

The logo for DASH, featuring the word "DASH" in a bold, dark red, italicized sans-serif font. A blue swoosh underline is positioned beneath the letters "A" and "S".

**DASH**

A large, abstract graphic consisting of several thick, dark blue lines that zig-zag across the page. Each line segment has a small, dark blue arrowhead pointing in the direction of the line's path. The lines are set against a solid medium-blue background.

JULY 2014  
PRESENTED BY **ILIUM**

# 2014 FINAL REPORT

The logo for LADOT, featuring the letters "LADOT" in a bold, white, italicized sans-serif font. The letters are set against a dark blue rectangular background.

**LADOT**

# DASH Downtown

- Examine Travel Characteristics, Rider Characteristics, Service Ratings
- Identify customer satisfaction with TAP and Real Time Information
- Methodology matches prior tri-annual surveys allowing comparisons, highlight trends

# 2014 Rider Survey



- Conducted April, 2014
- Methodology devised to generate route level information for weekday, Saturday and Sunday
- 2,722 riders interviewed
- Questionnaires available in 10 languages

# Key Results



- Travel for work on weekdays remains significant at 63%.
- There is sizable infrequent riding activity.
- Half of the riders have used real time information.
- Very positive satisfaction scores for TAP Card and Real Time Information

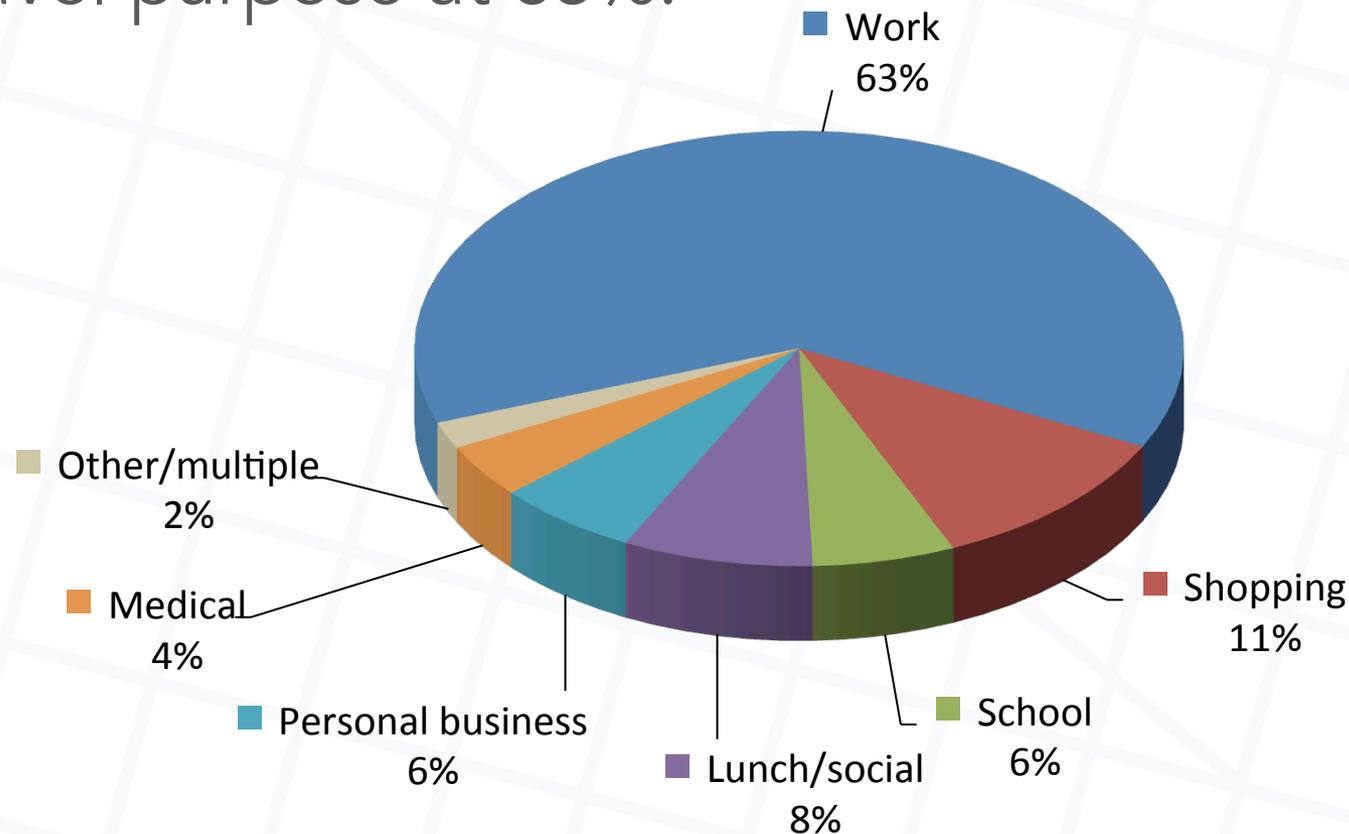
# Key Results



- Overall service rating remained high at 89% with 3 routes 90% or better, no route lower than 87%.
- Among the 10 service characteristics rated, all showed minor improvements or no change.
  - Bus Cleanliness has notable improvement, up 4%.

# Travel Purpose—Weekdays

Work continues to be the dominant weekday travel purpose at 63%.



# Travel Purpose—Weekends



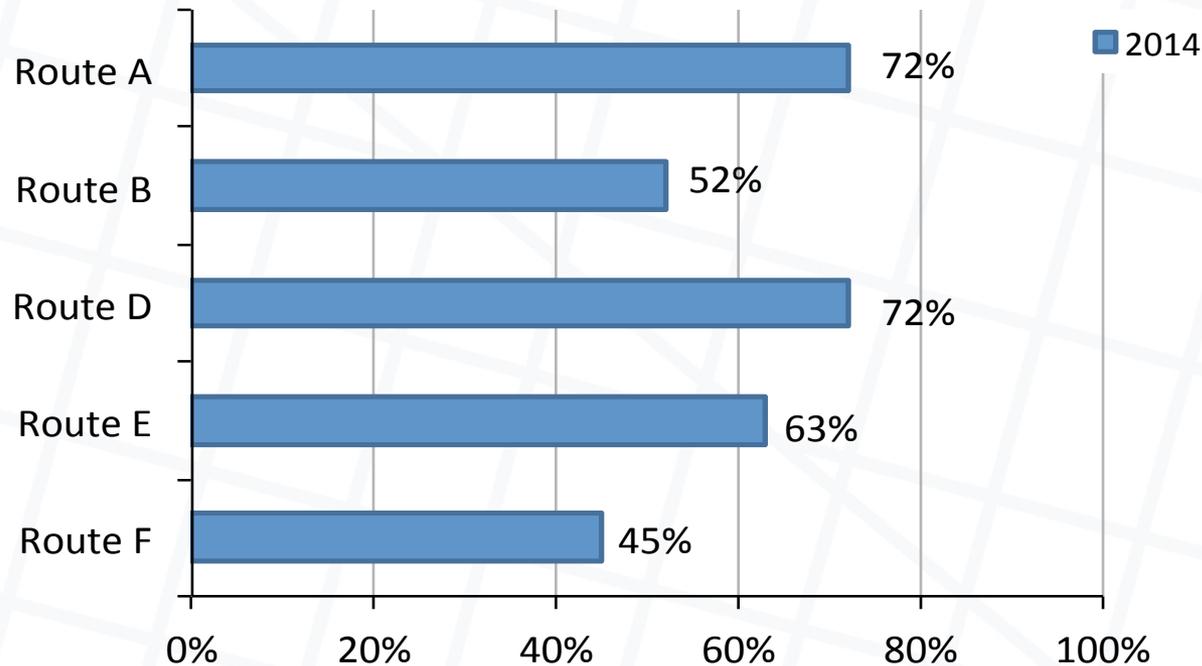
- Work travel remains sizable on weekends, especially Saturday on Route E.

