

COVID-19 CUSTOMER SURVEY

April 2020

Summary of Findings



Methodology

A link to the online survey was emailed to 226,000 Metrolink email subscribers and mobile app account holders. Other riders were encouraged to participate in the survey through posts on Metrolink social media channels. The survey was open April 23-28, 2020.

A total of 11,069 responses were received (98% from email recipients) from throughout Metrolink's service area (see table below).

The data has been weighted to be proportionally representative of Metrolink ridership.

All responses related to this survey were anonymized and only survey responses were disclosed. Metrolink takes riders' privacy seriously and at no point is consumer's personal information shared.

Home County	Percent of Responses
Los Angeles County	34%
Orange County	18%
San Bernardino County	14%
Riverside County	13%
Ventura County	3%
San Diego County	3%
Other County or not specified	14%



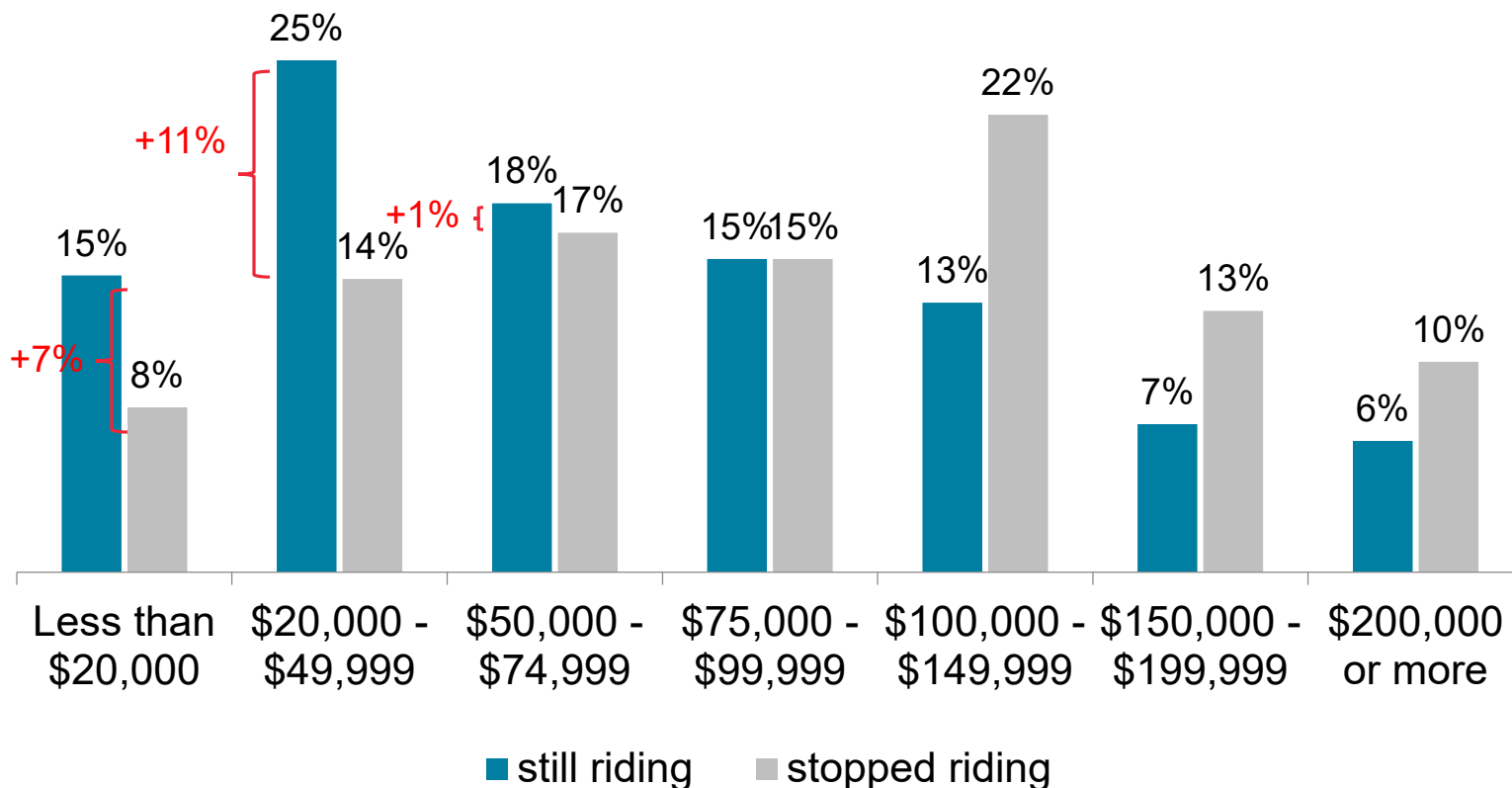
What we hoped to learn:

- *Who is still riding Metrolink?*
- *What changes do riders expect to their commute post COVID-19?*
- *How likely are riders to return to riding Metrolink?*
- *What strategies are effective in motivating riders to return to Metrolink?*



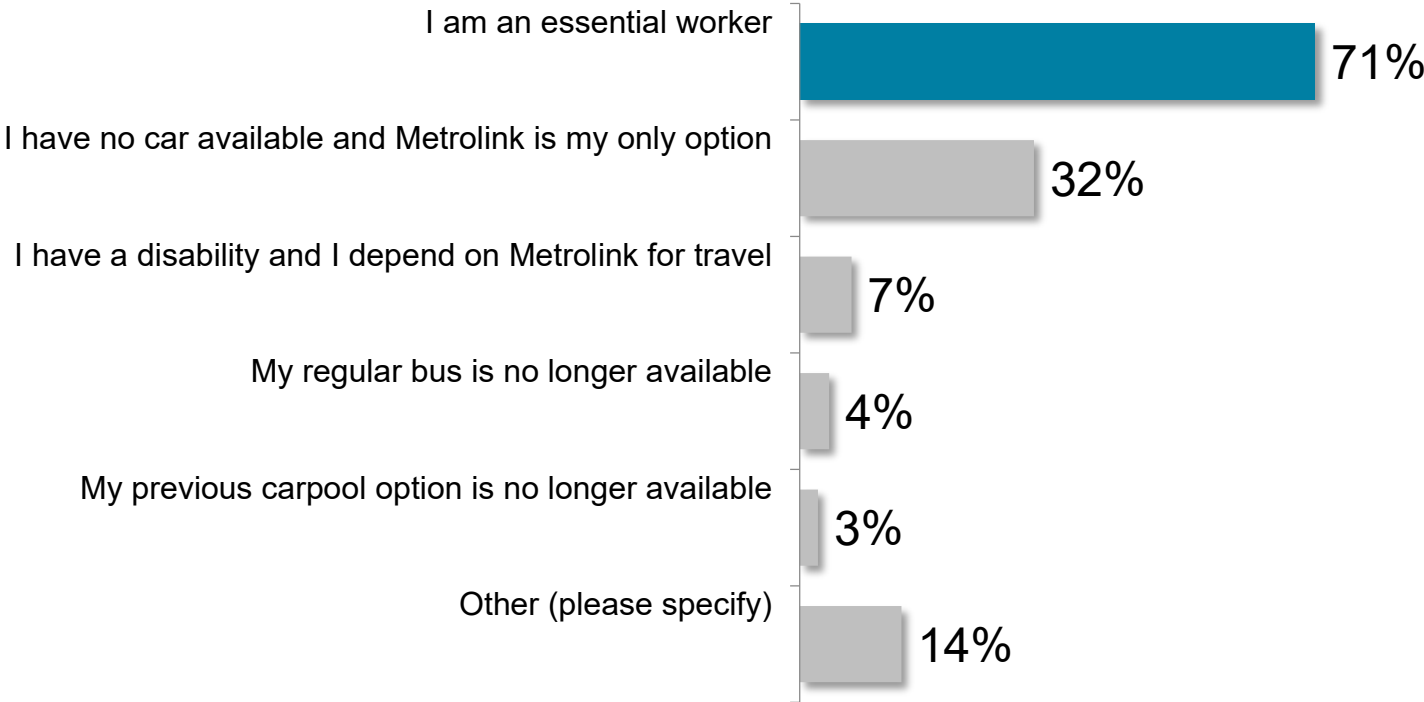
Low-income riders are more likely to continue to rely on Metrolink during the pandemic

