



# 91 Express Lanes Customer Satisfaction Survey



Board of Directors Meeting  
December 10, 2007



- 600 telephone surveys
  - 75% OCTA, 25% TCA\*
- Randomly selected numbers
- Frequent users adequately represented
  - About 50% with 3 or more trips / week

\* *Transportation Corridor Agencies*

## Determine:

- Changes in usage patterns
- Customer attitudes and perceptions
- Customer satisfaction and characteristics
- Awareness of communication channels
- Differences in frequent and less frequent users
- Awareness and perception of proposed toll road extension to Interstate-15

# Customer Satisfaction



	2005	2006	2007
<b>Overall satisfaction</b>	86%	85%	81%
<b>Perceive 91 Express Lanes as safe</b>	72%	73%	72%
<b>Reasons unsafe:</b>			
- People cutting in after toll booth	27%	43%	55%
- Cones offer no protection or deterrence	8%	5%	12%
- Too many speeders	15%	23%	8%
<b>Greatest concern about 91 Express Lanes travel:</b>			
- Toll lanes congested	14%	10%	22%
- Too expensive	27%	22%	17%
- Rates increase too often	20%	16%	10%

- TCA customers and infrequent users slightly more satisfied
- TCA customers somewhat more likely to complain about lane cutters and lanes too short
- Frequent users slightly more likely to say too expensive

# Toll Road Usage



	2005	2006	2007
<b>Percent of sample size using:</b>			
- 91 Express Lanes	95%	97%	100%
- 241 Toll Road	27%	32%	26%
<b>Average number of one-way trips per week:</b>			
- 91 Express Lanes	3.05	2.90	2.50
- Riverside Freeway (State Route 91)	3.32	3.10	3.40
<b>Perceived time savings:</b>			
- Morning	24.33	28.80	27.40
- Afternoon	29.45	38.40	38.70

- TCA customers more likely to use a variety of toll roads
- Frequent users more likely to estimate increased time savings in the afternoon, an increase in usage and less trips on the weekend

# Customer Characteristics



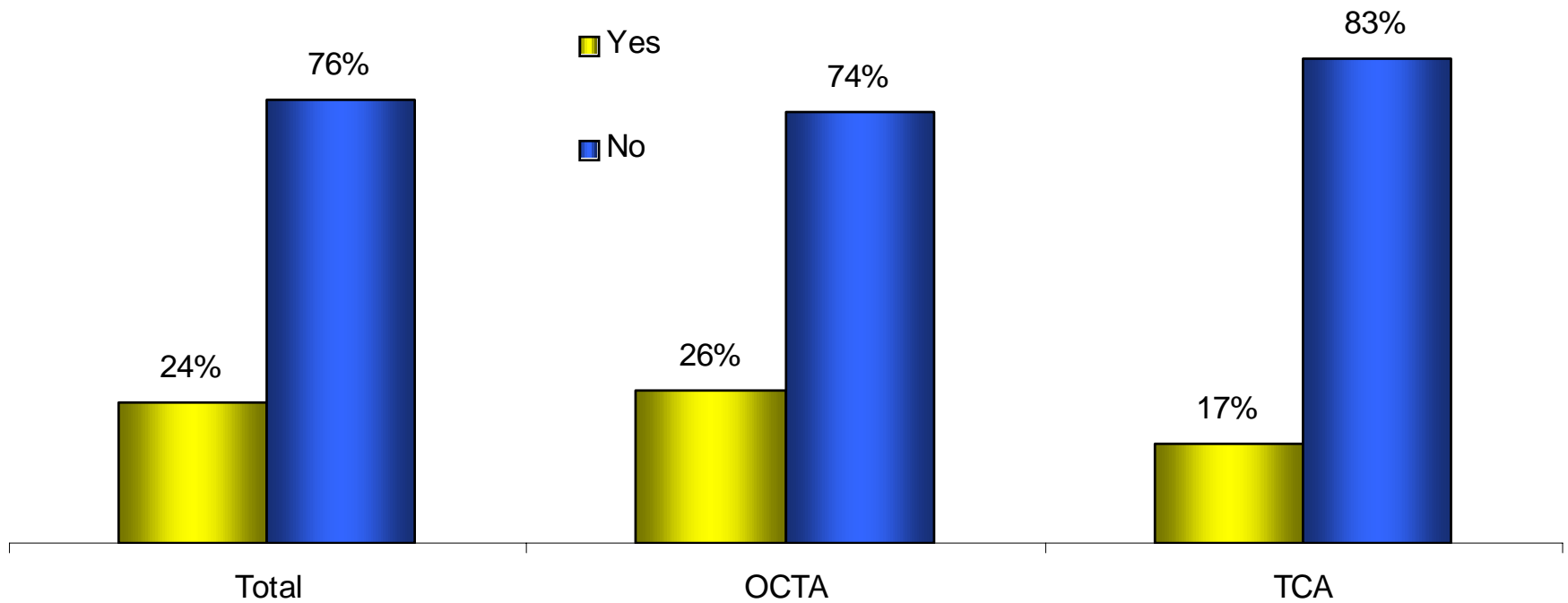
	2005	2006	2007
<b>Average age</b>	45	54	48
<b>Percent male</b>	55%	52%	62%
<b>Percent female</b>	45%	48%	38%
<b>Average annual household income</b>	\$77,325	\$78,000	\$95,200
<b>Percent employed full-time</b>	52%	43%	58%
<b>Self-reported average monthly spending on tolls</b>	\$26.33	\$25.15	\$28.60