	Saturday	Sunday
Route E	56%	36%
Route F	22%	31%

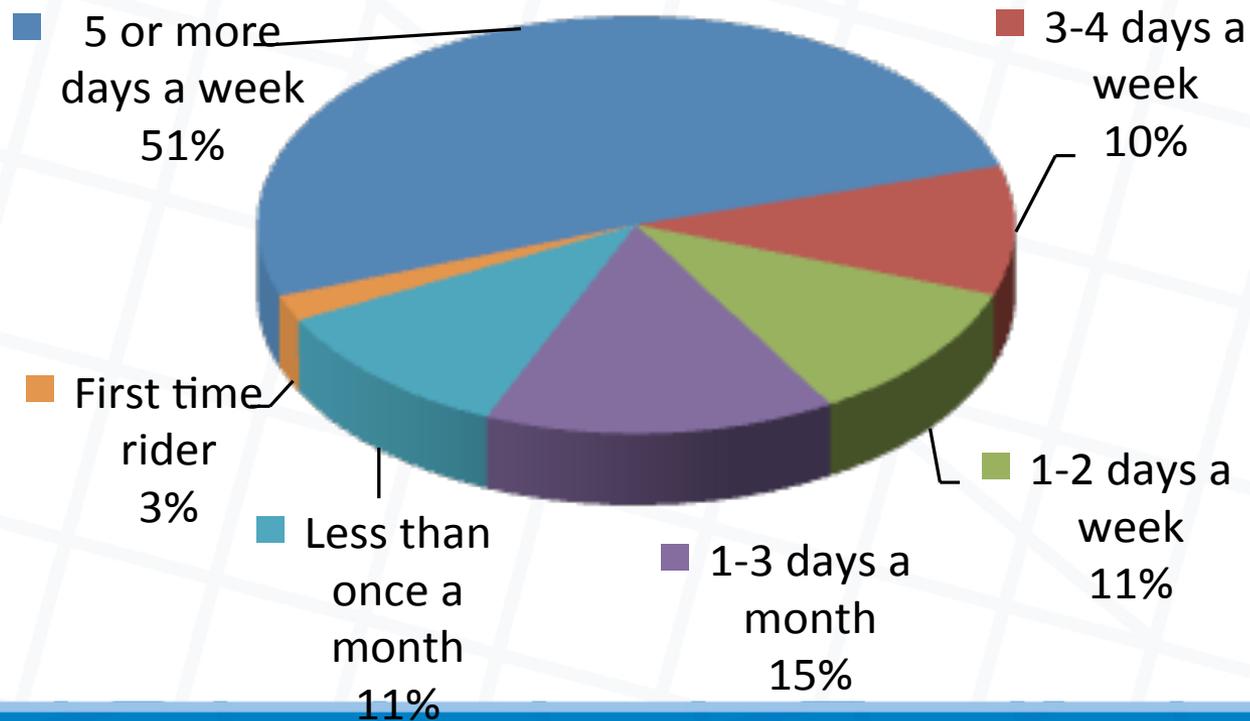
# Travel Purpose—By Route



- Amount of work travel defers by route



- Half ride 5+ days a week, same as 2011. And, there is sizable riding activity (26%) of less than 3 days/month.



# Travel Frequency—By Route



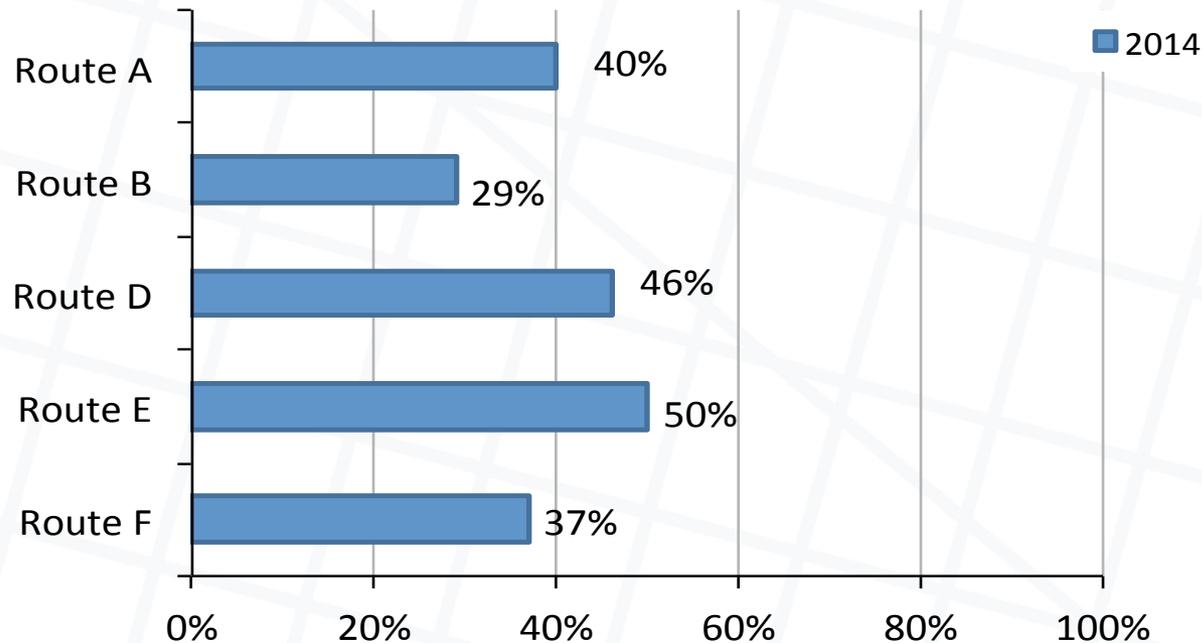
- Route E has the highest percent of 5 day a week riders, Route B the least.
- Route B has a sizable number of infrequent riders.

Frequency	A	B	D	E	F
5 days or more	53%	36%	52%	58%	43%
Less than 1/ month	12%	24%	13%	12%	13%

# Transfer Activity



- 43% of all riders' DASH trips involve a transfer from another transit service or DASH route. Significant activity on each route.



# Transfer Activity



DASH to DASH transfer activity declined sharply from 2011

	2011	2014
Metro Bus	14%	12%
Metro rail	10%	12%
Metrolink	4%	4%
DASH	13%	7%
Multiple/Other	7%	6%

# Service Ratings

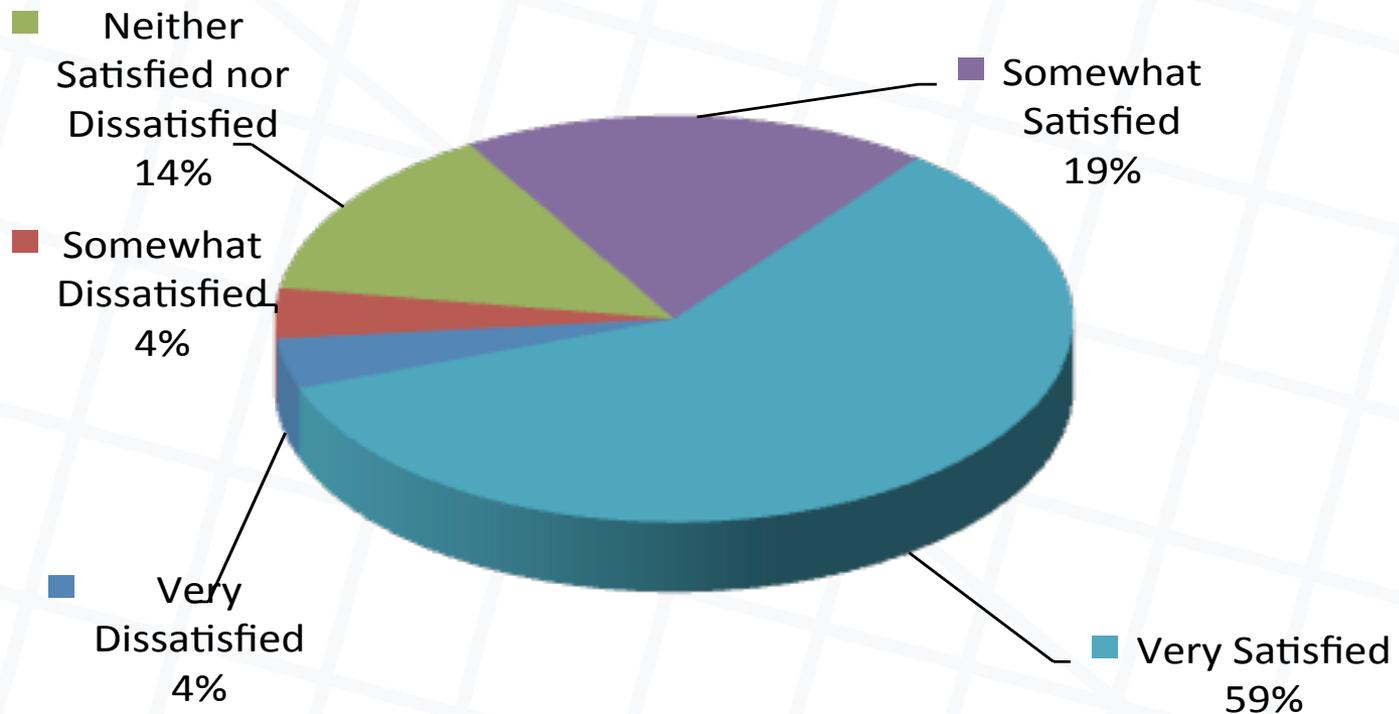


- TAP Card Satisfaction
- Real Time Information Use and Satisfaction
- Overall Service Ratings
- Service Characteristic Scores