HOUSEHOLD INCOME OF METROLINK RIDERS (N=7,598)



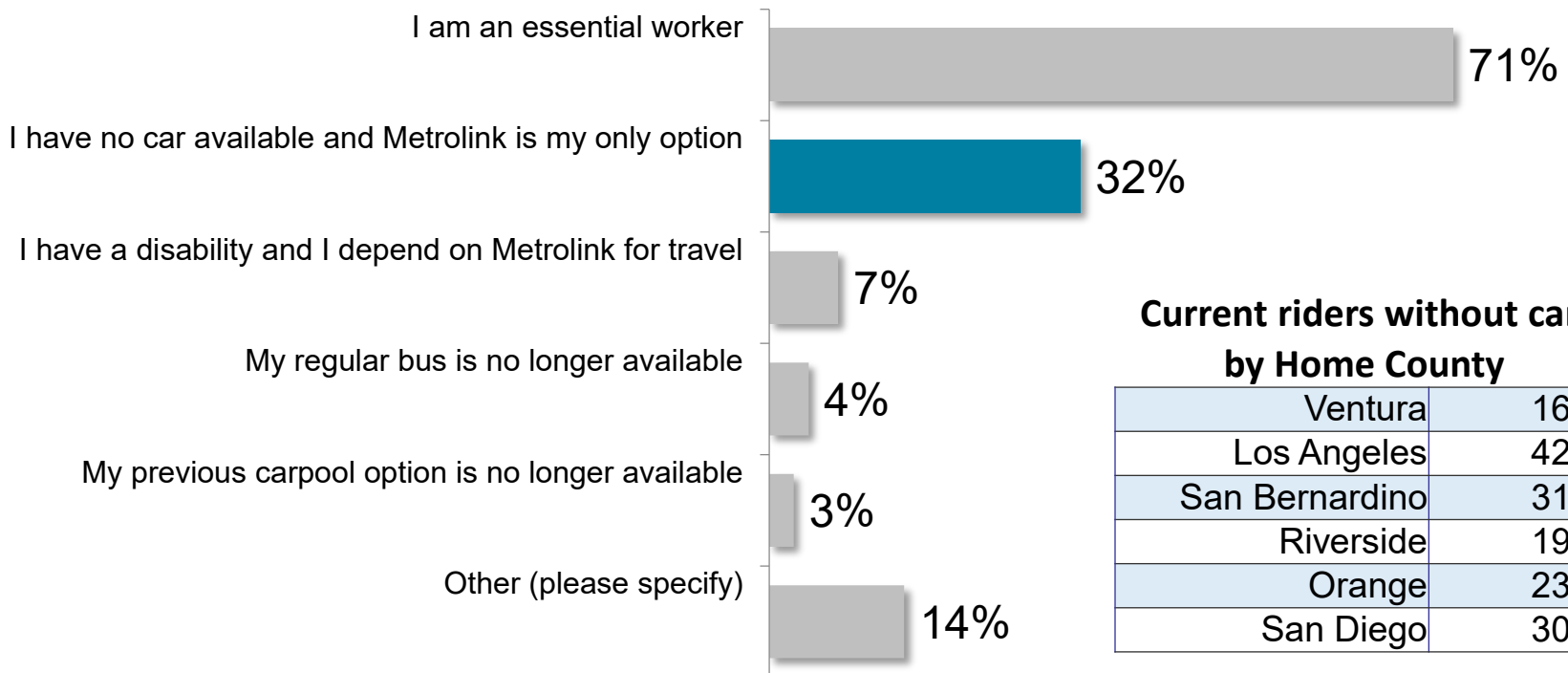
71% of current riders describe themselves as **Essential Workers**

Q 3. You indicated that you are still riding Metrolink. What describes your current use of Metrolink (check all that apply). (N=990)



One in three current riders who still ride Metrolink have **no car available**

Q 3. You indicated that you are still riding Metrolink. What describes your current use of Metrolink (check all that apply). (N=990)



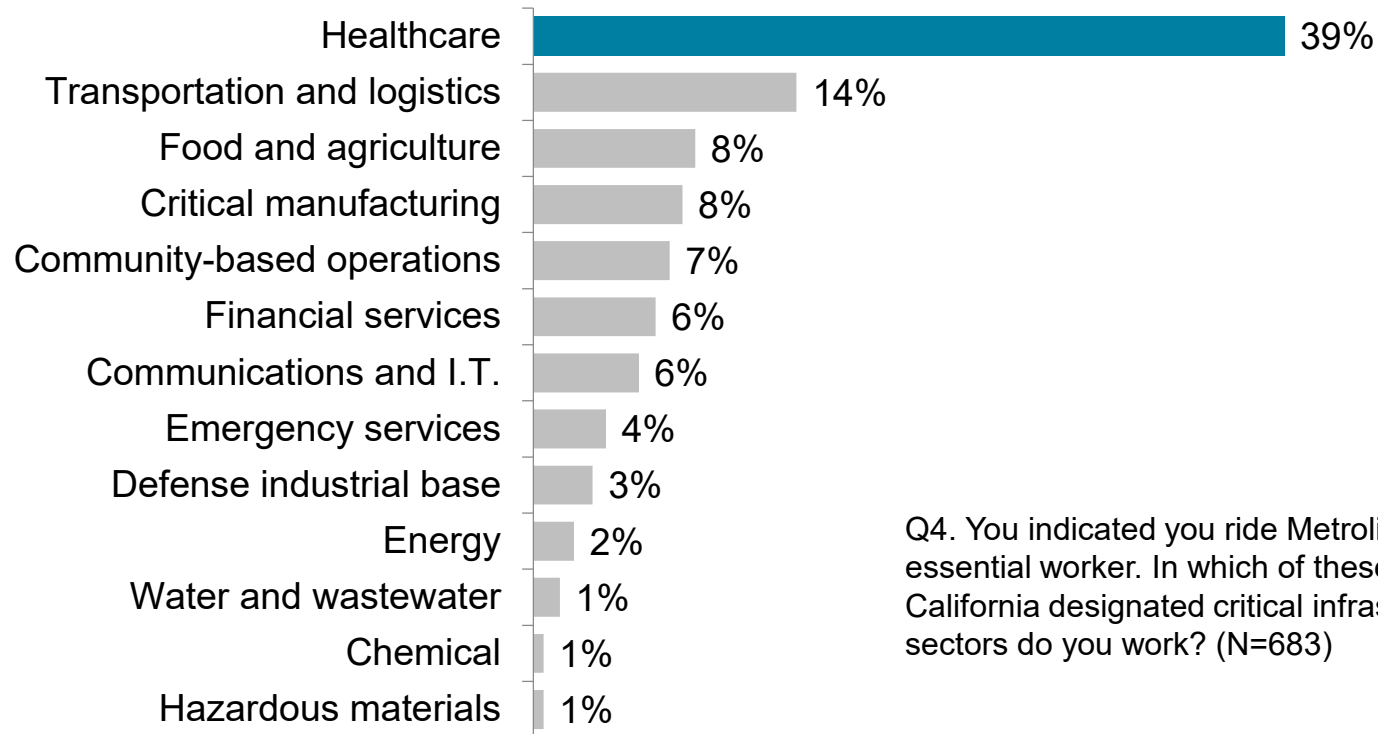
Current riders without car by Home County

Ventura	16%
Los Angeles	42%
San Bernardino	31%
Riverside	19%
Orange	23%
San Diego	30%



