



# 91 Express Lanes 2009 Customer Satisfaction Survey

Board of Directors  
January 11, 2010

# Goals and Methodology

- Determine changes in usage patterns
- Assess customer satisfaction
- Determine expectations and perceptions
- Identify awareness of existing communications
- Gauge attitudes toward future projects
- 400 telephone interviews



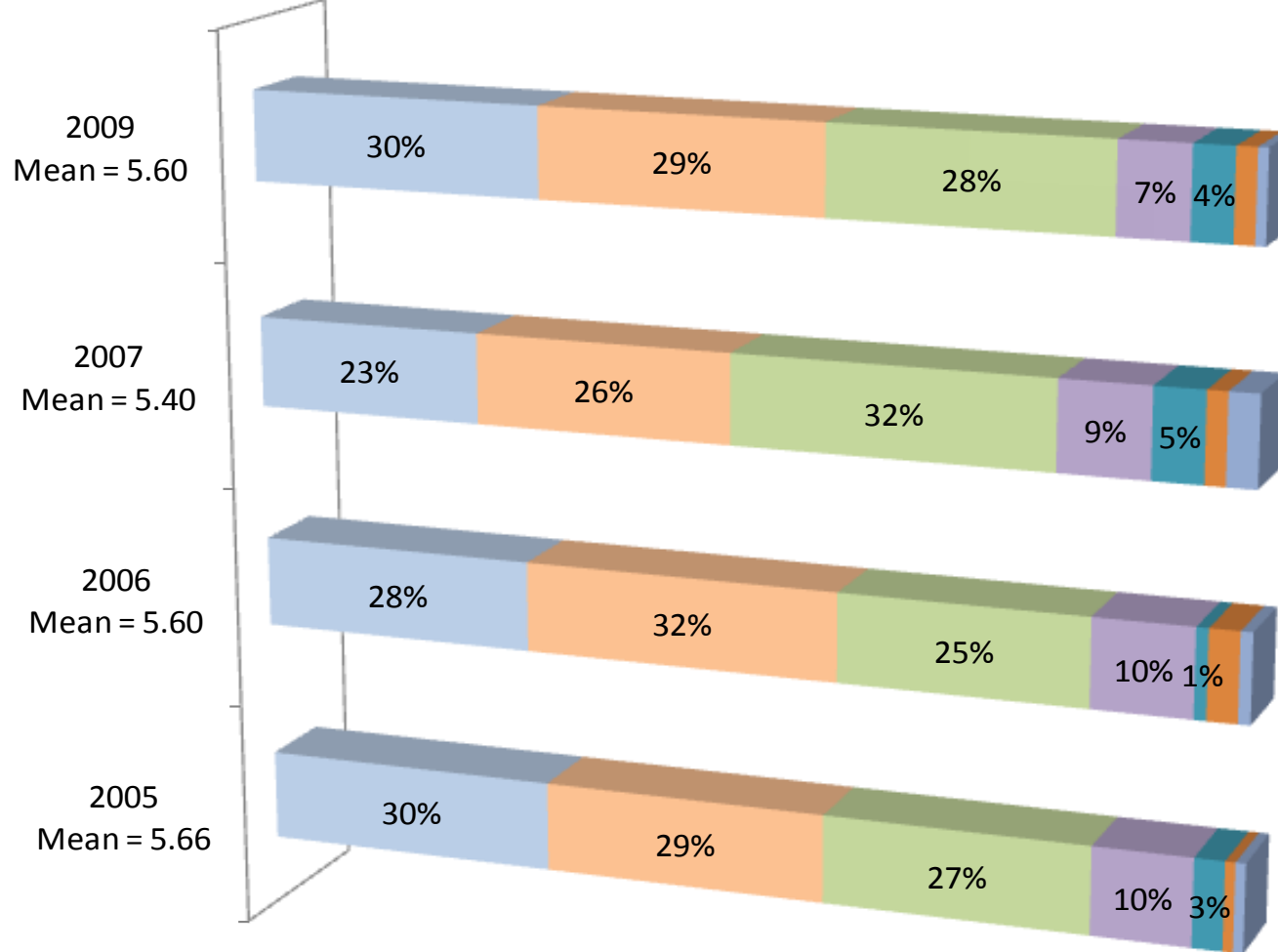
# Customer Satisfaction

- Increased satisfaction
  - 87% in 2009 vs. 81% in 2007
- Reasons for satisfaction
  - No problem
  - Saves time
  - Convenient
- Reasons for less satisfaction
  - Expensive tolls
  - Illegal lane cutting
  - Congested lanes