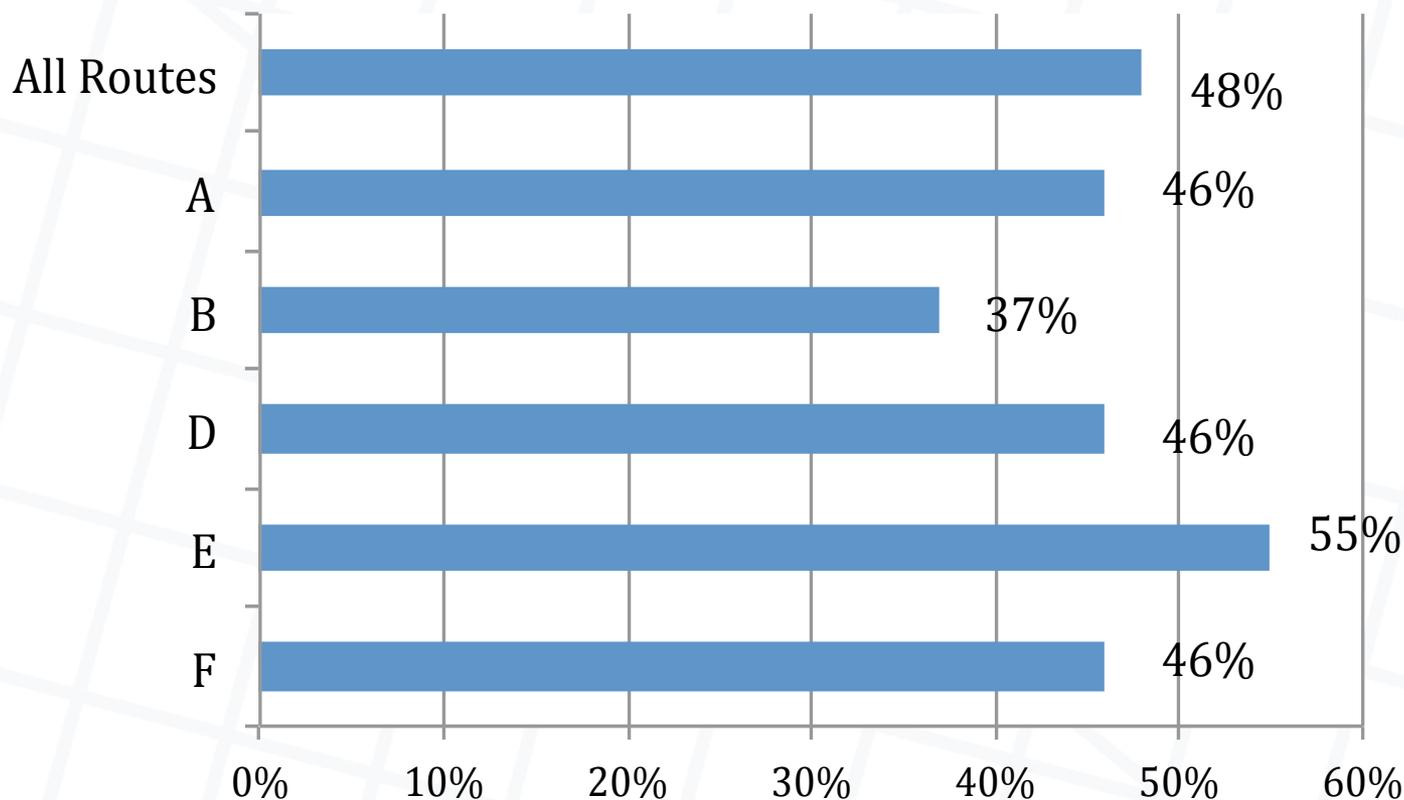
# TAP Card Satisfaction Rating



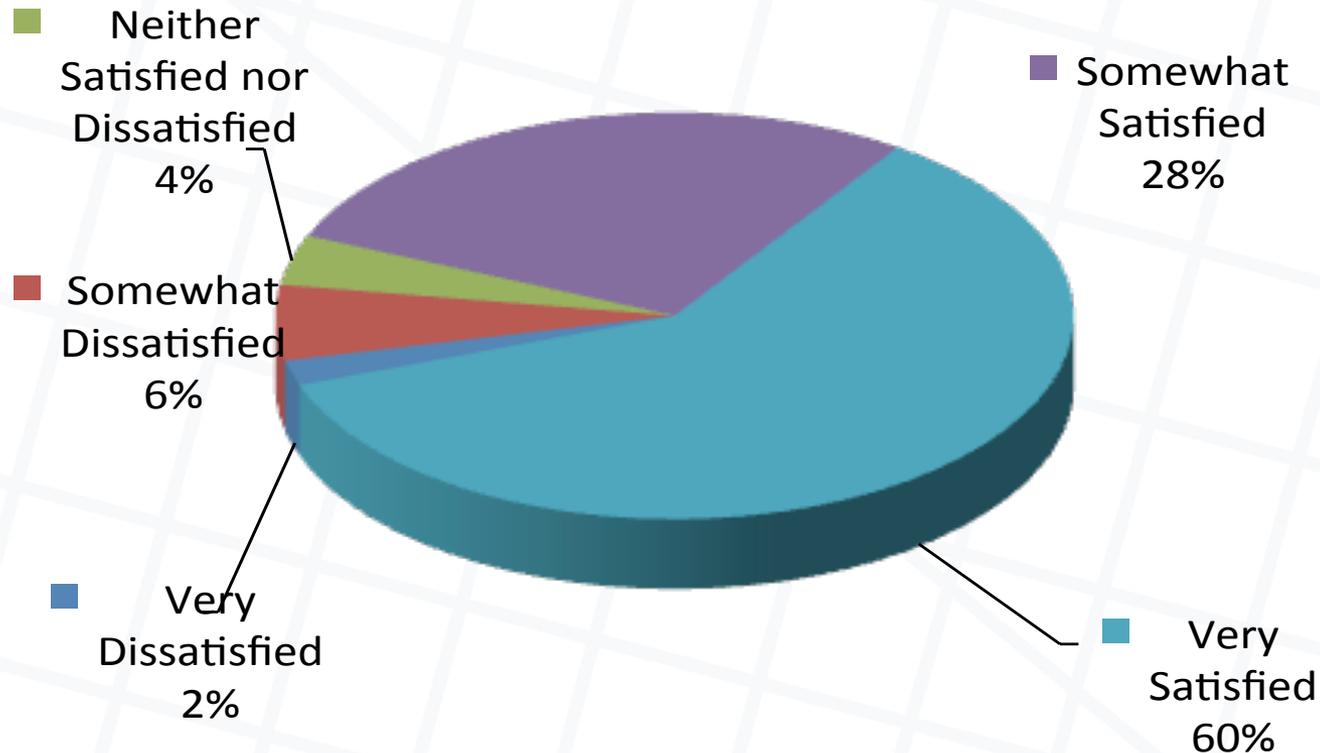
- 59% Very Satisfied with TAP, every route 55% or higher.