- *TCA customers more likely to be self-employed*
- *Frequent users more likely to have a higher annual household income*
- *Less frequent users more likely to be slightly older*

# Toll Road Extension



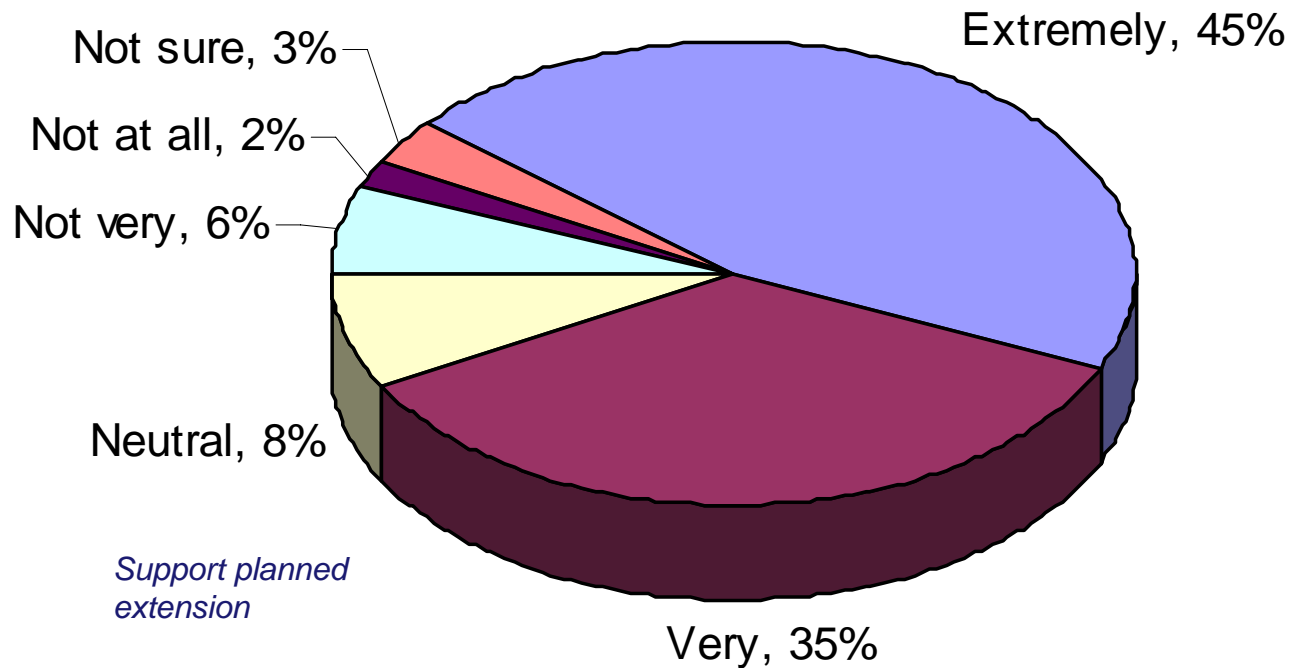
#35. Are you aware of plans to extend the 91 Express Lanes to the I-15 in Riverside County?



*Aware of plans to extend the 91 Express Lanes*

# Toll Road Extension

#36. How supportive are you of this extension?