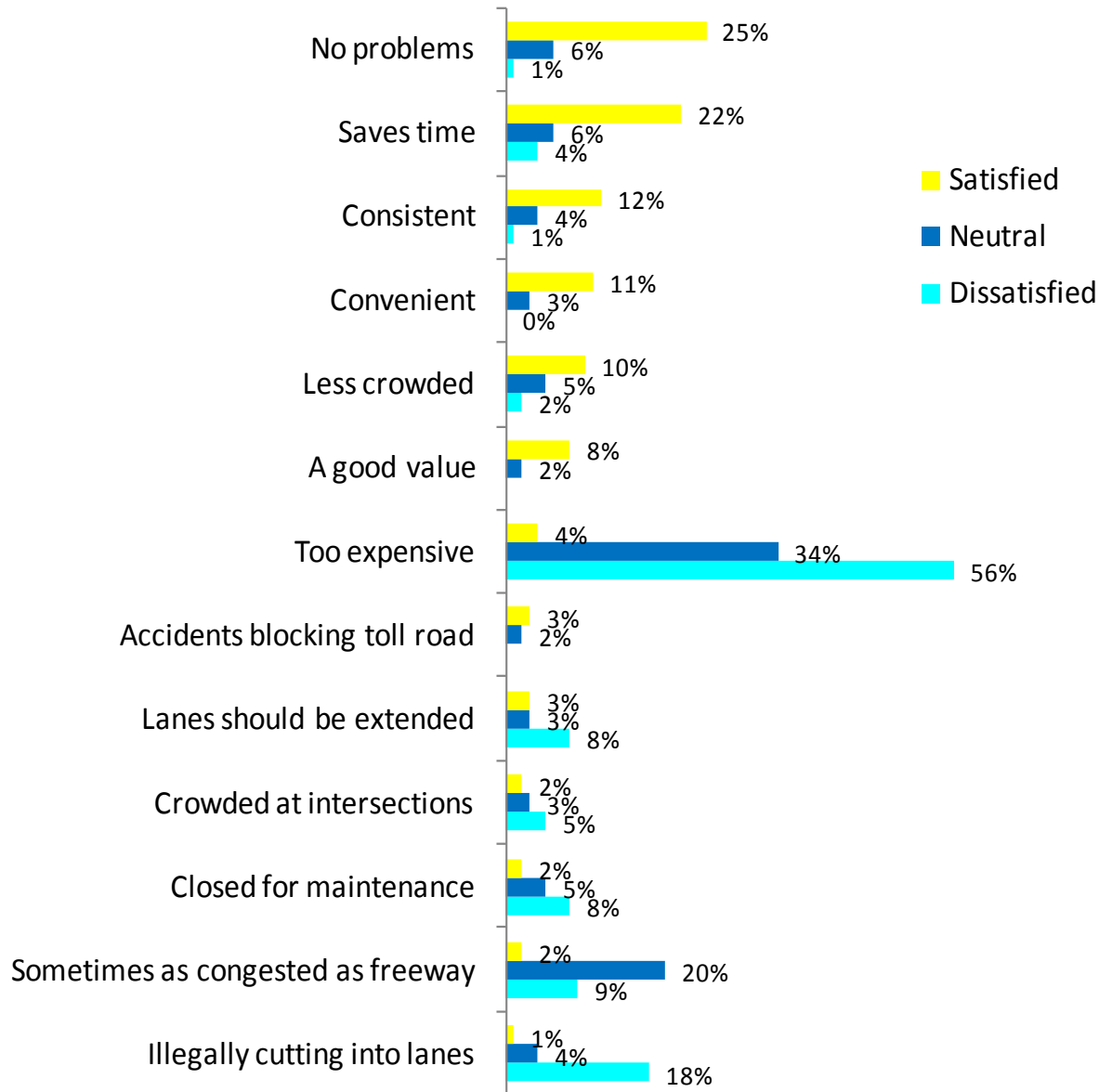


# Overall, how would you rate your satisfaction with your experience in using the 91 Express Lanes?

Extremely Satisfied   6   5   4   3   2   Extremely dissatisfied



# Can you tell me the primary reason you rated your experience that way?

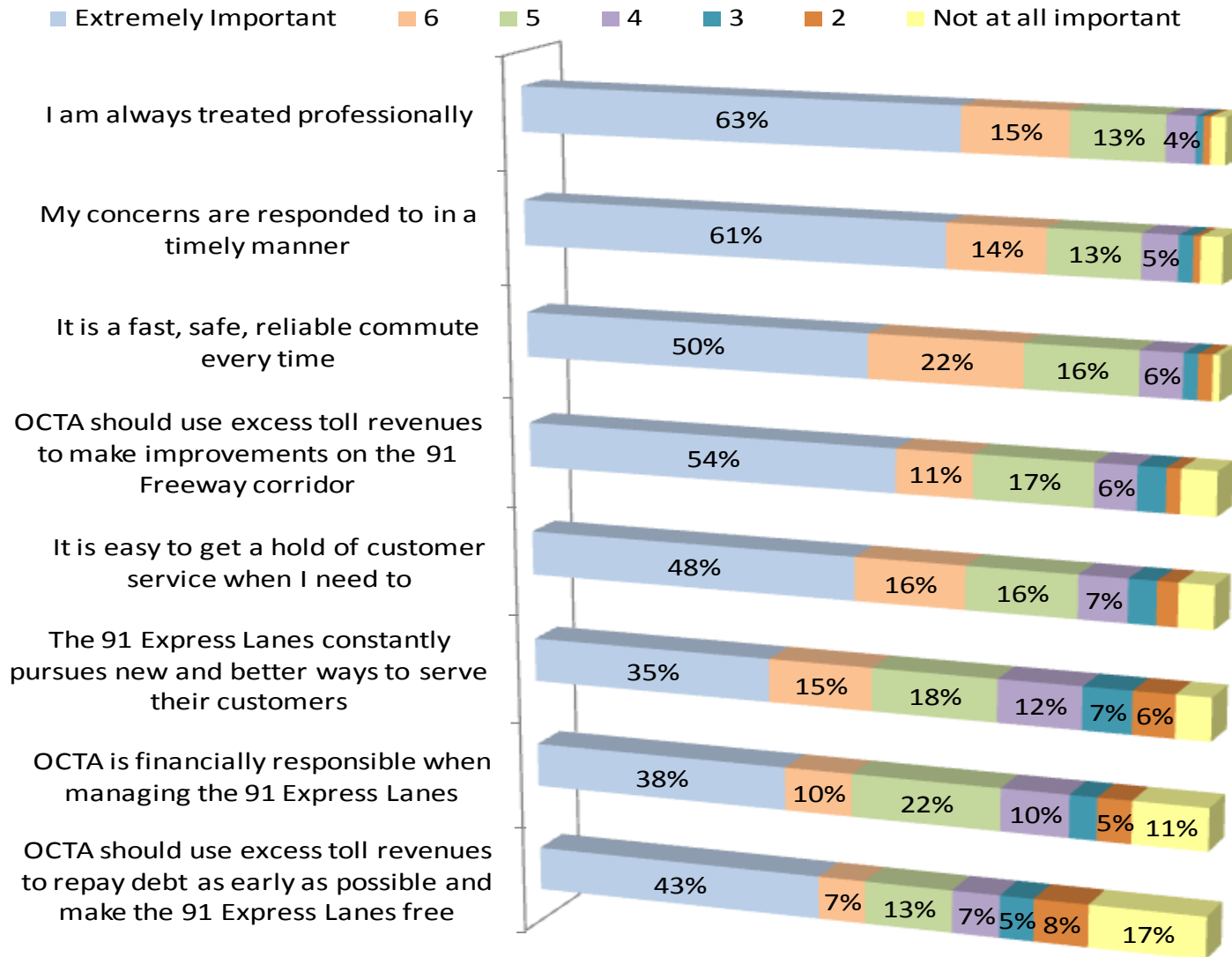


# Perception and Attitudes

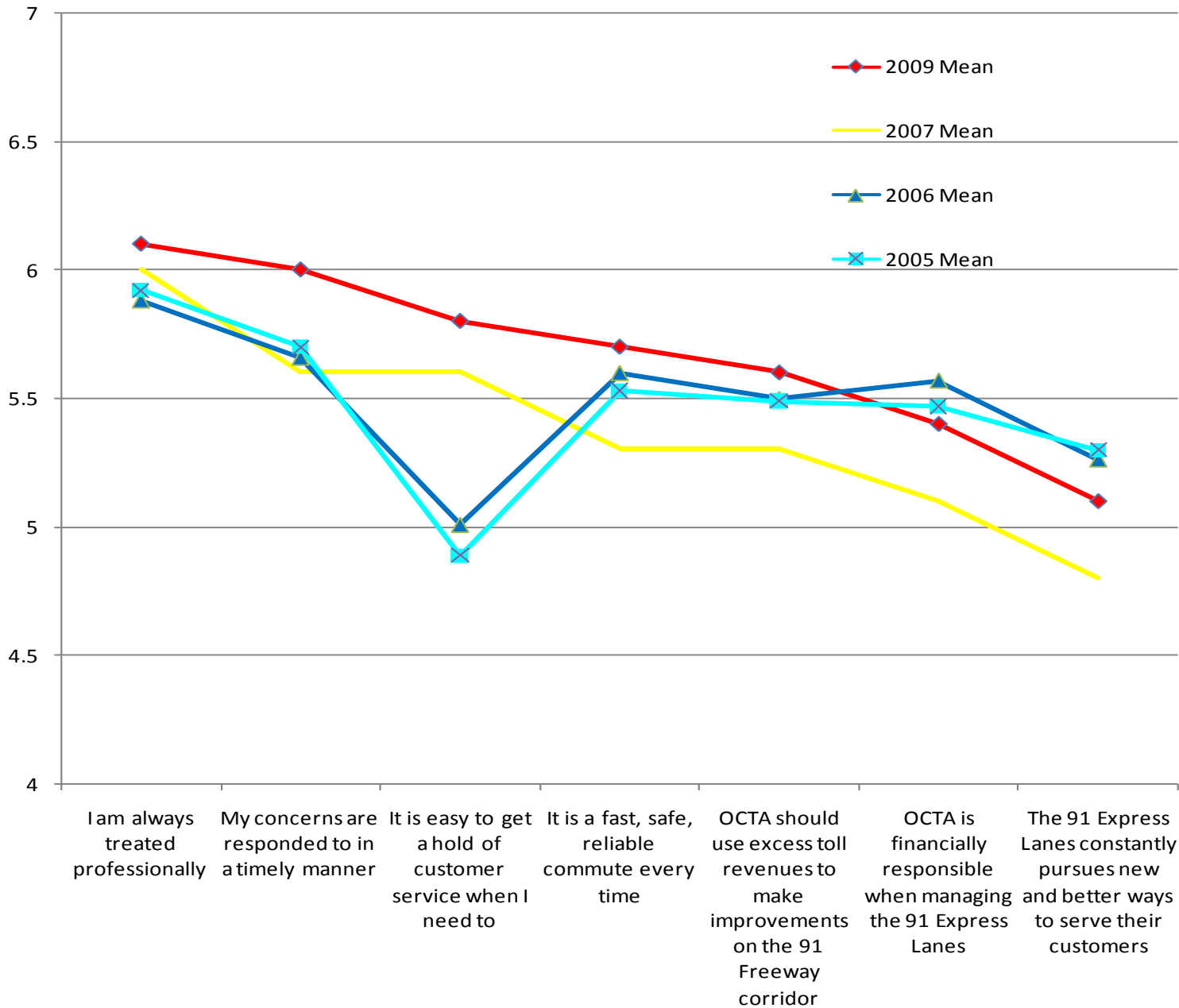
- Free-flowing lane valued
- Rely on entry sign to monitor pricing
- Change travel patterns based on price
- Overall favorable perception about safety
- Customer service important
- Customer service performance rated higher