- Half of weekday riders have used it



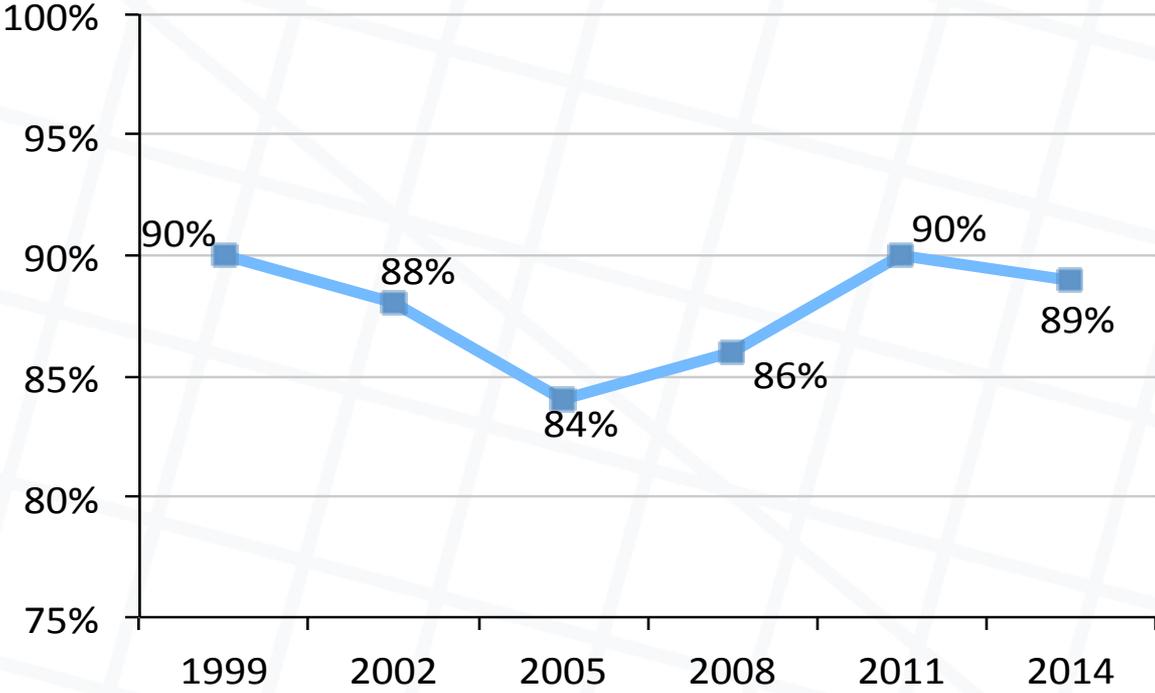
- 60% are Very Satisfied



# Overall Service Rating



- Remains very high at 89%.



- 1% decline from 2011
- Mean score, however, increased by 1% as Excellent ratings increased by 3% to 34% of all riders.
- 68% of all riders rate the service as Excellent or Very Good (+2% from 2011)

# Service Ratings—By Route



- Route A: 92%, -1%
- Route B: 90%, -2%
- Route D: 90%, nc
- Route E: 87%, +2%
- Route F: 89%, -4%

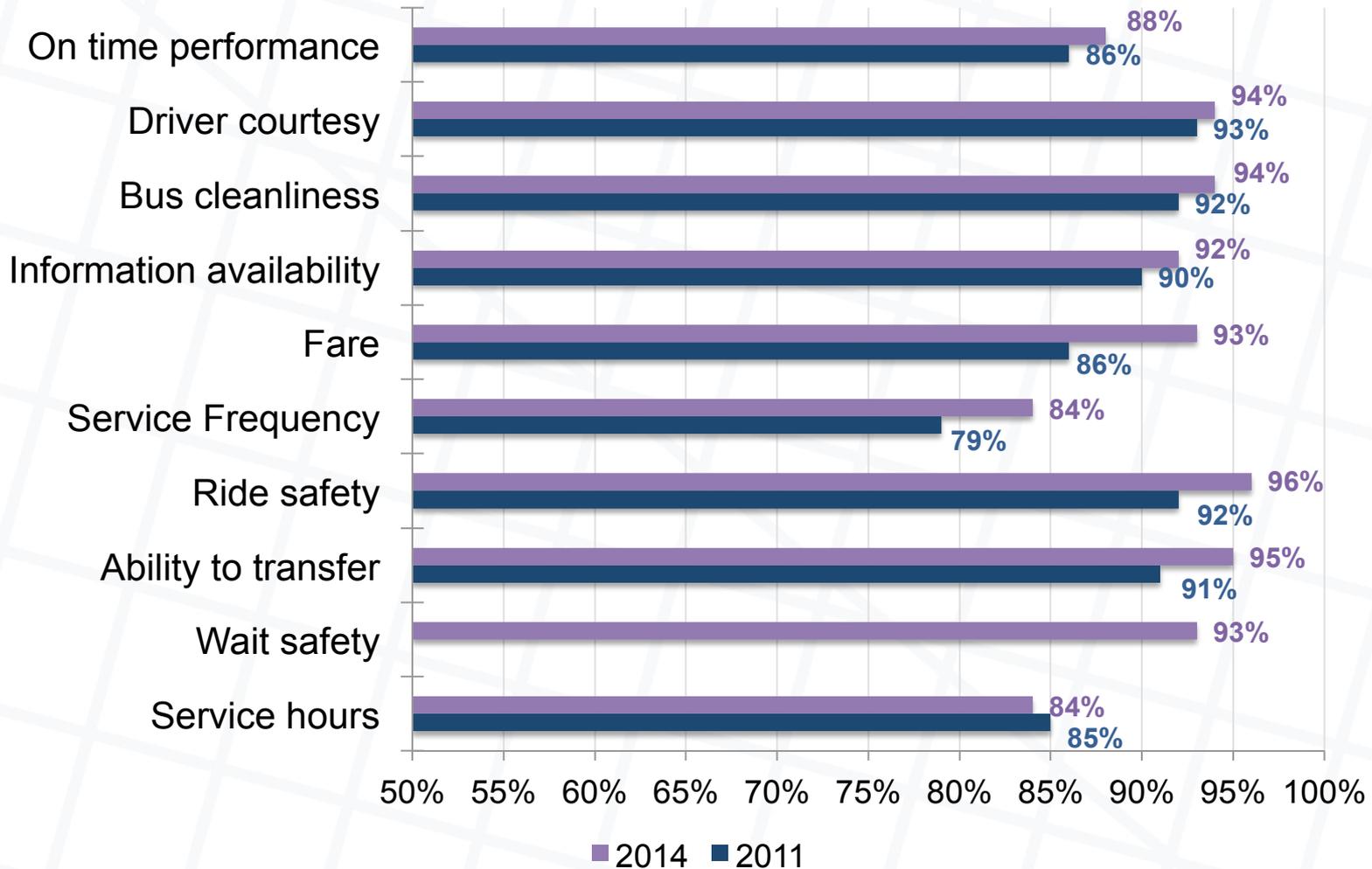
- On Time Performance: 83% (nc)
- Driver Courtesy: 89% (+1%)
- Bus Cleanliness: 93% (+4%)
- Information Availability: 87% (+1%)
- Fare: 91% (+3%)
- Service Frequency: 81% (nc)
- Ride Safety: 93% (+2%)
- Wait Safety: 89% (new for 2014)
- Ability to Transfer: 92% (+2%)
- Hours Service is Available: 85% (+1%)

# Route A



- 7 scores 90% or better
- 5% improvement in Service Frequency and 7% for Fare
- All characteristics rated better other than a 1% decline in Service Hours
- Ride Safety highest rated at 96%