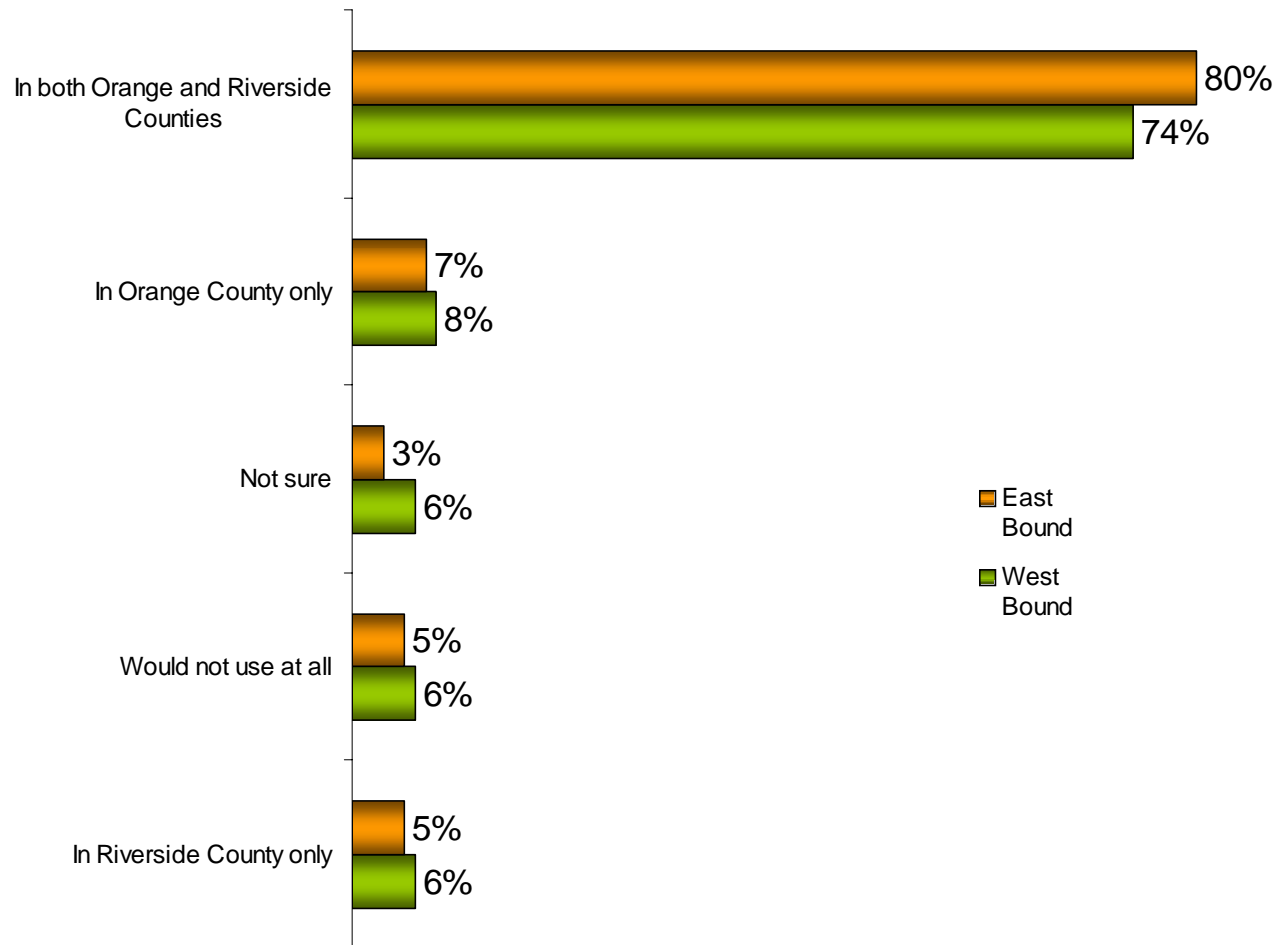




# Toll Road Extension



#37 & #38. One design proposal for the Riverside County SR-91 Toll Road extension would allow drivers to exit and enter at the county line in addition to entering at the beginning and exiting at the end of the express lanes. **Based on this, would you use the 91 Express Lanes...**



# Additional Observations



<b>Preferred method of communication</b>	<b>2006</b>	<b>2007</b>
- Mail	67%	53%
- Email	4%	44%