# How important is each attribute to you?

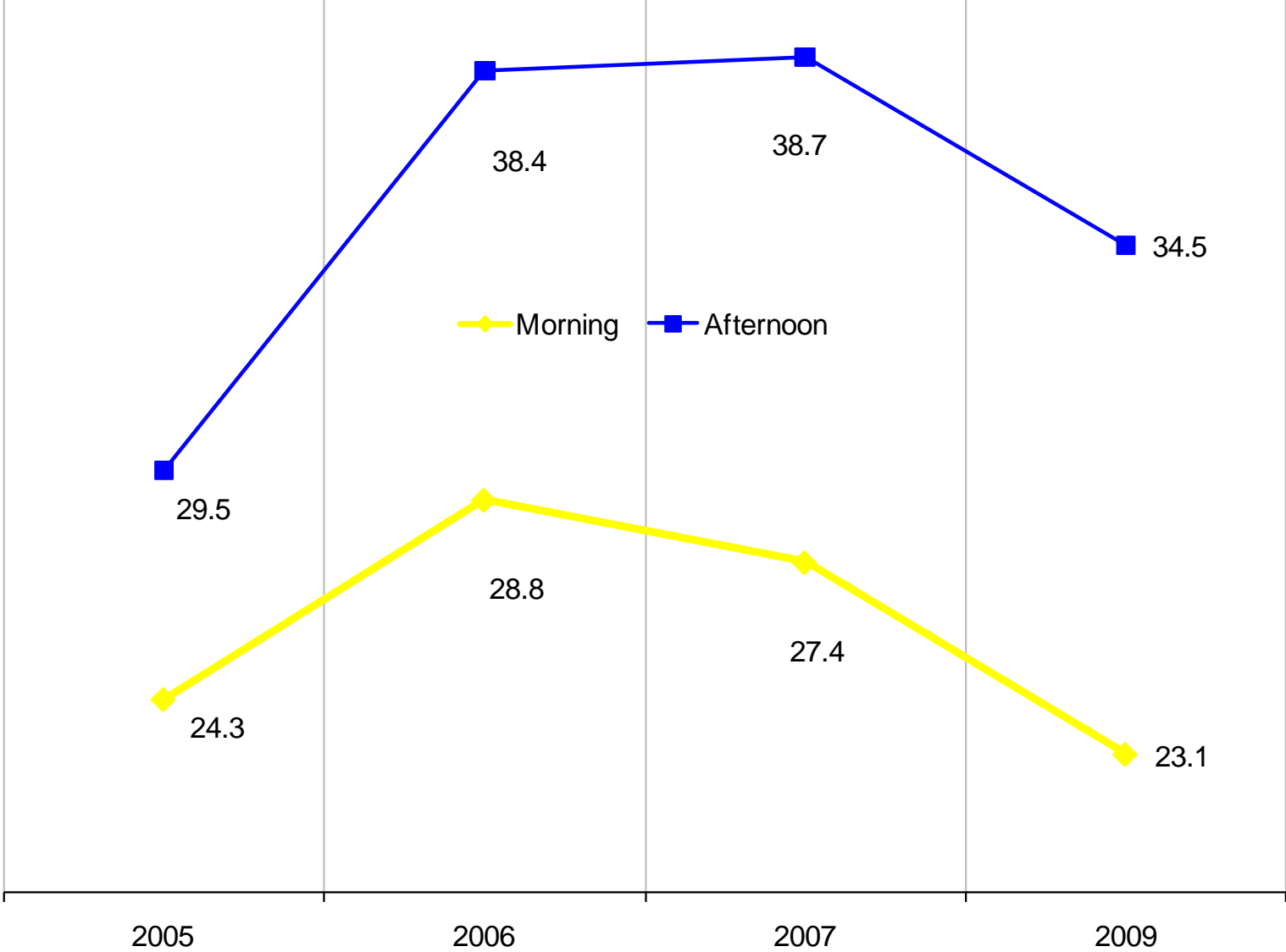


# Perceived performance of the 91 Express Lanes by year





# Time saved by traveling the 91 Express Lanes – by year

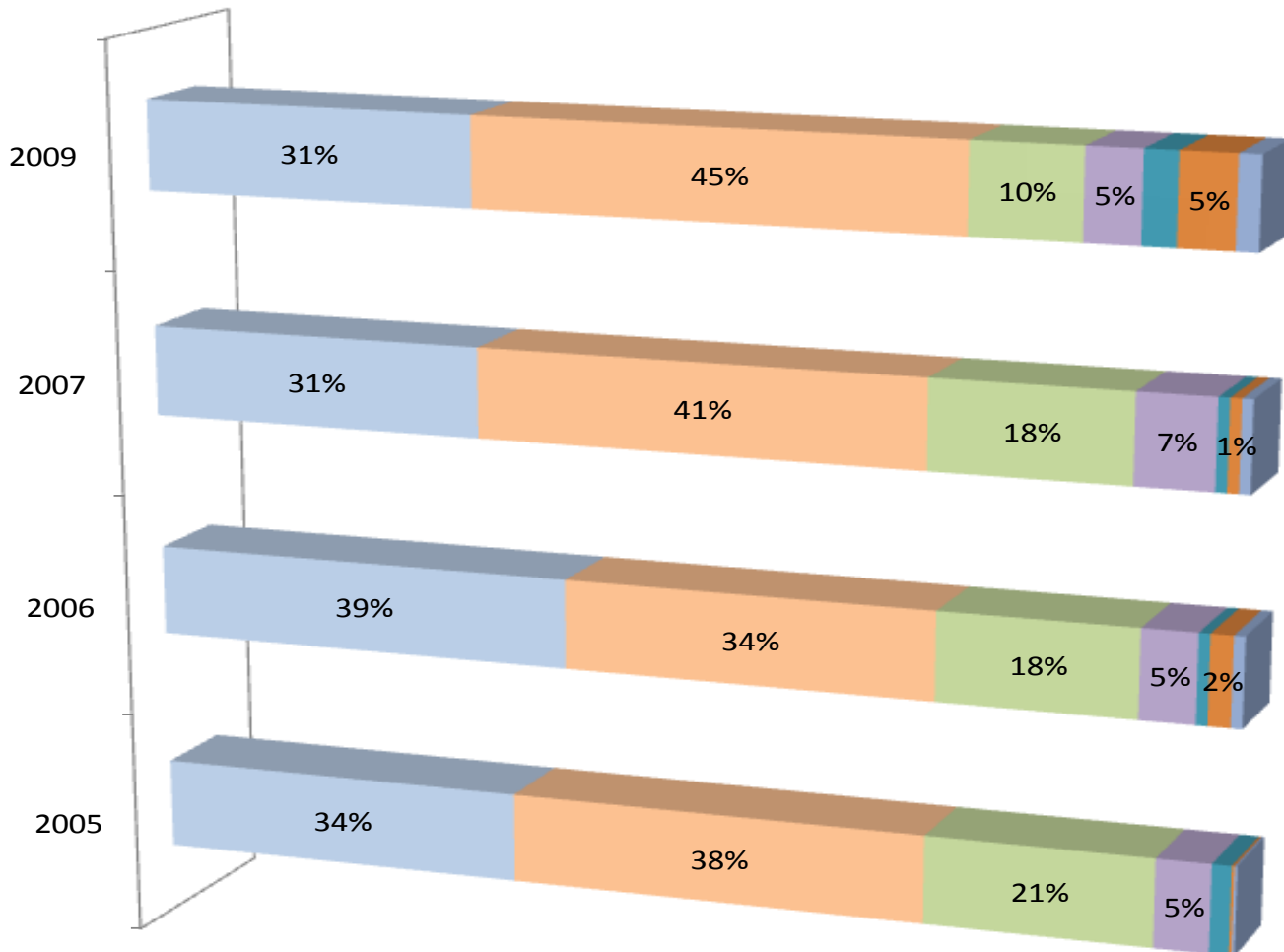


# What has been your greatest concern or complaint about the road or service?

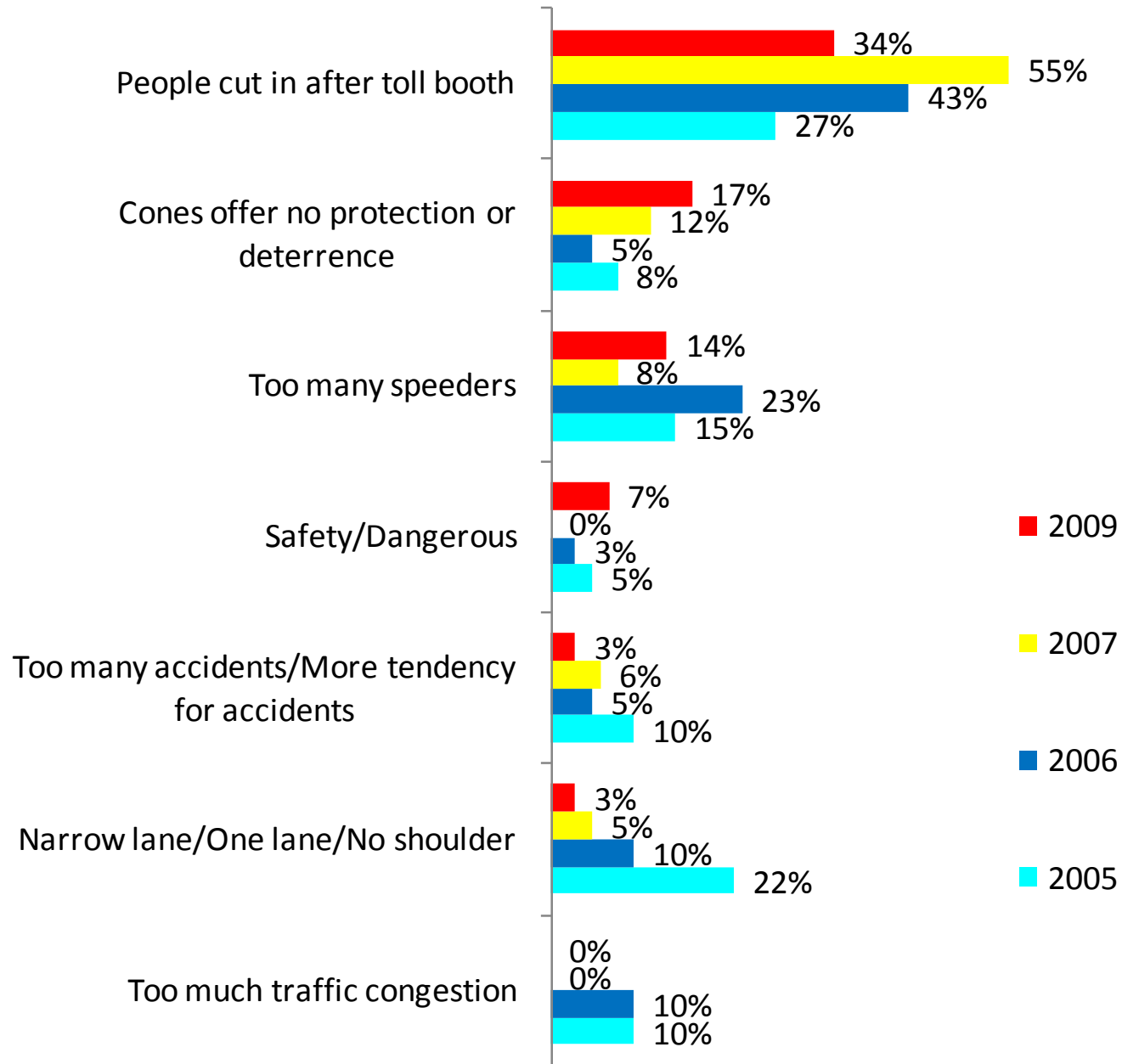
Description	2005	2006	2007	2009
- No complaints	28%	28%	24%	33%
- Too expensive	27%	22%	17%	22%
- Lanes still congested	14%	10%	22%	13%
- People cutting into lanes	8%	10%	7%	8%
- Rates increase too often	20%	16%	10%	7%

# How would you rate the overall safety of the 91 Express Lanes?

- Very Safe
- Safe
- Somewhat Safe
- Somewhat Unsafe
- Unsafe
- Very Unsafe
- Extremely Unsafe