# Route A

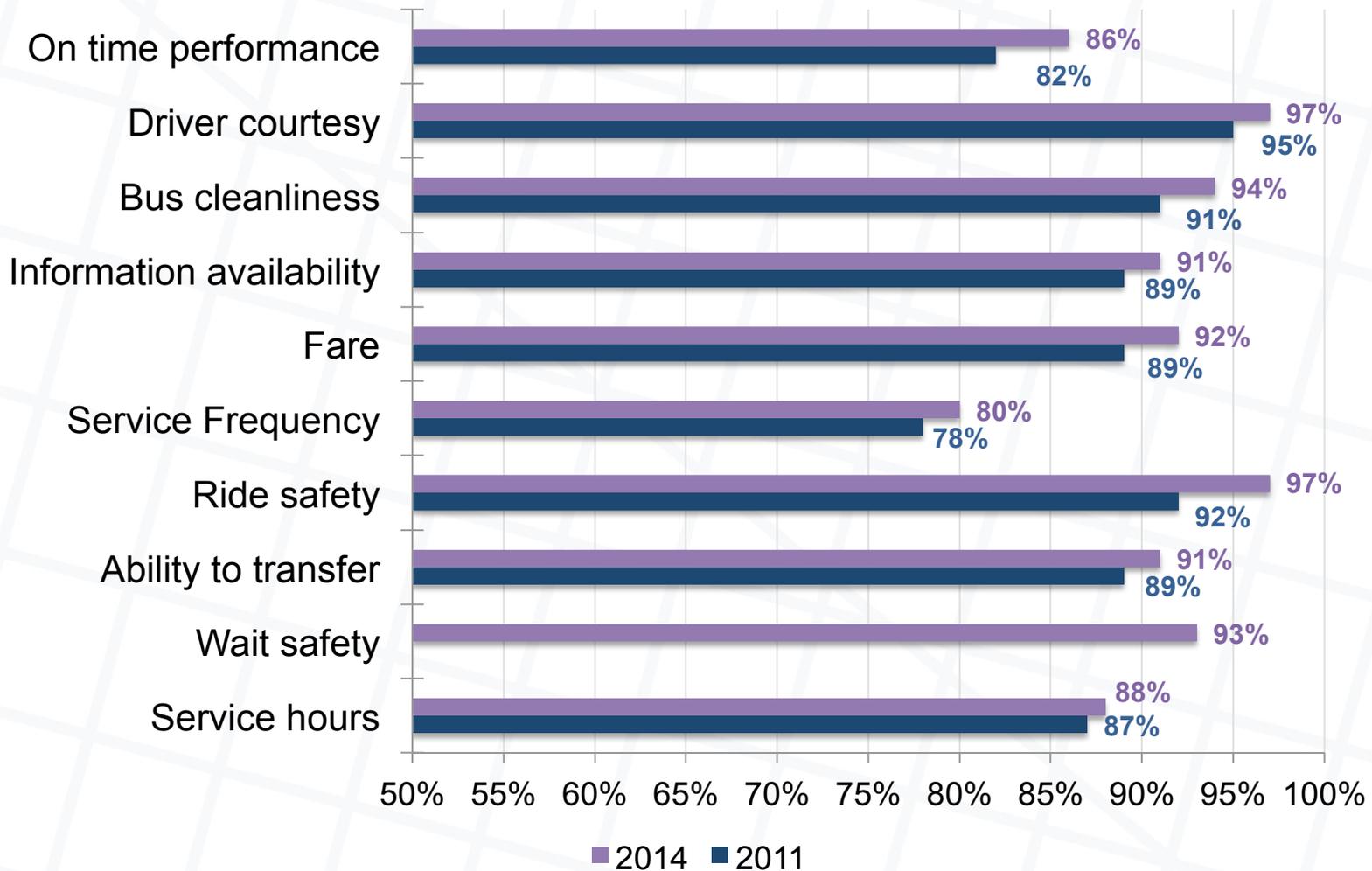


# Route B



- 7 scores 90% or better
- Highest rated is Driver Courtesy and Ride Safety at 97%
- All scores improved from 2011
- 4% gain for On Time Performance

# Route B

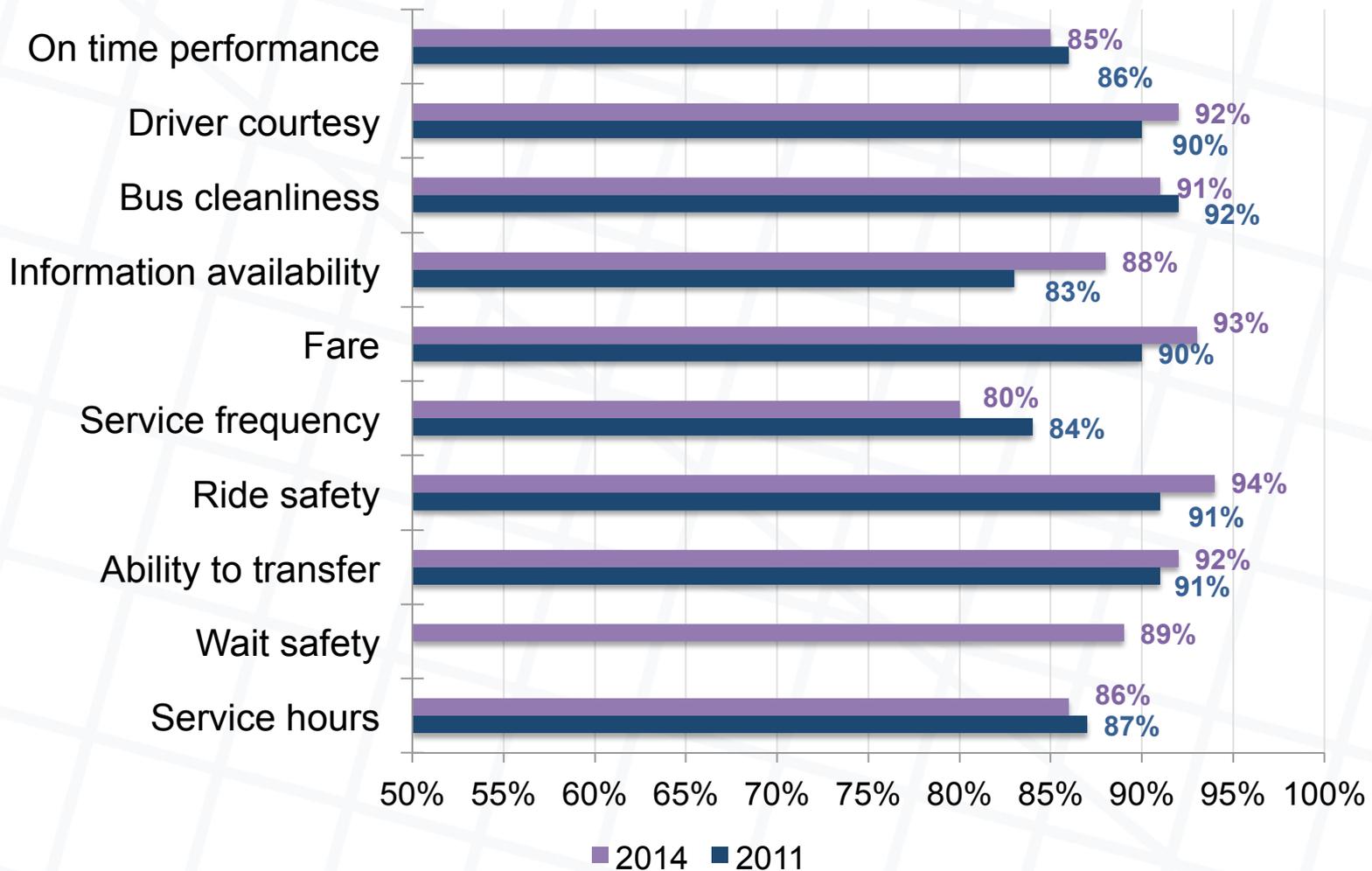


# Route D



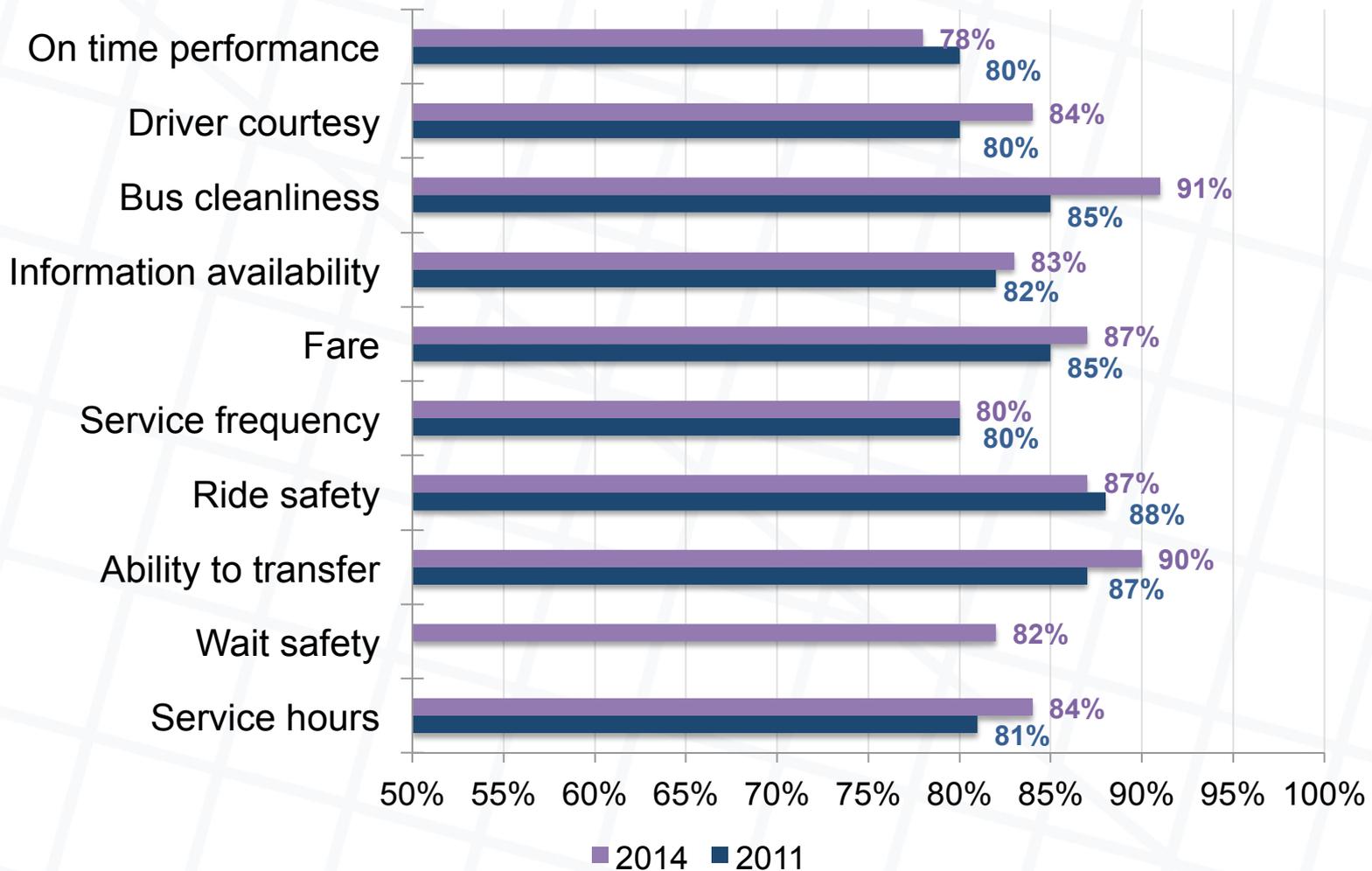
- 5 scores 90% or better
- Small increases or small declines
- 3% improvement for Fare
- 4% decline for Service Frequency