Healthcare is the primary essential industry for current Metrolink riders

STATE OF CALIFORNIA DESIGNATED ESSENTIAL INDUSTRIES

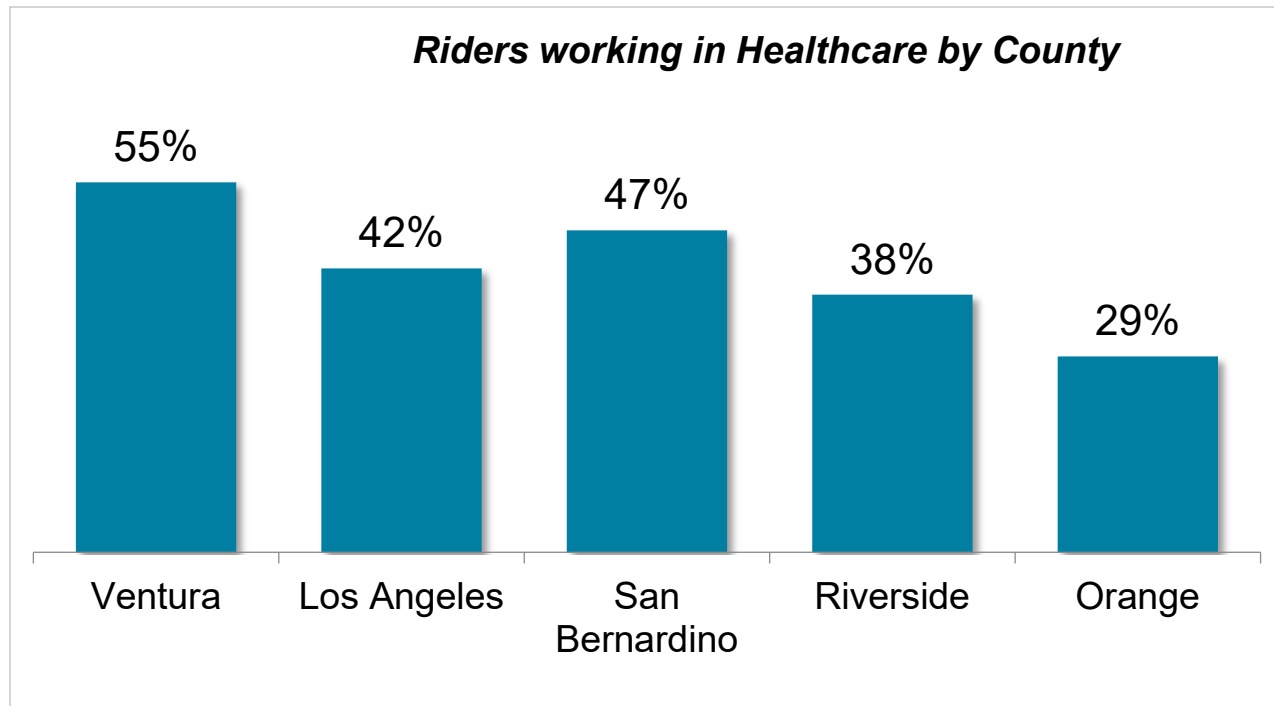


Q4. You indicated you ride Metrolink as an essential worker. In which of these State of California designated critical infrastructure sectors do you work? (N=683)



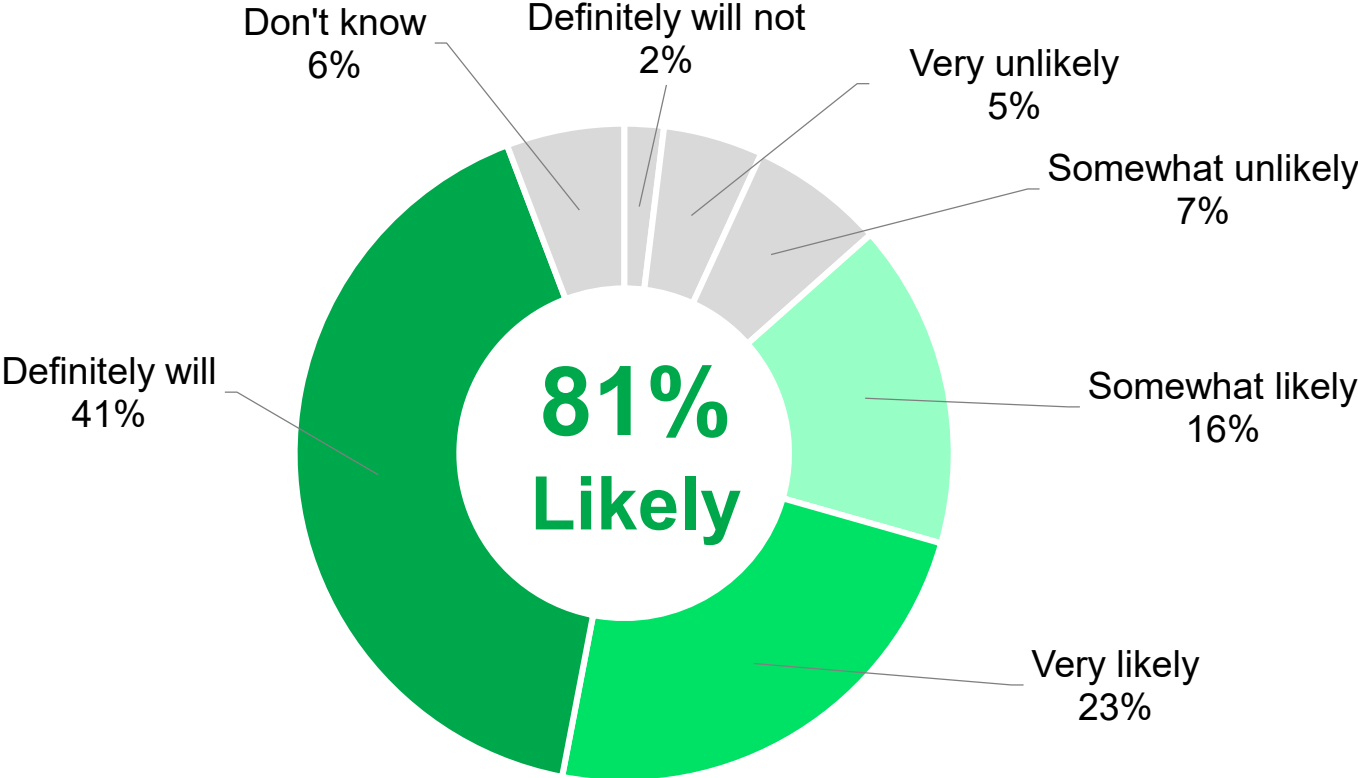
Current Ventura and San Bernardino County riders represent the highest proportion of Healthcare workers

Q4. You indicated you ride Metrolink as an essential worker. In which of these State of California designated critical infrastructure sectors do you work? (N=683)