## Why do you feel this way? (not safe – around 14%)

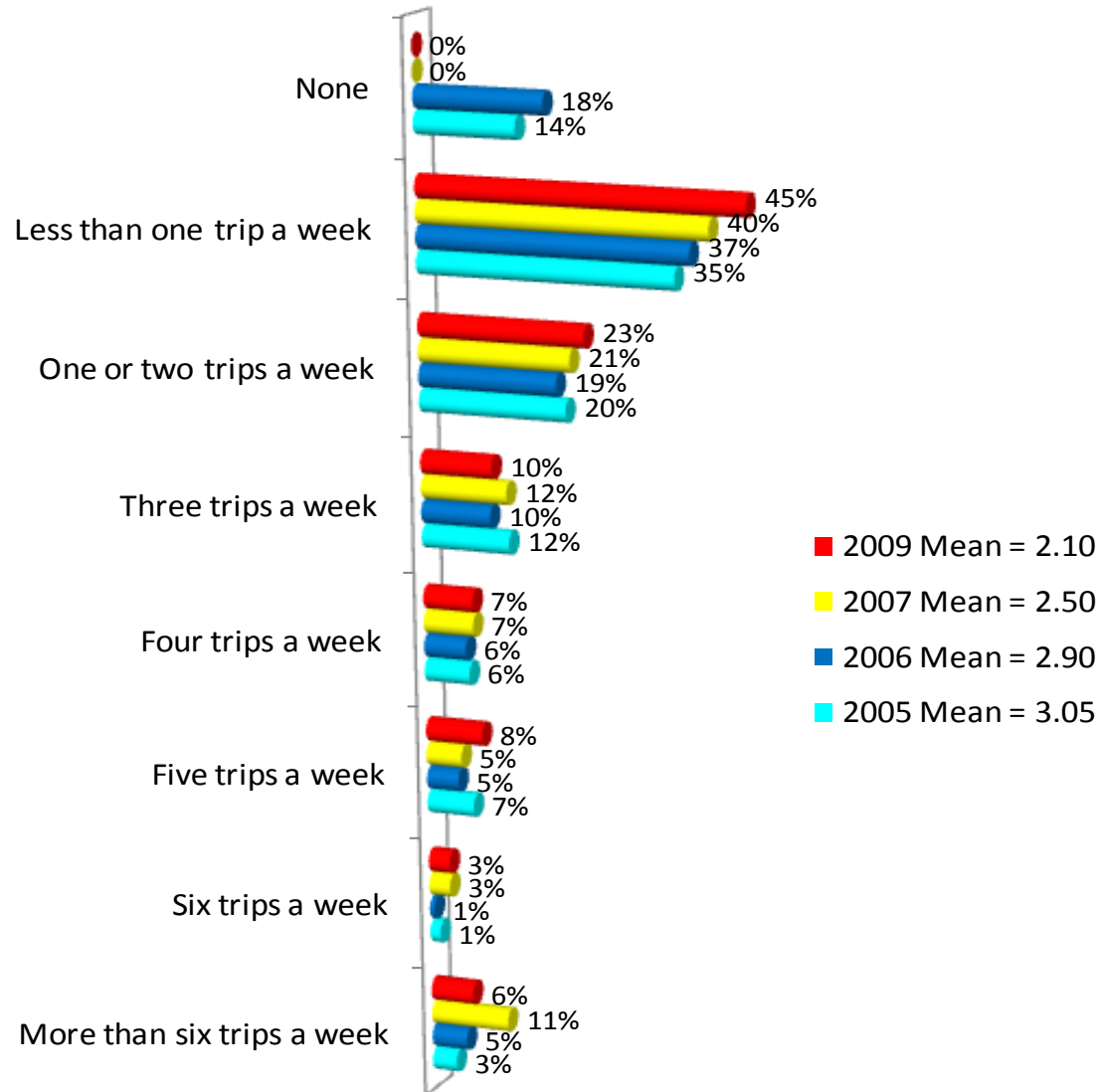


# Usage on the 91 Express Lanes

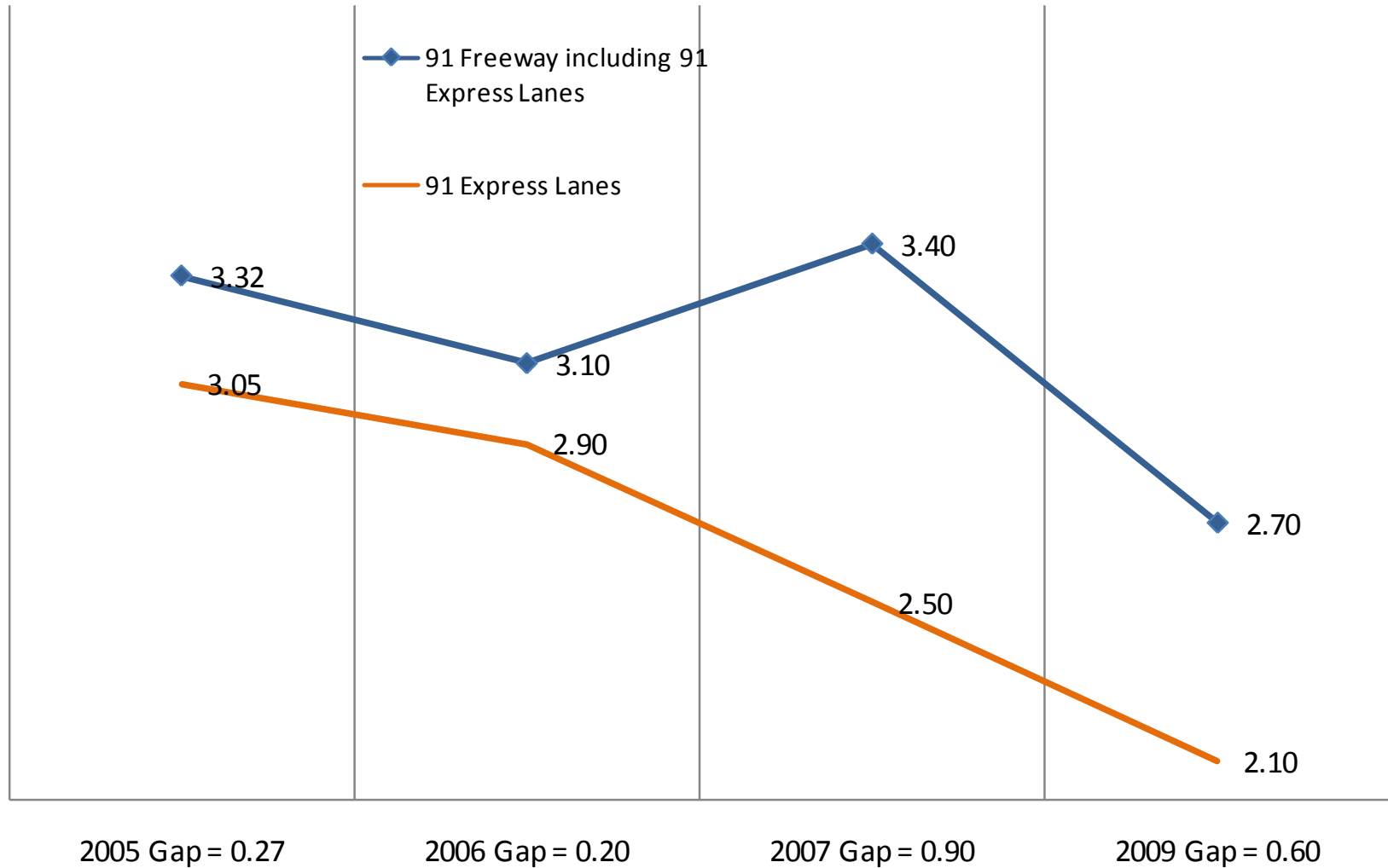
- Customers are loyal
  - 50% more than 10 years
- Among 50% customers, travel originates from:
  - Cities of Corona, Riverside, Winchester
  - North Orange County areas
- Slightly less travel on the 91 Express Lanes and the 91 corridor



