

**CHAIR & MEMBERS
VICTORIA REGIONAL TRANSIT COMMISSION****#12****June 17, 2014**

SUBJECT: 2013/14 BC TRANSIT ANNUAL CUSTOMER TRACKING SURVEY**PURPOSE**

The purpose of this report is to provide the Commission with a summary of the results of the 2013/14 BC Transit Annual Customer Tracking Survey. This report is presented to the Commission for **INFORMATION**.

BACKGROUND

Since April 1998, BC Transit has conducted ongoing research with Victoria residents to measure transit usage and attitudes. The study is administrated by a contracted research consulting firm, NRG Research, and is conducted year-round with daily interviewing, quarterly and annual reporting.

The primary objectives for the research are:

- To identify levels and trends of transit use
- To identify attitudes towards the quality of service indicators
- To identify market characteristics of transit riders, potential riders, and non-riders
- To monitor changes in market and attitudes

DISCUSSION

Overall satisfaction with the transit system in Victoria remained steady in 2013/14 with 39 per cent of residents giving 'top-box' ratings of six or seven out of seven, compared to 40 per cent in 2012/13.

Residents' ratings of the Victoria Regional Transit System are the most positive in terms of personal safety while riding the bus (60 per cent rate it six or seven out of seven), clean/well-maintained buses (58 per cent) and courteous drivers (59 per cent). The indicator with the lowest rating in Victoria was frequency of service after 8 pm (11 per cent rate it six or seven out of seven).

92 per cent of survey respondents in the Victoria region indicated transit is an important service in their community, higher than the provincial average of 85 per cent.

In Victoria, 57 per cent of the respondents stated they used transit in the past year compared to 56 per cent last year. Specifically, Victoria residents said they took an average of 1.8 one-way public transit trips per week, compared to an average of 0.8 trips across all BC Transit systems.

26 per cent of Victoria respondents said they are required to use their vehicle for work. Of the transit riders in Greater Victoria who responded to the survey, 42 per cent indicated they ride public transit by choice (i.e., they have a vehicle available to them for work or school if needed), while 11 per cent reported they are captive riders (i.e., they do not have a vehicle alternative).

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Online usage continues to rise with 68 per cent of Victoria residents stating they had accessed BC Transit information online, up from 67 per cent last year. Online information was the primary source of transit information for 48 per cent of Victoria residents, while 17 per cent used printed rider's guides.

The complete results of the 2013/2014 Annual Customer Tracking Survey along with the most recent quarterly survey report are posted can be found on BC Transit's website in the document library: <http://www.bctransit.com/corporate/resources/>

RECOMMENDATION

It is recommended that the Commission receives this report for **INFORMATION**.

Respectfully,

A handwritten signature in black ink, appearing to read 'M. Achadinha', written in a cursive style.

Manuel Achadinha
President and Chief Executive Officer