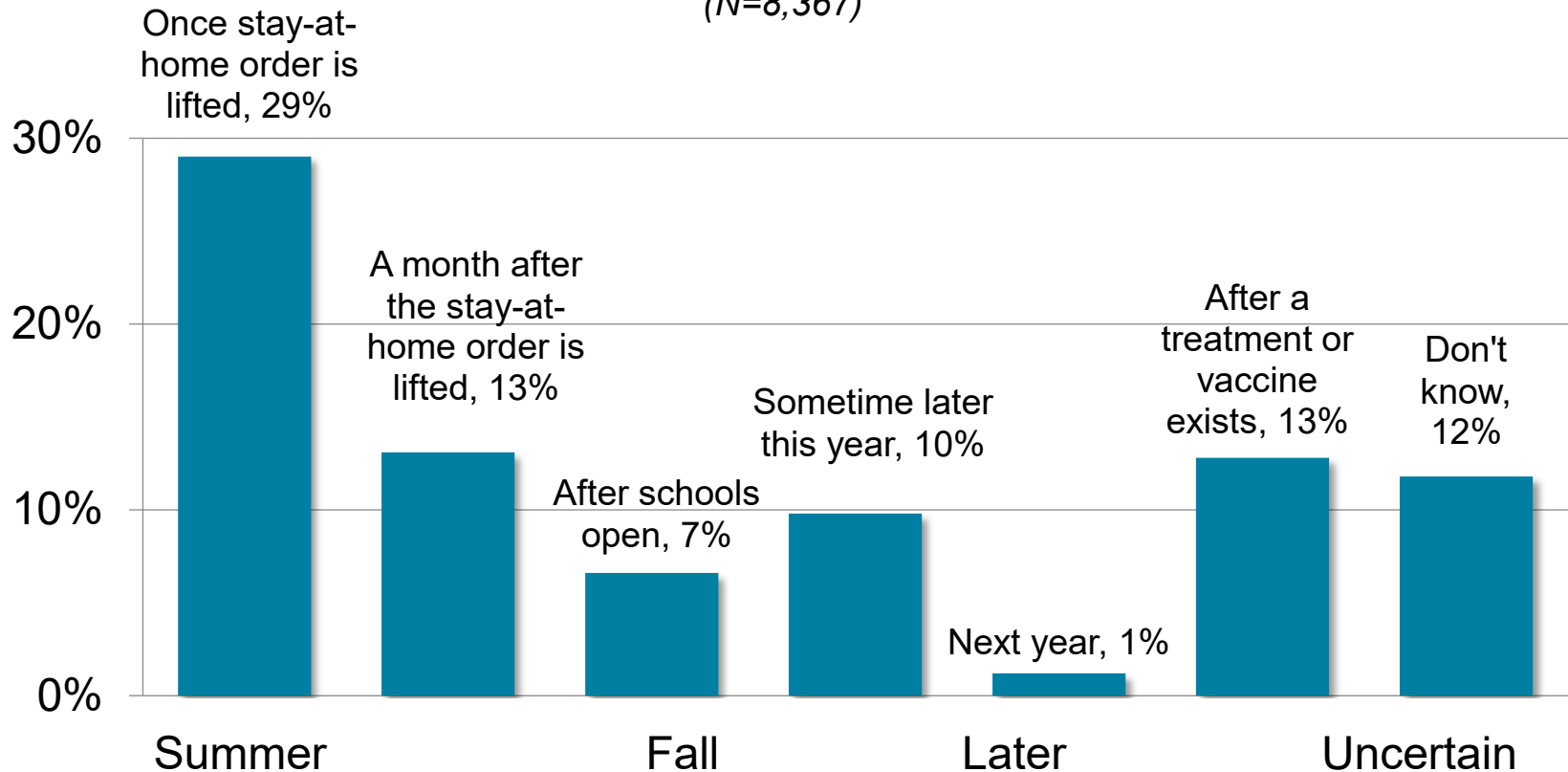
Most riders **likely** to ride again

Q7. Once the stay-at-home order is lifted, how likely are you to ride Metrolink again?
(N= 9,765)



Riders are likely to return but not immediately. Return is expected in phases

Q9. How soon would you feel comfortable riding a Metrolink train again?
(N=8,367)



Metrolink COVID-19 Response: High satisfaction ratings for keeping riders informed

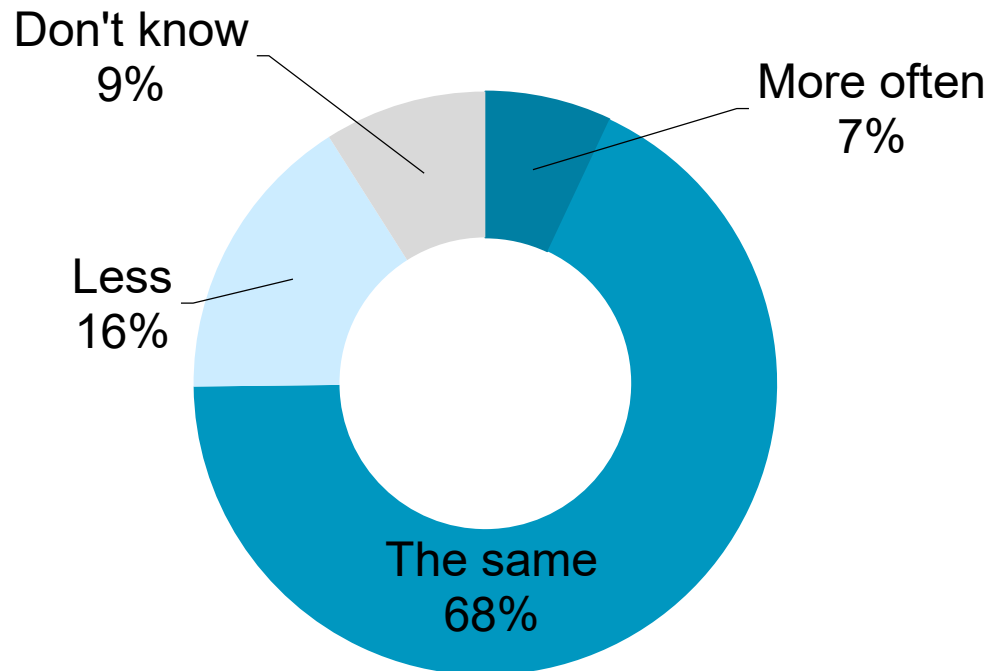
Q14. How would you rate Metrolink’s response to the coronavirus outbreak?
(Percent of Good or Excellent ratings)

	Ventura	Los Angeles	San Bernardino	Riverside	Orange
Enhanced cleaning of train interiors	75%	73%	70%	75%	75%
Supplying hand sanitizers	73%	71%	71%	74%	73%
Keeping bathrooms clean and well stocked with supplies	66%	70%	65%	68%	72%
Providing masks and gloves to train personnel	75%	76%	74%	78%	74%
Keeping riders informed of service changes	79%	83%	83%	84%	82%
Keeping riders informed of ways to stay healthy	77%	80%	79%	82%	80%
Responsiveness to customer concerns	69%	74%	73%	77%	74%



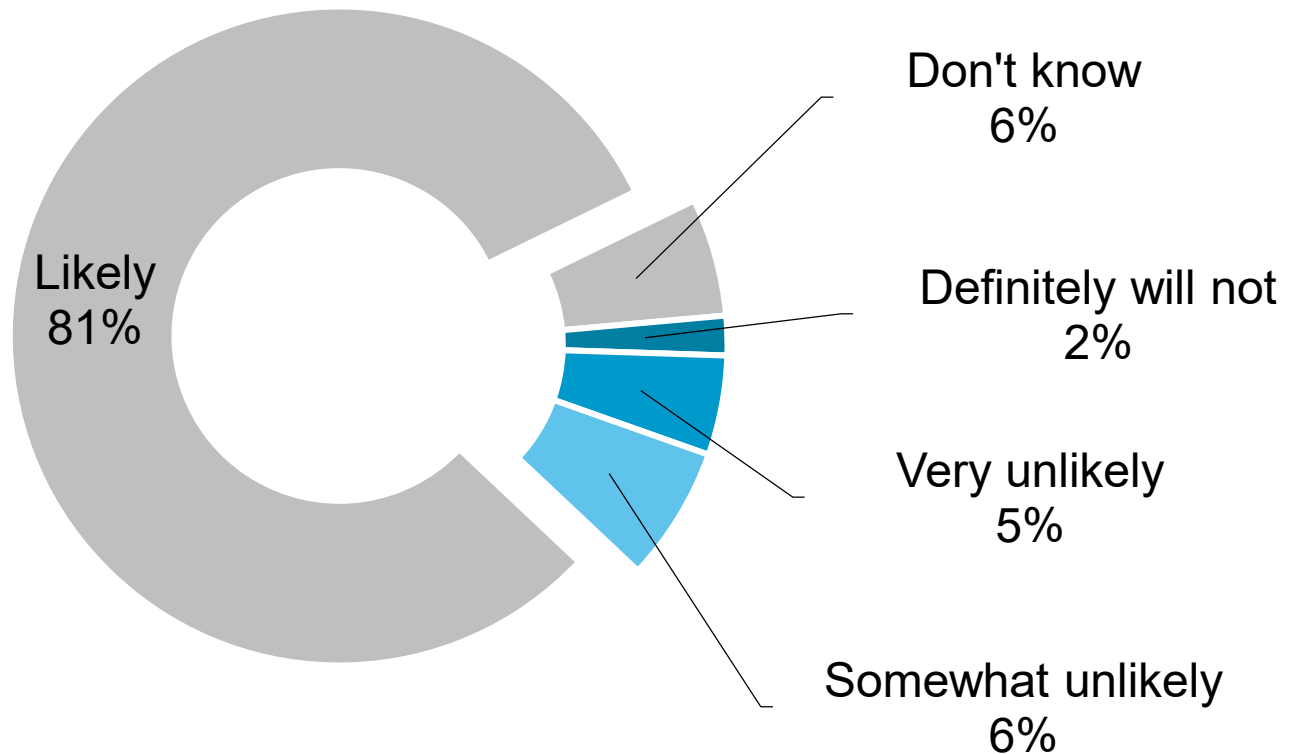
Of the 81% likely to ride again, 75% would ride the same or more often