- *TCA customers significantly more likely to prefer email*

# Additional Observations

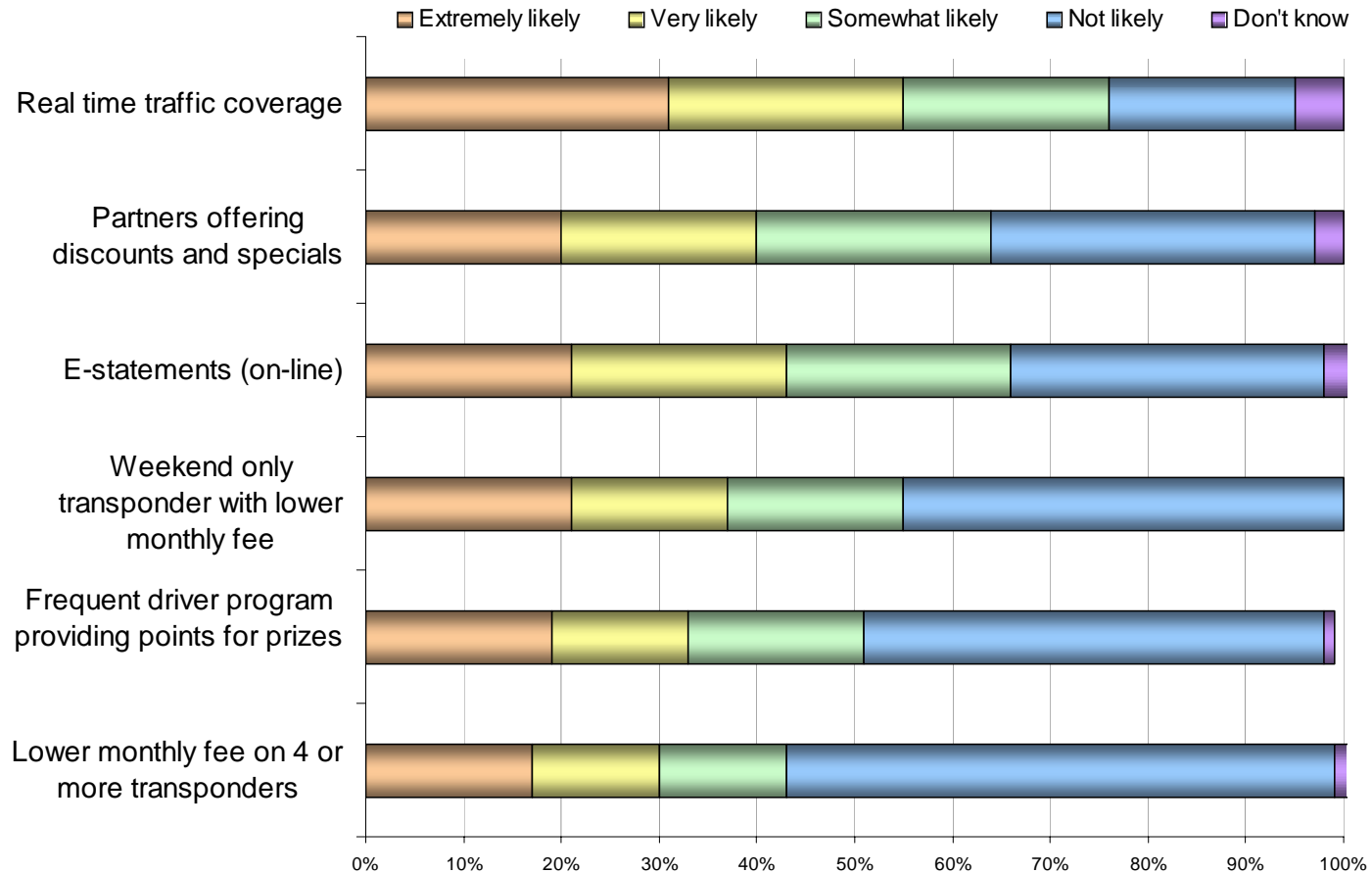


<b>How transponders are acquired</b>	<b>OCTA</b>	<b>TCA</b>
- 91 Express Lane Customer Service	51%	9%
- Called, then mailed	21%	30%
- Internet request, then mailed	14%	43%
- OCTA Customer Service	9%	9%
- Costco	1%	3%

# Additional Observations



#26. As I read a list of potential new and expanded features for the 91 Express Lanes, please tell me if you are extremely (4), very (3), somewhat (2), or not likely (1) to utilize this feature.



• TCA customers more likely to use e-statements

- Satisfaction still high
- Price sensitivity is low
- Keeping lanes free flowing top priority
- Solving “lane cutting” important
- Trend toward email communication