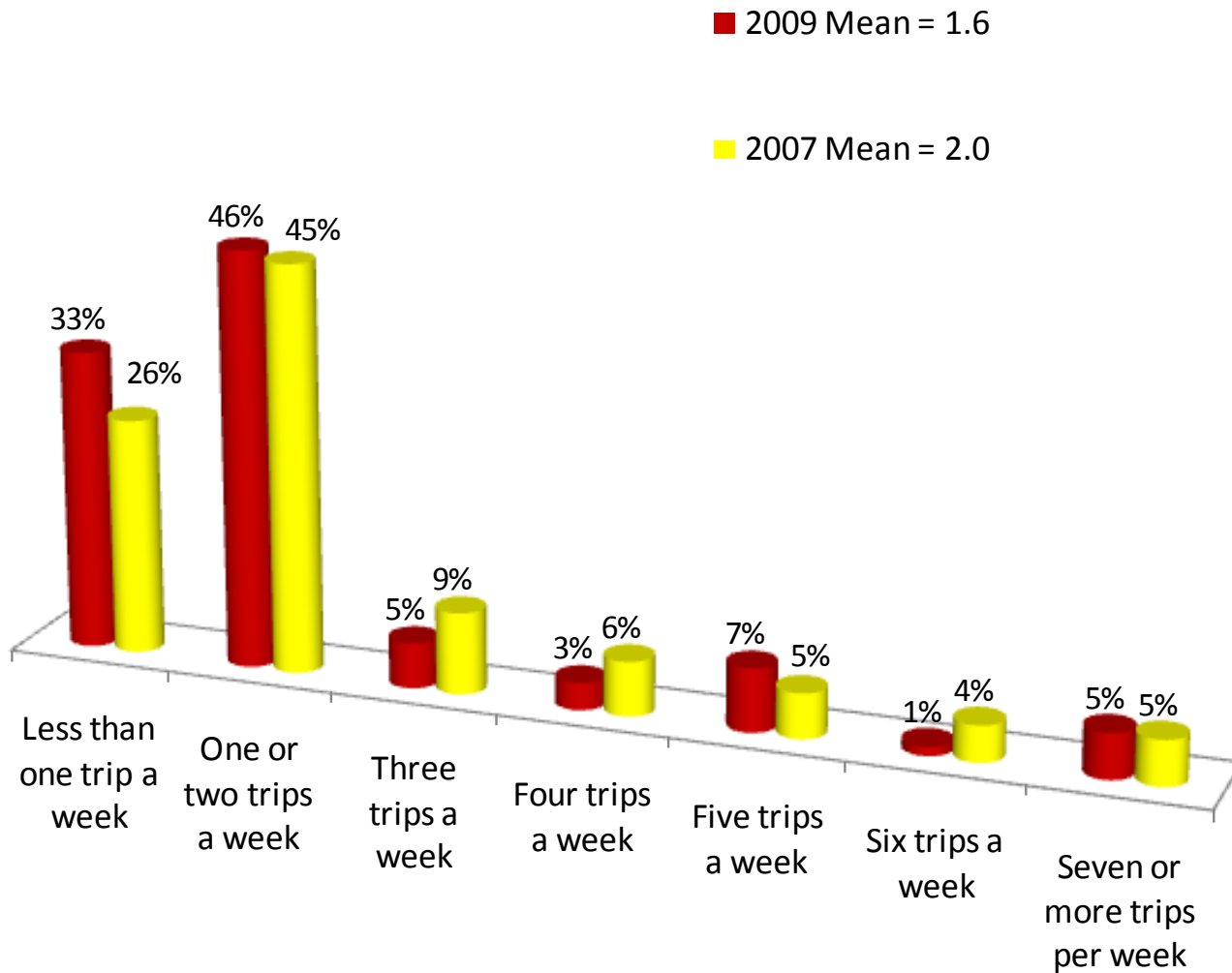
# Approximate number of weekly one-way trips on the 91 Express Lanes