Q10. Would you ride more often, the same, or less than before the Stay-at-Home order?
(N=8,402)



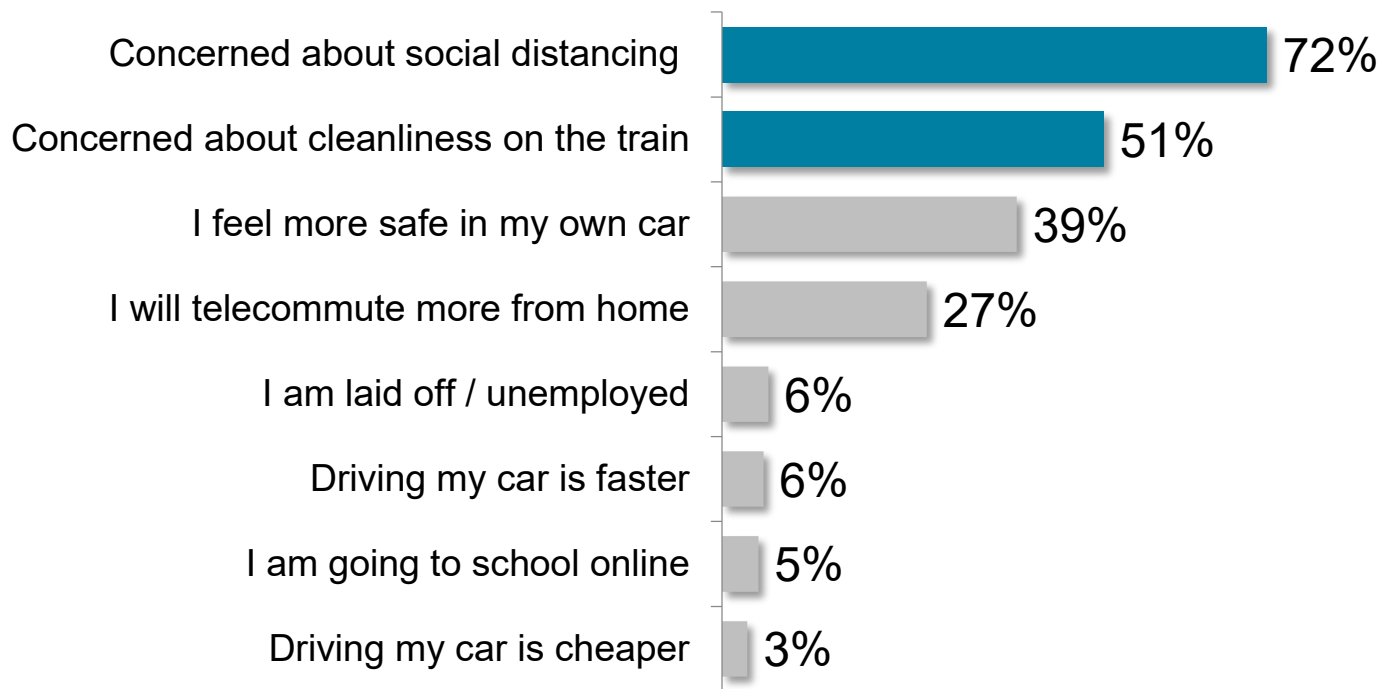
13% of riders **unlikely** to ride again

Q 7. Once the stay-at-home order is lifted, how likely are you to ride Metrolink again?
(N= 9,765)



Concerns about social distancing and cleanliness are main barriers for those unlikely to ride again

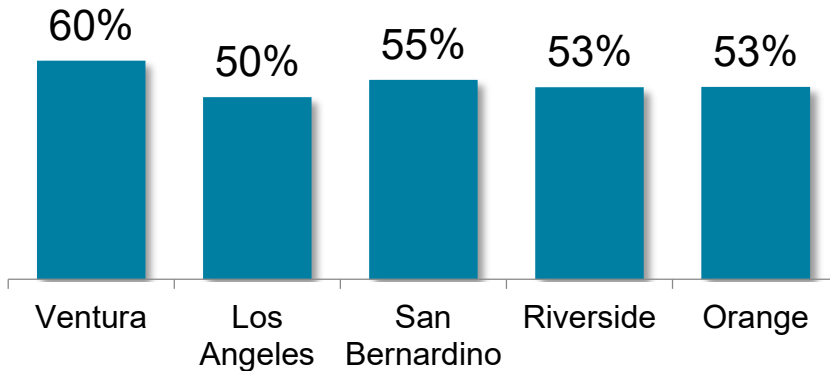
Q8. What are the primary reasons why you would be unlikely to ride?
(multiple responses possible) (N=1,305)



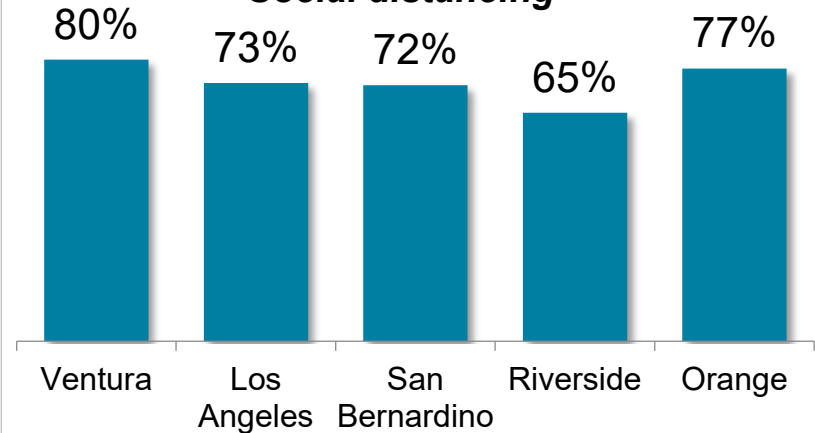
Main Barriers to Riding Again by County

Q 8. What are the primary reasons why you would be unlikely to ride?