# Route D



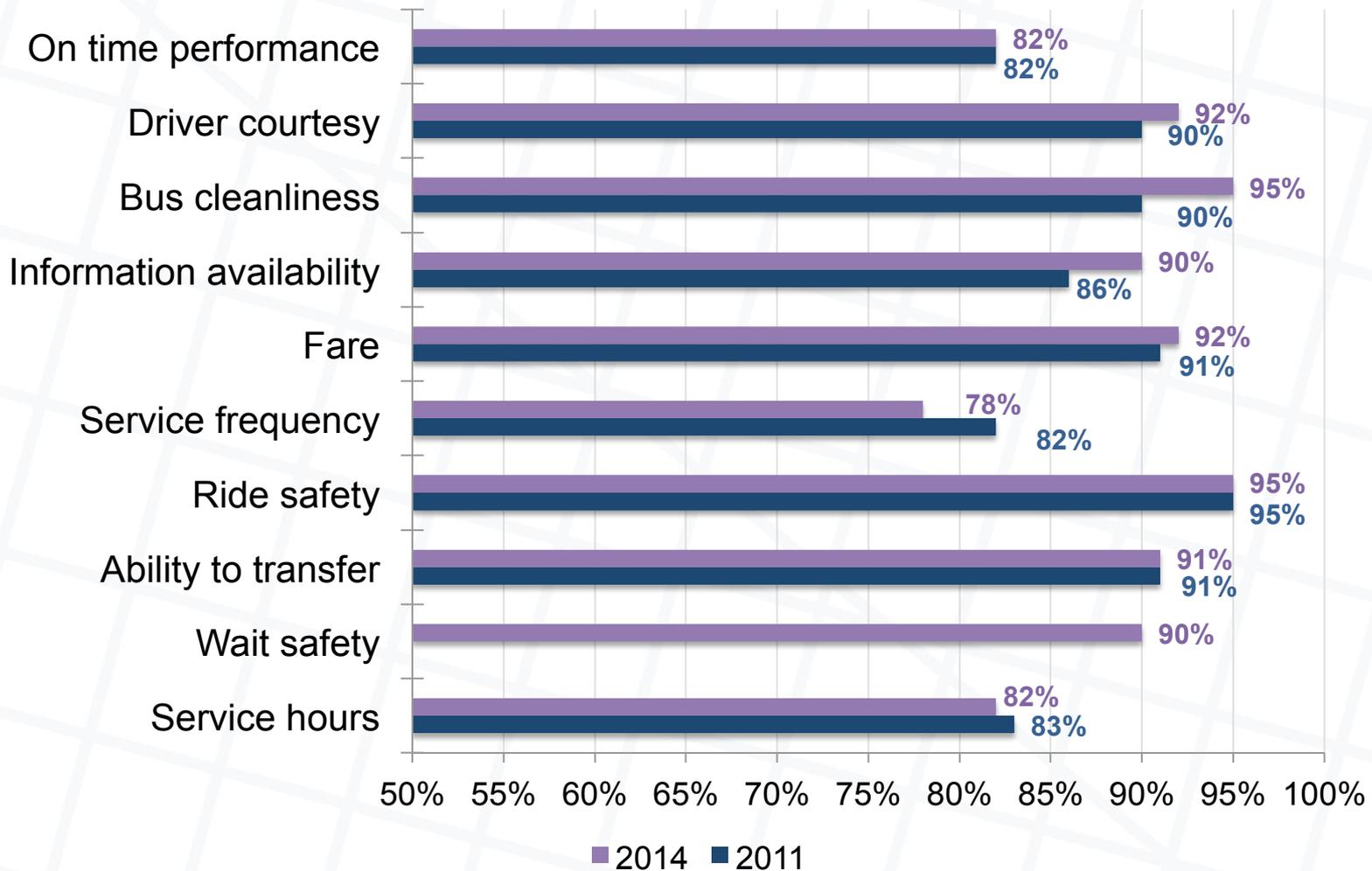
- Only 2 scores at 90% or better
- Bus Cleanliness shows largest improvement at 6%
- Driver Courtesy improved by 4%
- Service Hours improved by 3%
- Lowest rated is On Time Performance at 78%.

# Route E



- 7 scores at 90% or better with two at 95% (Bus Cleanliness and Ride Safety)
- Bus Cleanliness showed largest improvement of 5%
- On Time Performance showed no change but remains at only 82%, tied with Service Hours for the lowest rated.