# Mean number of weekly one-way trips on 91 Express Lanes and 91 corridor

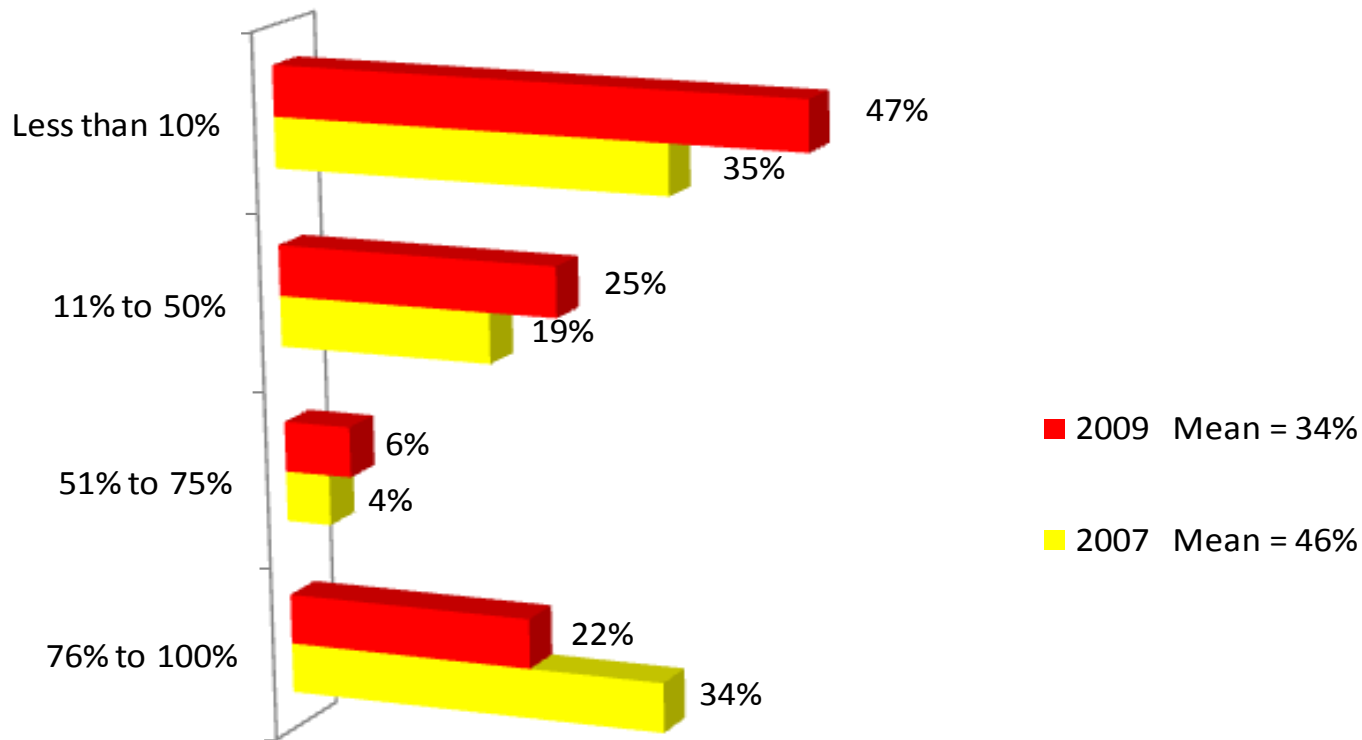


# How many weekly trips on the 91 Express Lanes are during rush hours (5-8 a.m. & 4-7 p.m.)?

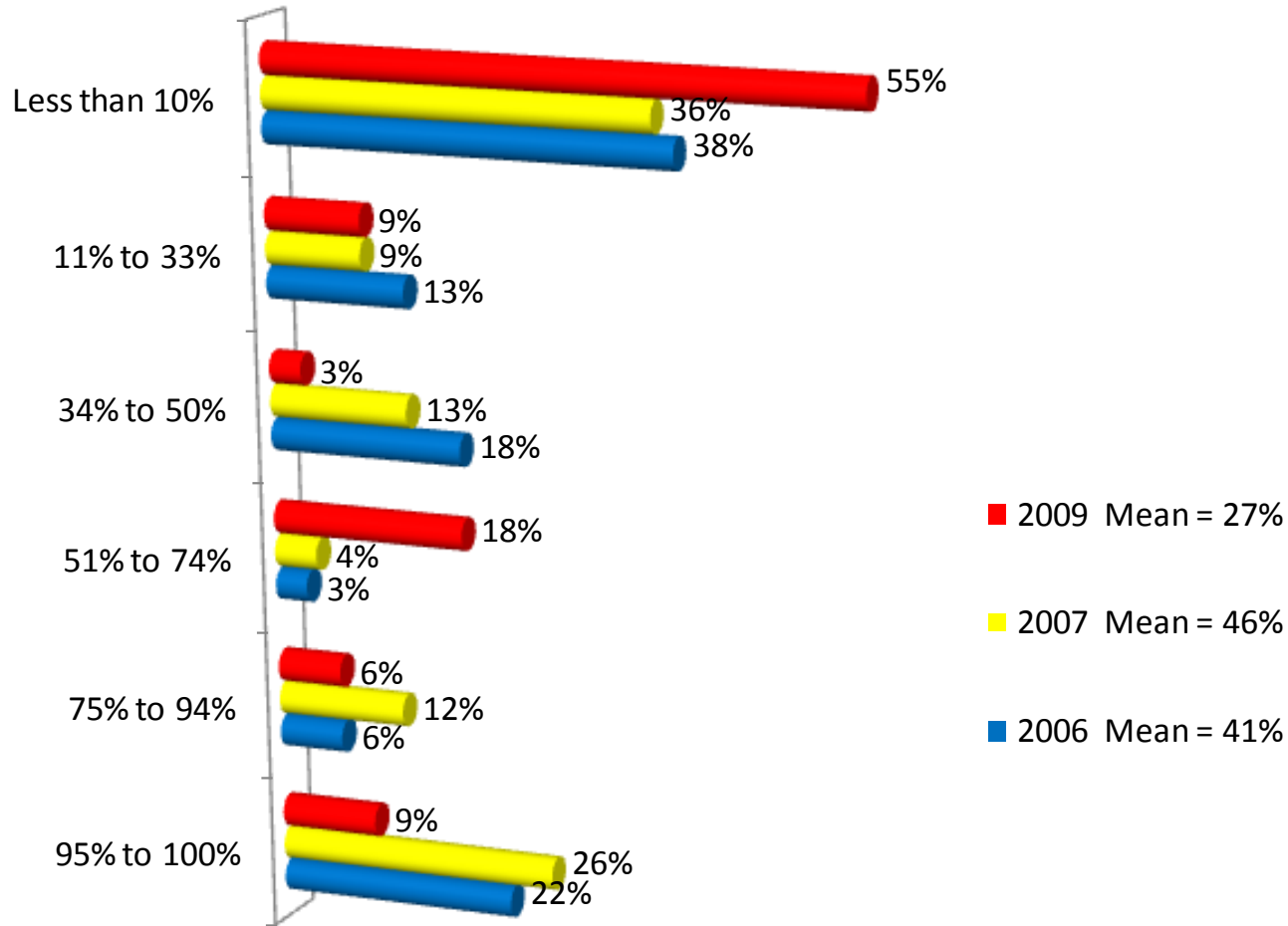




As a percent of your total travel on the 91 corridor, what percent of the time do you use the 91 Express Lanes during non-rush hours, excluding weekends?



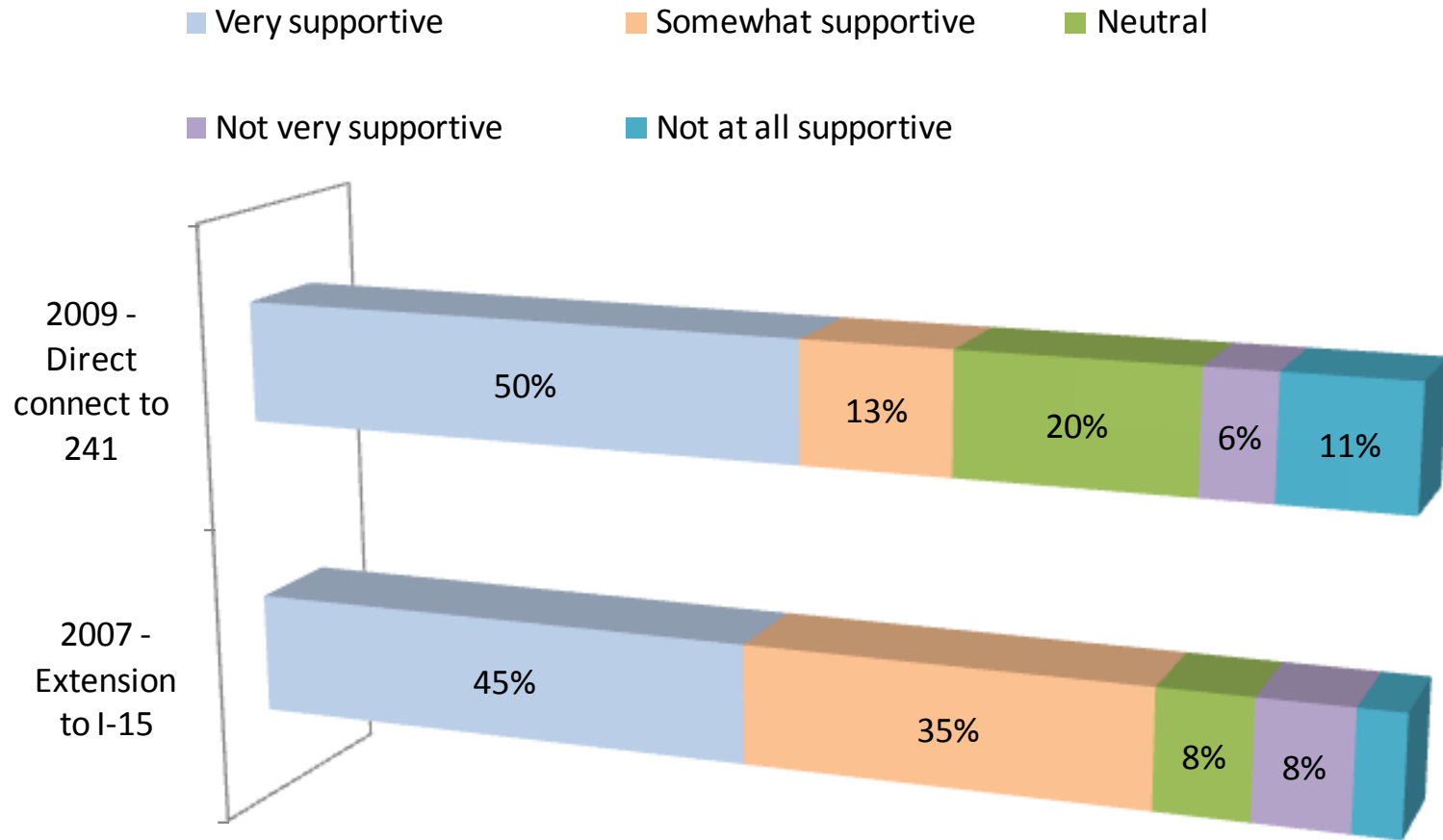
# What percentage of the time do you use the 91 Express Lanes on weekends?