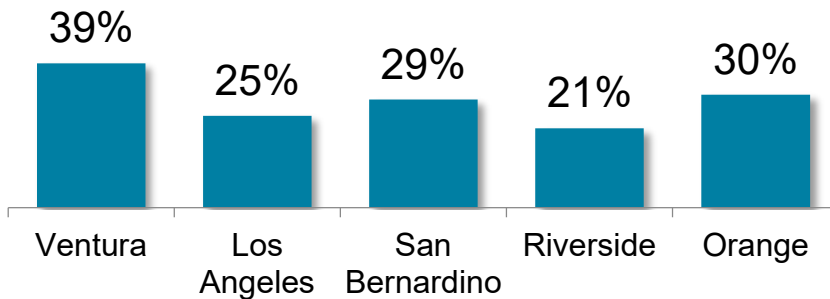
Cleanliness on the train



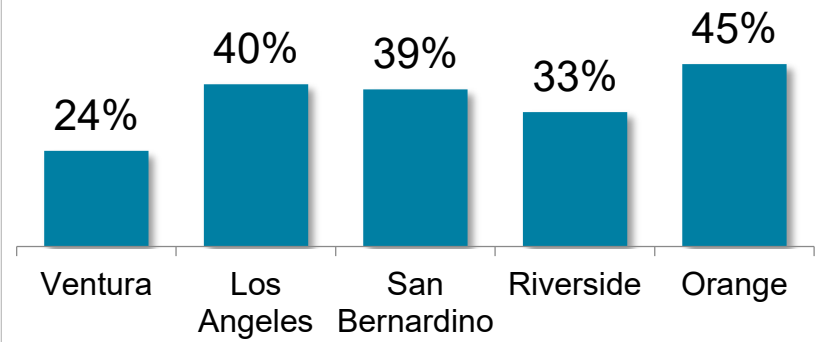
Social distancing



Telecommuting

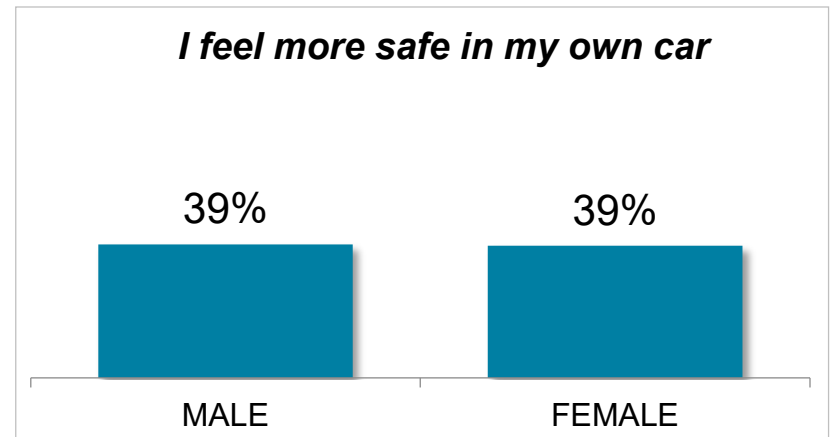
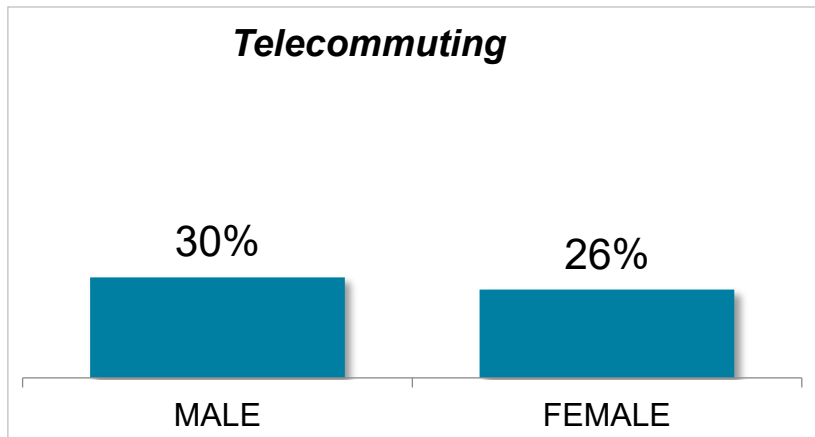
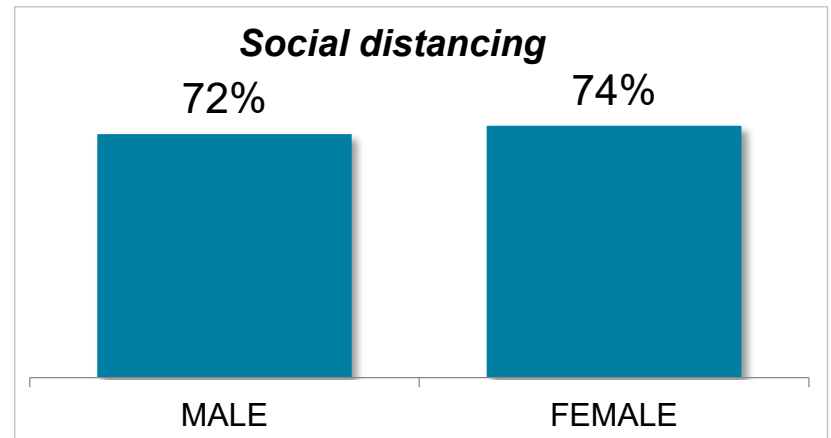
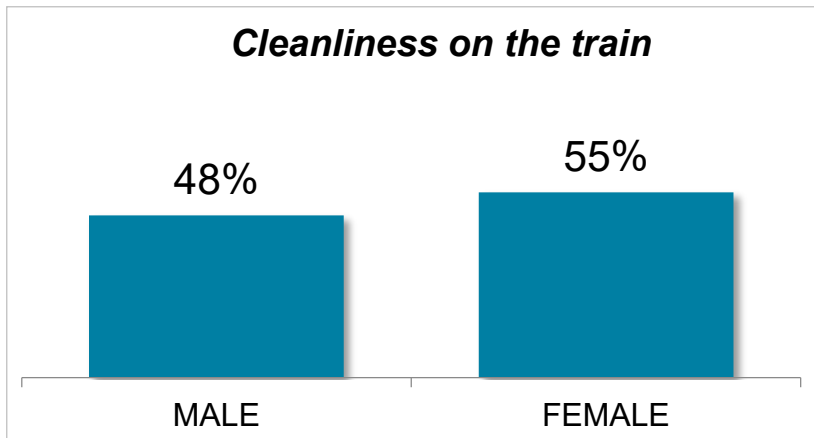