# Route F



# Service Rating by Route—Weekend



## Saturday

- Route E: 84%, -1%
- Route F: 94%, +4%

## Sunday

- Route E: 88%, +2%
- Route F: 91%, -1%

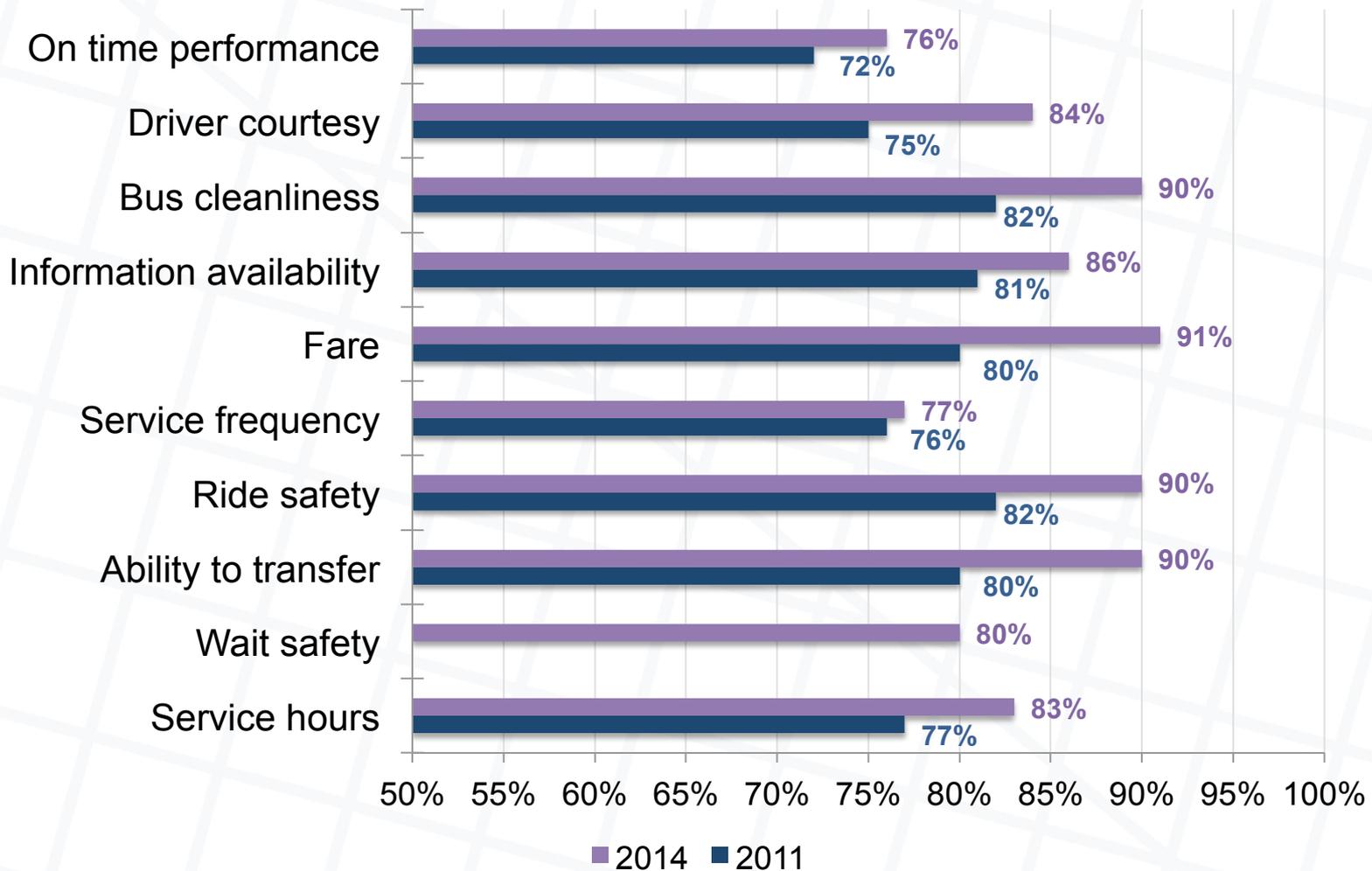
# Service Characteristic Scores



## Route E Saturday

- Many sizable improvements in scores
- Fare had the largest improvement with a gain of 11%
- Driver Courtesy rated 9% better
- On Time Performance up 4%
- Ride Safety up 8%
- Ability to Transfer up 10%, Service Hours up 6%.

# Route E Saturday



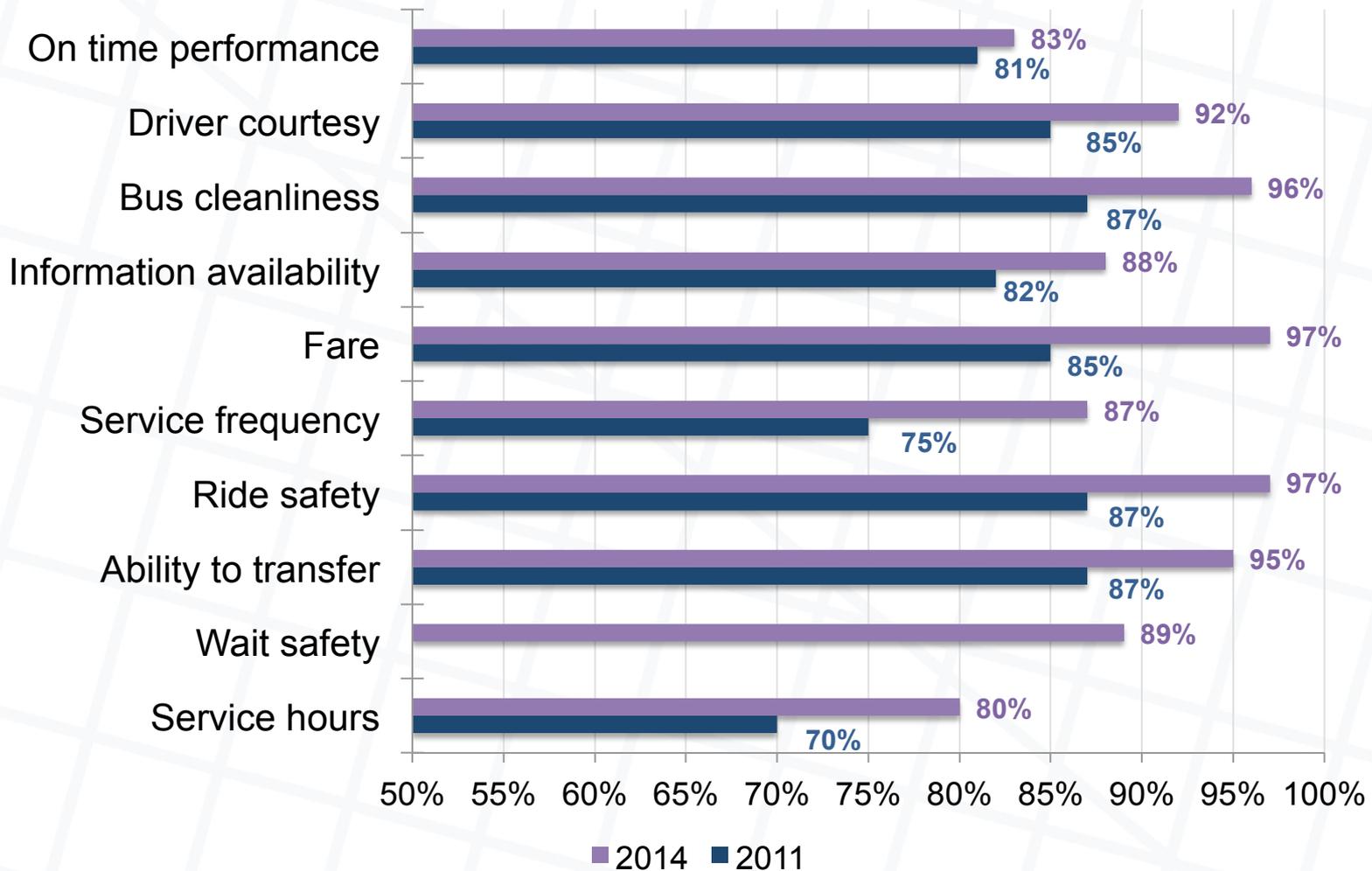
# Service Characteristic Scores



## Route F Saturday

- Many sizable improvements in scores with Fare up 12% to 97% and Service Frequency up 12% to 87%.
- Ride Safety rated at 97%.
- 5 characteristics rated at 90% or better
- Service Hours at 80%, up by 10%.

# Route F Saturday



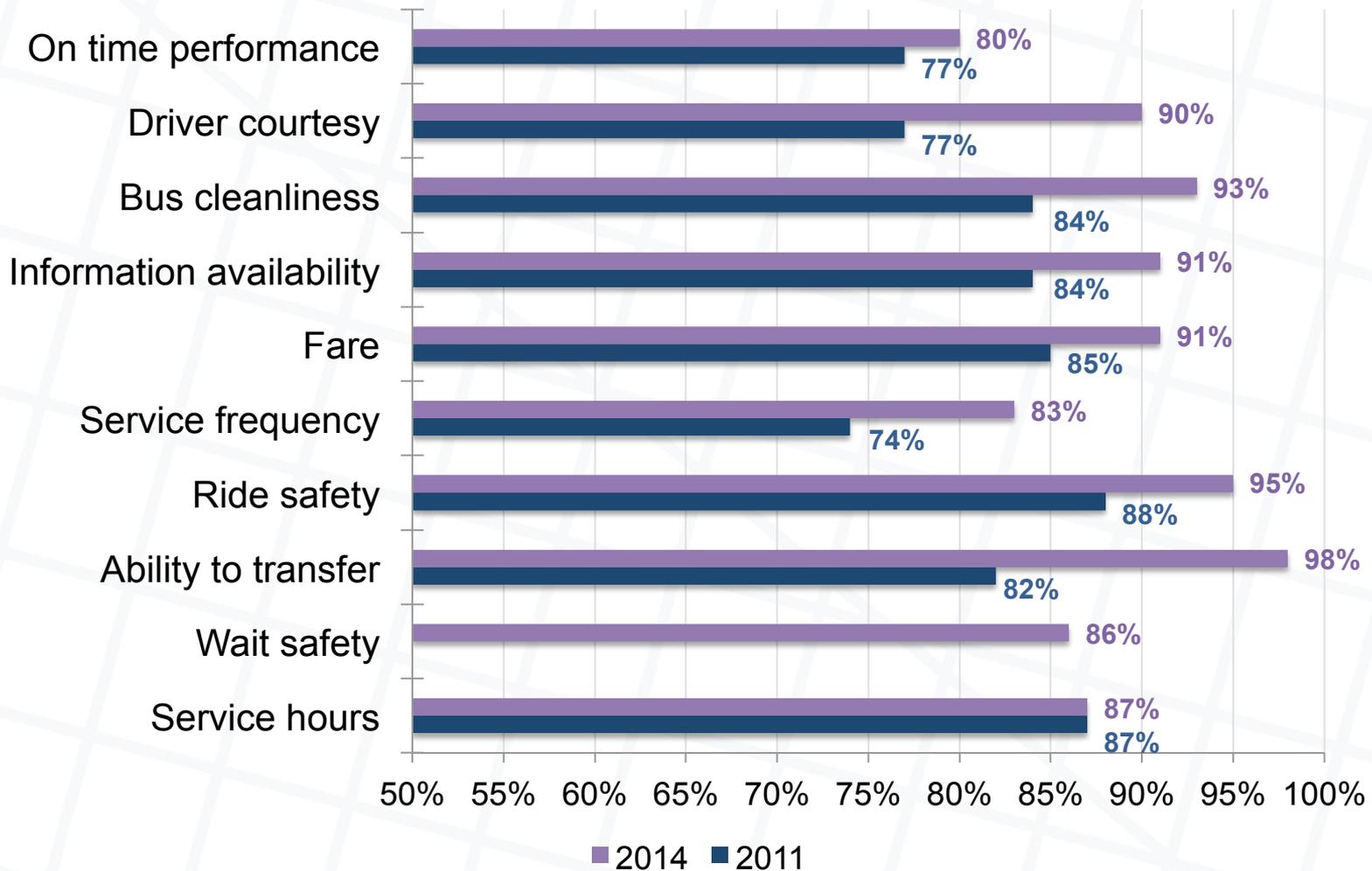
# Service Characteristic Scores



## Route E Sunday

- Many sizable improvements in scores including Driver Courtesy up 13% and Buys Cleanliness up 9%.
- Information Availability rated at 91%, a 7% improvement.
- Ability to Transfer rated at 98%, a 16% gain.
- Service Frequency up by 9%

