



# Virginia Railway Express Operations Board

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## AGENDA ITEM 10 INFORMATION ITEM

**TO: CHAIRMAN JENKINS AND THE VRE OPERATIONS BOARD**

**FROM: DALE ZEHNER**

**DATE: AUGUST 15, 2008**

**RE: REVIEW OF CUSTOMER OPINION SURVEY FROM MAY 2008**

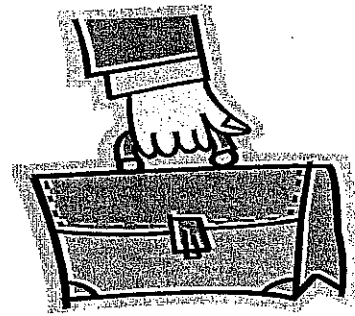
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VRE conducted its Annual Customer Opinion Survey on May 7, 2008. The annual survey measures the perceived strengths and weaknesses of VRE service and programs. Overall, the results are fairly consistent with the 2006 survey. In 2007, the survey was conducted on-line as a pilot. Due to very low response, it was determined statistically invalid.

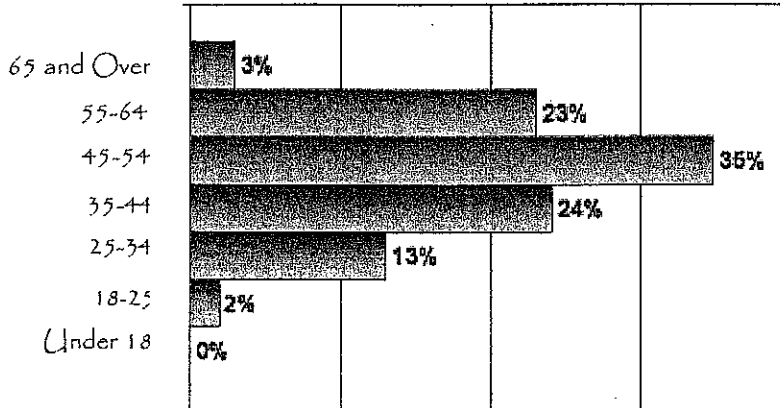
The level of overall service quality is 71%, which is the highest it has been in five years. Nearly half of our riders noted that service had improved (only 9% of our riders indicated that it had not). Riders continue to cite on-time performance as their primary concern (52% of respondents). This was followed by cost and frequency of service (both at 11%).

The survey results are illustrated in an attached graphic summary. Full results are available from the VRE Website as downloadable Microsoft Word or PDF files.

# Rider Demographics



## Age



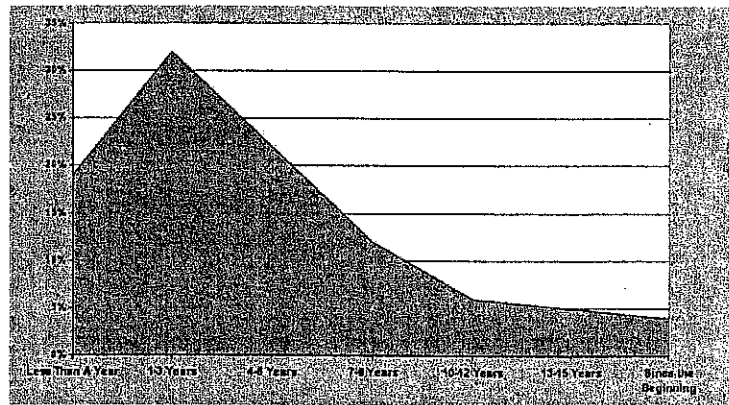
## Gender

- 62% Male
- 38% Female

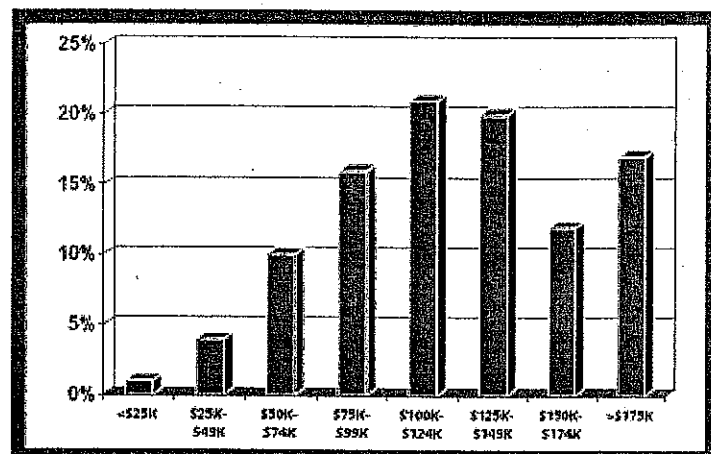
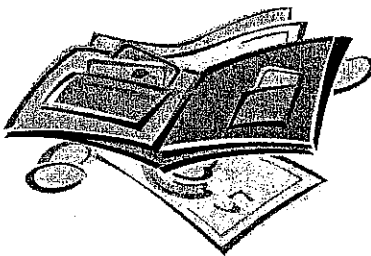
## Years Riding