I feel more safe in my own car



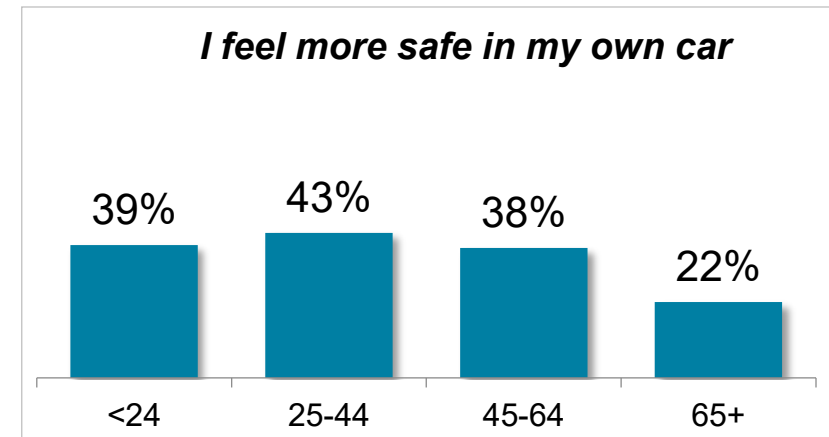
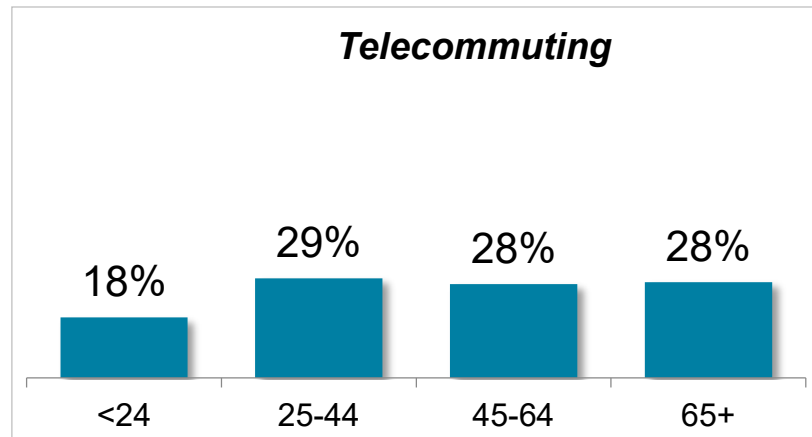
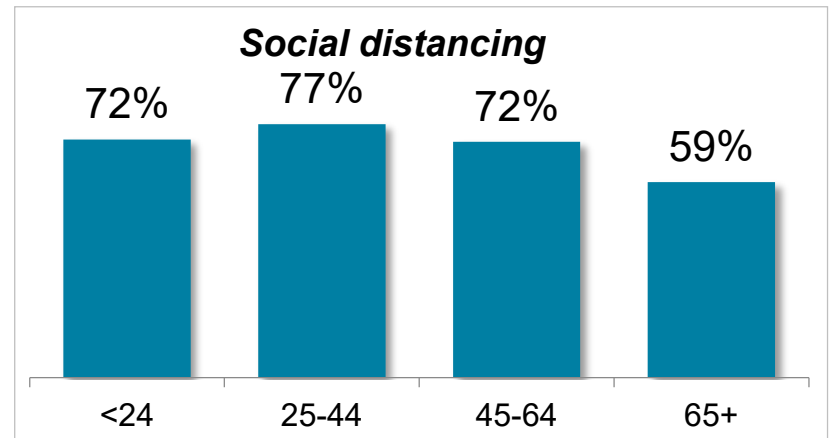
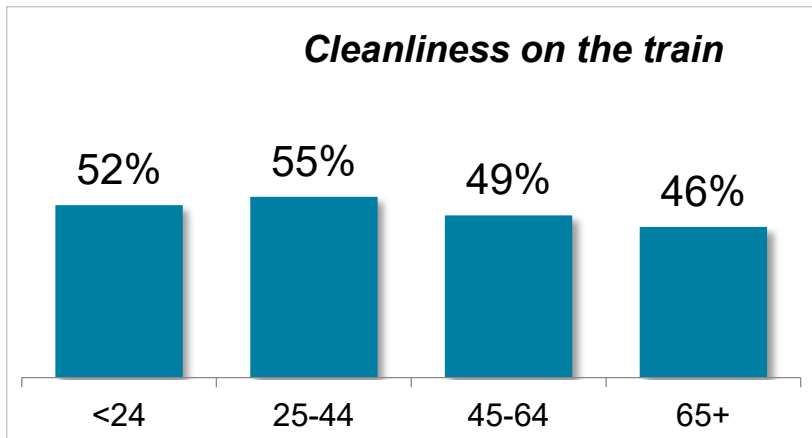
Main Barriers to Riding Again by Gender

Q 8. What are the primary reasons why you would be unlikely to ride?



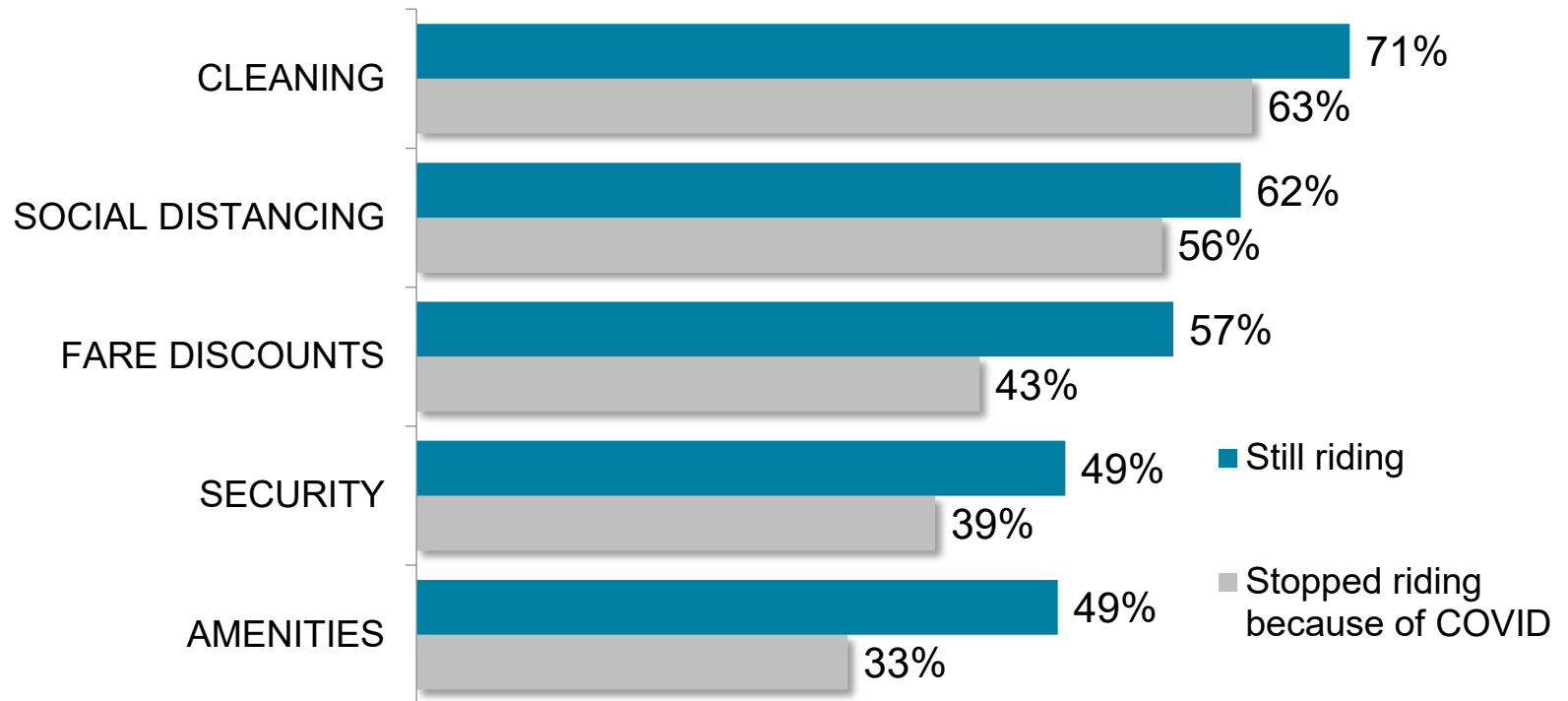
Main Barriers to Riding Again by Age

Q8. What are the primary reasons why you would be unlikely to ride?



