this information will be used for analytical purposes only)
☐ Shopping/errands		Airport	ileiits (busin	ess, meaic	ai, etc.;			19. What is your gender identity? (Check one.) ☐ Male ☐ Female ☐ Other (please specify):
☐ Other (please specify):		_						20. What is your age?Years
								· · · ·
 When do you usually ride RapidRide F Line? (Please check all that apply.) 	Midnight to 6 AM		Between 9 AM to 3 PM	PM Peak 3-6 PM		9 PM to Midnight	Not Applicable	21. Are you ? (check all that apply.) □ Employed Full-time □ Employed Part-time □ Student ► □ Full-time □ Part-time
▼ Weekday								☐ Unemployed ☐ Other:
▼ Weekend								22. Including yourself, how many persons live in your household?
2. On this trip today did you or will you transfe	r TO/FROM	RanidRic	le Fline?	(Dlease a	heck all ti	hat annly)	23. What is your total annual household income before taxes? (Check one.)
	-	•		rieuse c	neck un ti	nat appry.	,	□ Less than \$24,999 □ \$42,000 - \$49,999 □ \$67,000 - \$75,999
□ No transfer		Yes, Ube	,					□ \$25,000 - \$32,999 □ \$50,000 - \$58,999 □ \$76,000 - \$84,999
☐ Yes, bus - Which bus route?☐ Yes, Link - Light Rail		Yes, Ferr Yes, Stre						□ \$33,000 - \$41,999 □ \$59,000 - \$66,999 □ \$85,000 or more
☐ Yes, Sounder - Commuter Rail			ettai r, (please sj	pecify):_				24. Do you identify yourself as Hispanic or Latinx?
							,	25. Do you identify yourself as? (Check all that apply.)
3. How many rides have you taken on RapidRide	F Line in the	e last 30 d	ays? (Coun	t a roun	dtrip as 2	rides.)	/	☐ American Indian/Alaskan Native ☐ Native Hawaiian or Pacific Islander ☐ White/Caucasian
4. How long have you been using RapidRide F Lir	ne? (Please c	heck only	one.)					□ Black/African American □ Other (please specify):
☐ Less than 6 months	· 🗆	More th	an a year b	ut less t	han 5 yea	ars		· · · · · · · · · · · · · · · · · · ·
☐ 6-12 months			an 5 years					26. What is the primary language spoken at home? ☐ English ☐ Other (please specify the language):
5. Has your use of RapidRide F Line declined over	the last fev	v years?	□ No	☐ Yes	▼ Please	answer C	Q15a	27. Do you consider yourself to have a disability?
15a. If YES, Why has your use of RapidRide	E Lina daclin	od2						
13a. II 123, Willy has your use of RapidRide	Lille decilli	eu:						28. Which of the following best describes your living situation? (Check one.)
								 □ Own my own home □ Living in a shelter or transitional housing □ Rent my own apartment/ home □ Unhoused/ Unsheltered
5 11 II								☐ Staying with a friend or relative ☐ Other, not listed:
 How do you <u>usually</u> pay your fare? (Check one □ ORCA Card 		Cl	paper tran	-£				· ·
☐ Human Services / Shelter Ticket			ride withou		o foro			29. What is your home zip code?
☐ Mobile ticket (Transit GO App)			olease spec		g a laie			
								Optional: King County Metro Transit may be conducting other research studies in the future. These could be surveys of
 On RapidRide F Line, have you ever been asl No ☐ Yes ▼ Please answer Q17a 	ced to show	your pro	of of payn	ent by a	a fare ent	orcemen	t officer?	focus groups. Would you be willing to be contacted if we do further research? If so, please provide your contact information below.
17a. If YES, about how many times have you	ı been asked	to show	proof of pa	yment i	n the last	30 days?_		Please note:
								 Your responses will be anonymous, and all survey responses will be reported in the aggregate.
Please rate your experiences with or perception Fare Enforcement services on RapidRide F Line		Very Negative	Somewhat Negative	Neutral	Somewhat Positive	Very Positive	Don't Know	 The information you provide will <u>only</u> be used by King County Metro Transit to recruit for transit related survey or focus groups.
▼ Customer Service (e.g., providing way-finding of								First name:
 assisting with ORCA or fare payment systems, et ▼ Inspecting proof of fare payment 	c.).							Telephone number to reach you at for future studies:
▼ Passengers' Safety								Email address to reach you at for future studies:
▼ Compassion or care for riders								Lineil address to reach you at for future studies.
▼ Professionalism			_					
+ FTOTC33IUITAII3III								