### Sector of Employment

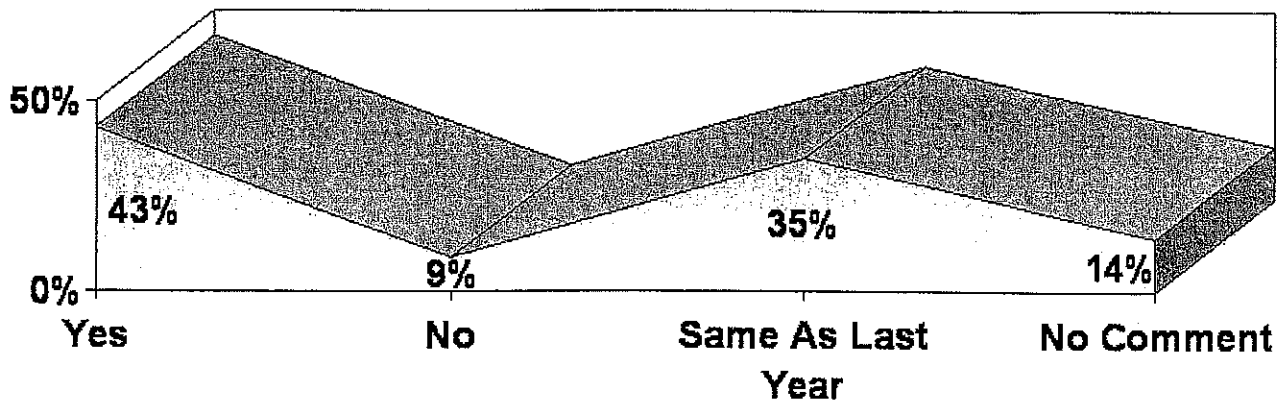
- 58% Government
- 9% Military
- 25% Private
- 5% Association
- 1% Self Employed
- 2% Other



### Household Income



## Has Service Improved?

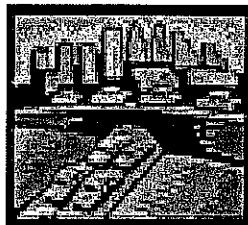


## Top Concerns About Service

- On-Time Performance - 52%
- Frequency of Service - 11%
- Cost - 11%

## Top 3 Reasons for Switching to VRE

1. Traffic
2. New Job
3. New Home

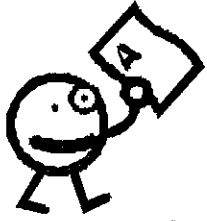


## Riders Traveling On

- Monthly Tickets - 63%
- Ten-Trip Tickets - 30%
- Transit Link Cards - 3%
- Five-Day Passes - 3%

## Did You Know?

- 58% of Our Riders Come From Four Stations:  
Broad Run, Manassas Park, Fredericksburg and Leeland Road
- 20% of Riders Who Receive Metrocheks Have Enrolled in SmartBenefits
- 85% of Riders Do Not Telework
- 75% of Riders Travel on the Train 5 Days a Week
- 51% of Riders Have Been Using VRE for Less Than 4 Years
- 37% of Riders Drive to Work Alone When They Don't Use the Train
- 65% of Riders Walk to Their Final Destination



# VRE Report Card

% of riders who rated us with an A or B

	<u>2008</u>	<u>2006</u>
<u>Customer Service:</u>		
Responsiveness of VRE Staff	79%	79%
Friendliness of VRE Staff	81%	82%
VRE Follow-Up to Delays or Problems	48%	39%
Lost and Found	69%	69%
Usefulness of Rail Time	65%	66%
Timeliness of E-mail Responses	51%	49%
Quality of E-mail Responses	57%	56%
Quality of Website	75%	65%
Timeliness of Website Information	65%	75%
Timeliness of Train Talk	63%	63%
Quality of Train Talk	64%	67%
Overall Communication with Passengers	63%	61%
<u>Train Crew Members:</u>		
Are Knowledgeable About VRE Operations	87%	86%
Are Helpful	86%	85%
Are Courteous	83%	82%
Make Regular Station Announcements	72%	73%
Make Timely Delay Announcements	66%	66%
Check Tickets Regularly	75%	76%
Present A Professional Appearance	90%	89%
Overall Crew Performance	84%	83%
<u>VRE Operations:</u>		
Convenience of Schedules	57%	60%
On-time Performance	47%	43%
Cleanliness of Trains	82%	75%
Cleanliness of Stations	77%	75%
Communication between VRE Staff & Riders	66%	63%
Automated Telephone System	57%	53%
Reliability of Ticket Vending Machines	39%	42%
Ease of Buying a Ticket	65%	67%
Ease of Using Metrocheks	62%	63%
Station Parking Availability	58%	49%
Public Address System On Train	48%	32%
Public Address System On Platform	47%	37%
Timeliness of Platform Information	39%	31%
Personal Security at Station & On Train	63%	62%
Safety of Train Equipment	74%	67%
Station Signage	70%	66%
Level of Fare for Quality and Value of Service	56%	47%
Overall Service Quality	71%	64%