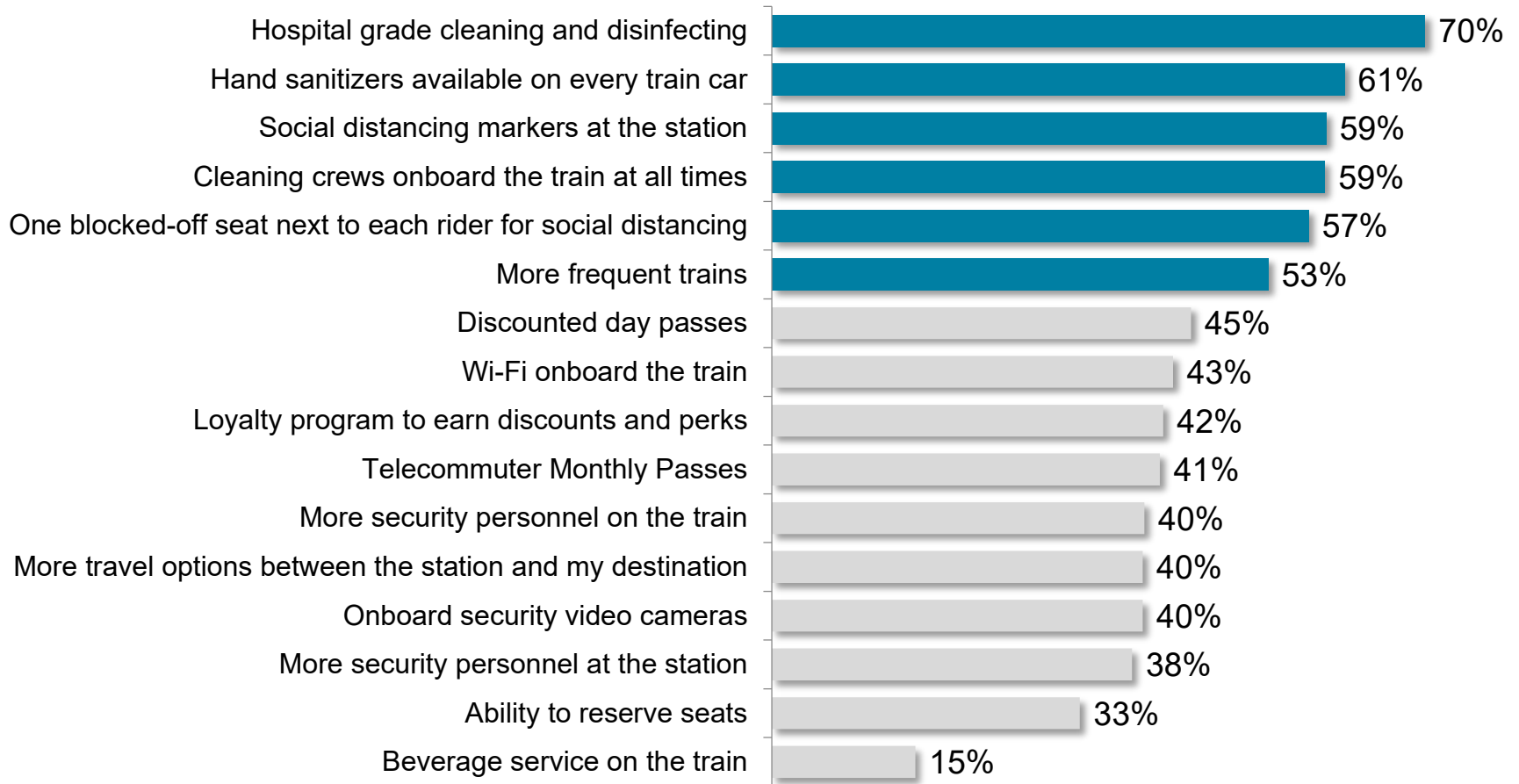
Importance of ridership strategies suggests phased implementation

Q12/ Q13. How likely are any of the following potential improvements to motivate you to take Metrolink again / more often on the future. Percent of Top-Two-Box mentions (N=9,404)



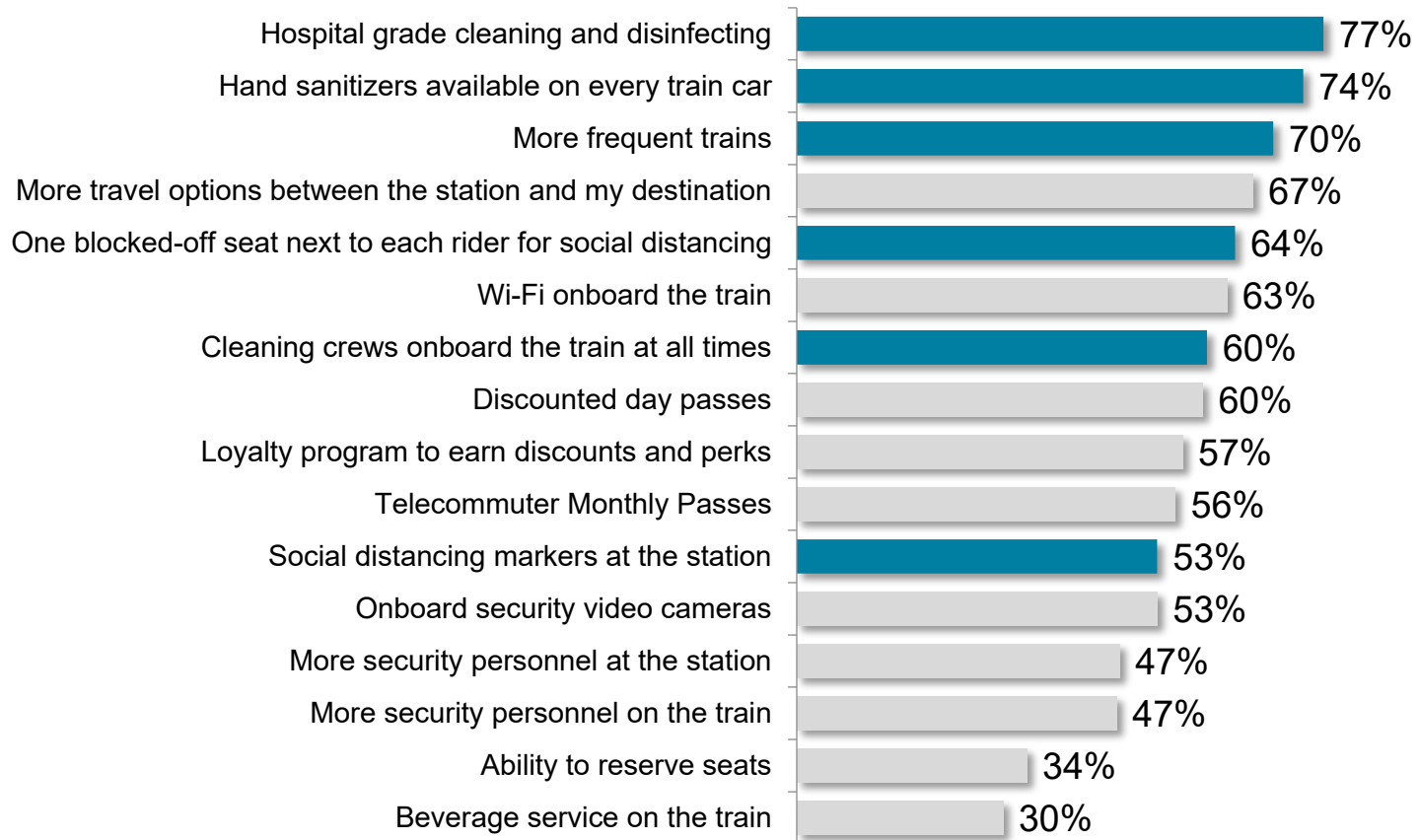
Cleaning and social distancing measures are most likely to motivate riders who said they are unlikely to ride again

Q12. How likely are any of the following potential improvements to motivate you to take Metrolink again in the future? Top-2-Box scores for respondents **unlikely** to ride again (N=1,245)



Cleaning and social distancing measures are also most effective in motivating existing riders

Q13. How likely are any of the following potential improvements to motivate you to take Metrolink again in the future? Top-2-Box scores for respondents **likely** to ride again (N=8,159)



Effectiveness of strategies to motivate different riders

Top 5 Improvements	Riders unlikely to return: motivation to ride again	Riders likely to ride <i>less</i> : motivation to ride <i>more</i>	Riders somewhat likely to return: motivation to ride again
Hospital grade cleaning and disinfecting	69%	75%	78%
Hand sanitizers available on every train car	60%	70%	74%
Social distancing markers at the station	58%	59%	63%
Cleaning crews onboard the train at all times	58%	59%	65%
One blocked-off seat next to each rider for social distancing	57%	64%	68%

Q12. How likely are any of the following potential improvements to motivate you to take Metrolink again in the future? Top-2-Box scores for respondents unlikely to ride again

Q13. How likely are any of the following potential improvements to motivate you to take Metrolink more in the future? Top-2-Box scores for respondents somewhat likely to ride / likely to ride less in the future



Importance of Amenities

Q30. How important are the following current and potential amenities to you when riding a Metrolink train? (N=9,984)