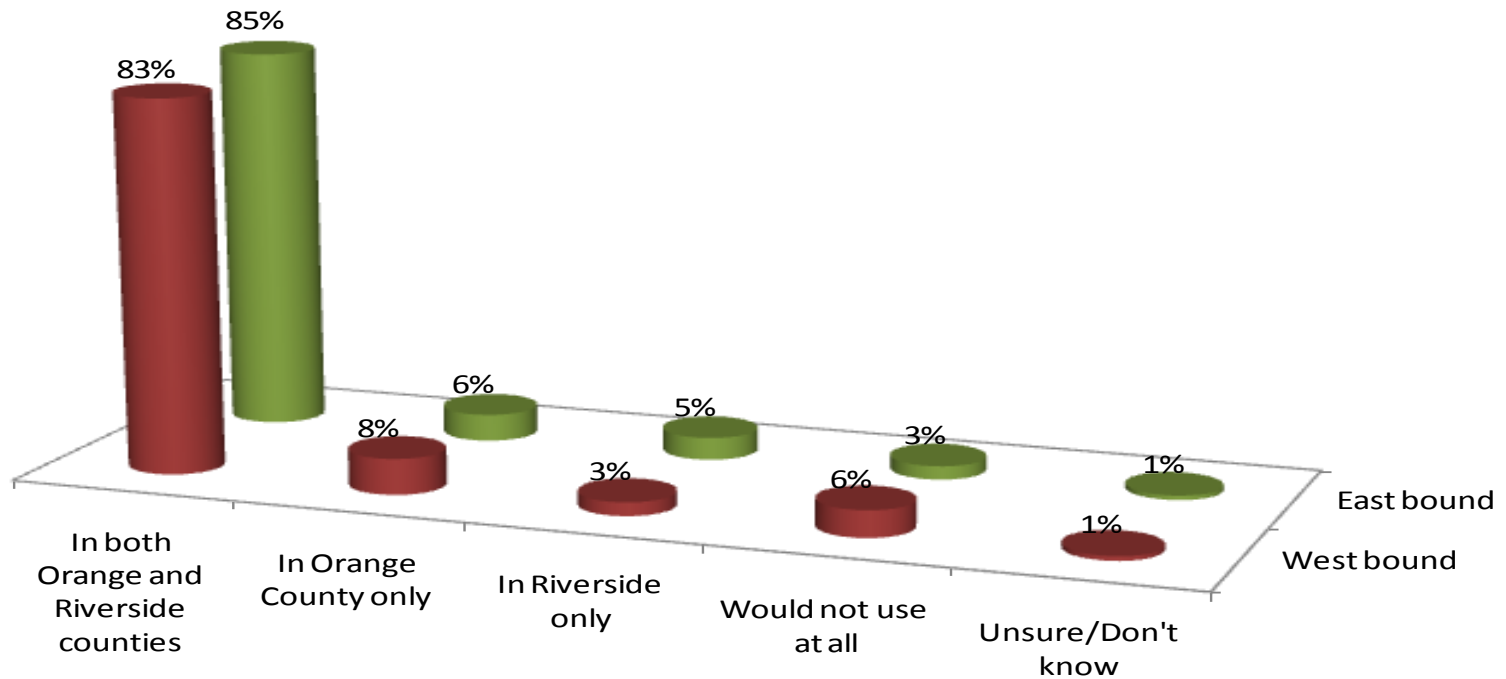
# Customer Characteristics

Description	2005	2006	2007	2009
Average Age	45	54	48	52
Percent Male	55%	52%	62%	52%
Percent Female	45%	48%	38%	48%
Full Time Worker	52%	43%	58%	64%
Average Household Income	\$77,325	\$78,000	\$95,200	\$101,700
Some College Education	86%	82%	83%	90%
Ethnicity				
- Caucasian	78%	73%	70%	74%
- Hispanics	9%	7%	13%	11%
- African-American	2%	5%	4%	4%
- Asian			6%	4%

# Support for Future Projects



# Would You Use the 91 Extension to I-15?



# Additional Observations

- Favored:
  - Real time traffic coverage
  - E-mail communications
- Awareness
  - Low in toll decrease
  - High in contacting customer service; website and lower shoulder hour charges
- Other
  - Use of Metrolink and bus down



# Recommendations

- Enhance e-communications
- Research solutions for cones/lane cutters
- Explore real-time traffic reporting
- Promote shoulder hour travel
- Increase communication about toll decreases



# Questions

Thank You !



# Holiday E-mail Blast

*Let it flow,  
let it flow,  
let it flow!*

**GIVE 91 EXPRESS LANES' GIFT CERTIFICATES.**

Who couldn't use a little more time? This holiday season share your time-saving secret. Give your family and friends 91 Express Lanes' gift certificates. They'll get a faster commute and have more time to enjoy life.



Click on the transponder to find out more about purchasing 91 Express Lanes' gift certificates.

*Happy Holidays from the 91 Express Lanes!*



# Toll Decrease E-mail Blast



We're rolling back toll prices again on the 91 Express Lanes, this time for two hours in the eastbound direction.

<b>WED 3 - 4pm</b>	<b>FRI 2 - 3pm</b>
<b>\$5.45</b>	<b>\$4.10</b>
	
<b>\$4.95</b>	<b>\$3.60</b>

Starting January 1, 2010, the toll rates will be adjusted on Wednesday from 3 pm - 4 pm, from \$5.45 to \$4.95 and on Fridays, 2 pm - 3 pm from \$4.10 to \$3.60.



Enjoy the savings, enjoy the drive.