# Route E Sunday



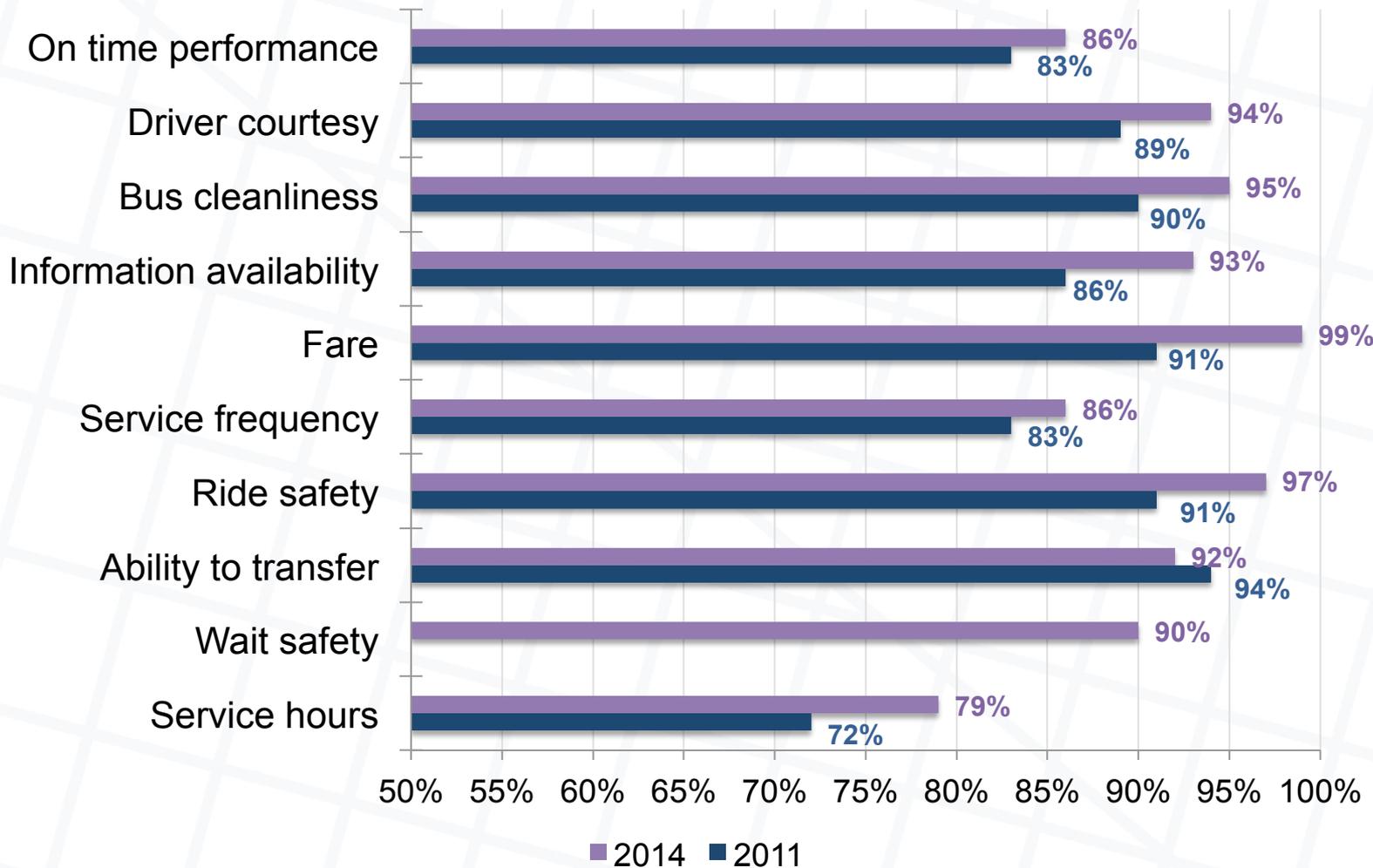
# Service Characteristic Scores



## Route F Sunday

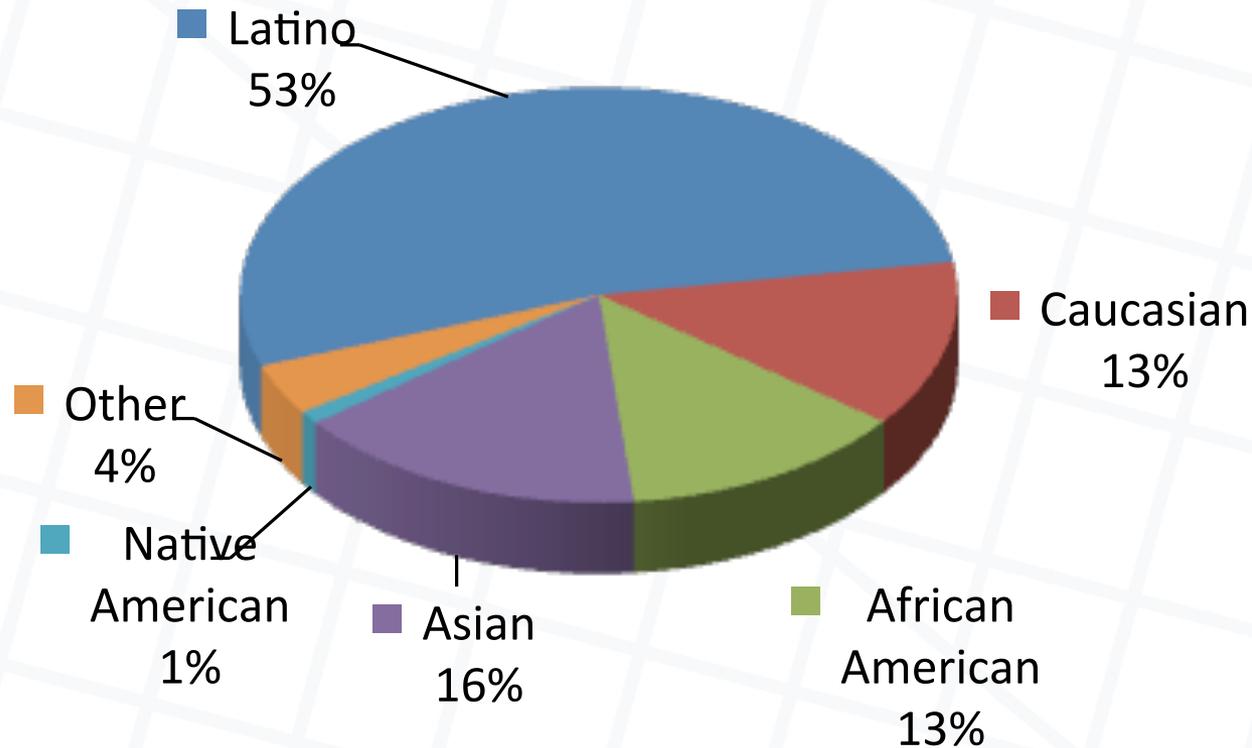
- Seven characteristics rated at 90% or better with Fare at 99%.
- Driver Courtesy improved by 5% to 94%
- Bus Cleanliness up by 5% to 95%
- Service Hours up by 7% to 79%.

# Route F Sunday



- 57% of the riders are female.
- 23% of the riders have household incomes under \$20,000. 10% above \$100,000.

A majority of the riders are Latino.



Large numbers of riders in three age groups.

