

# 91 Express Lanes 2011 Customer Satisfaction Survey



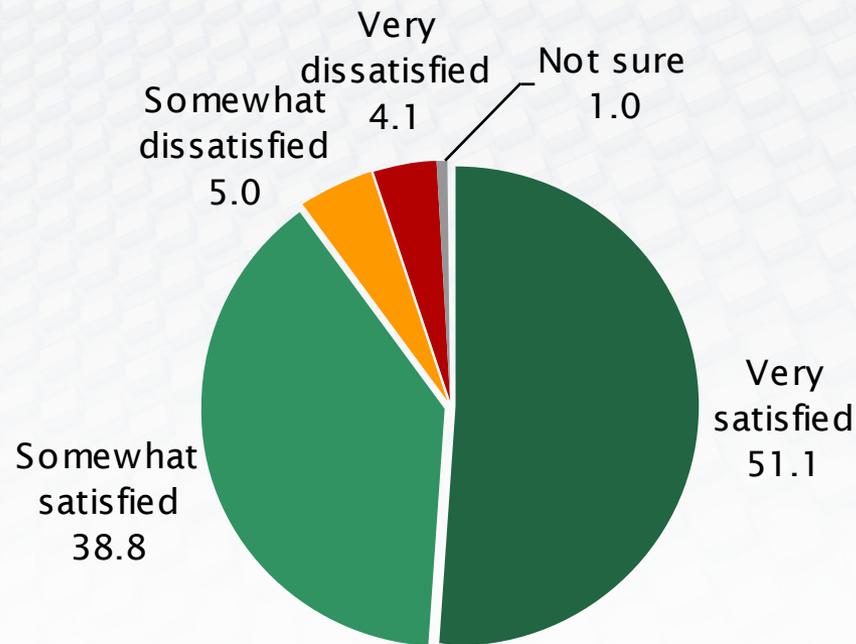
# Purpose of Study

- Profile travel behavior on 91 Express Lanes
- Identify importance of performance standards
- Measure satisfaction with 91 Express Lanes
  - Overall
  - Regarding specific performance standards
- Measure perceptions of OCTA's management of lanes
- Identify customers' exposure to OCTA's communications and preferences for receiving information

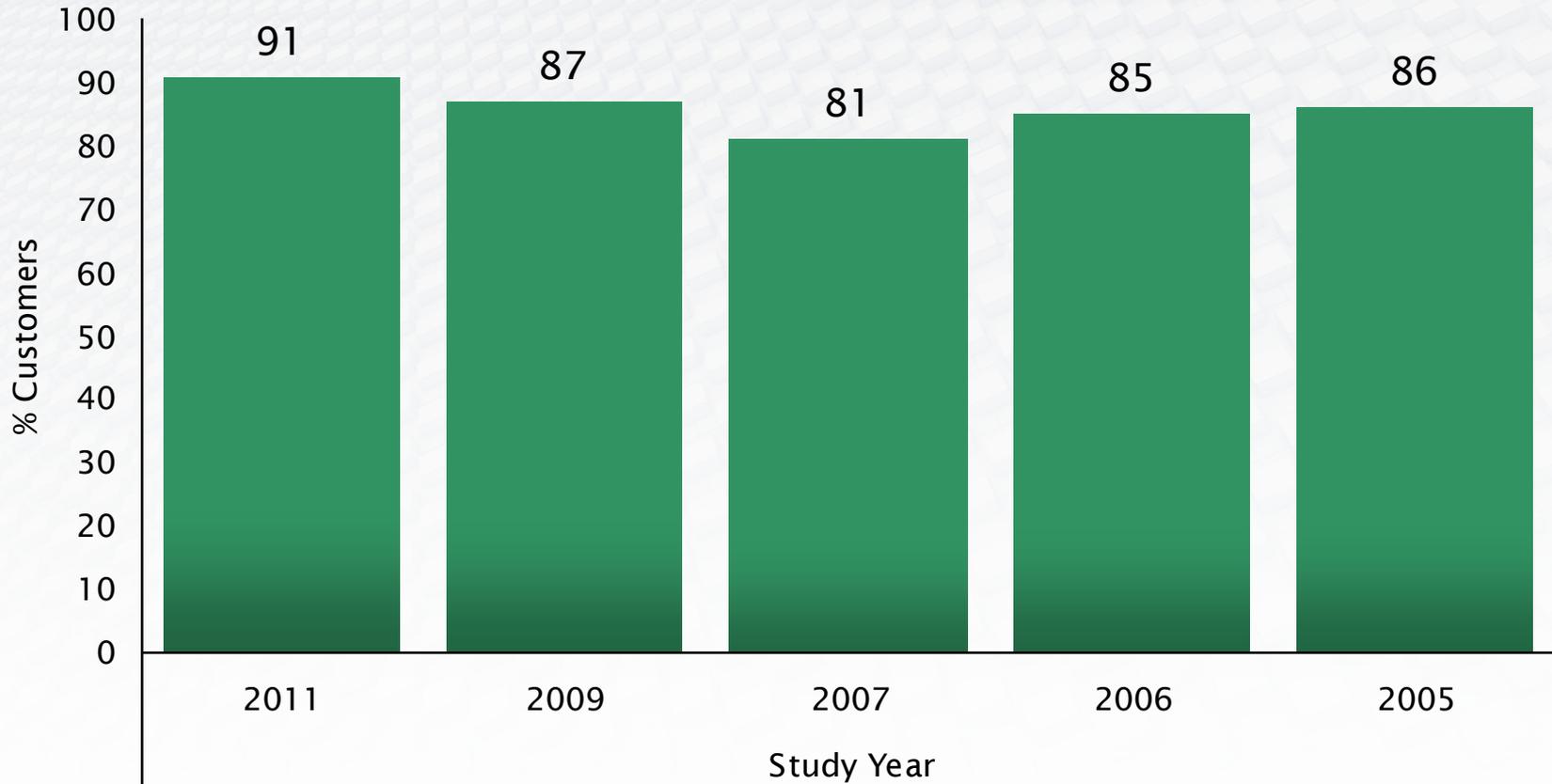
# Methodology of Study

- Mixed-method design
  - Web survey with email invitation
  - 15-minute telephone survey
- 1,000 customers
  - 630 web
  - 370 phone
- Conducted Sept 19<sup>th</sup> to Sept 26<sup>th</sup>, 2011
- Overall margin of error:  $\pm 3.07\%$

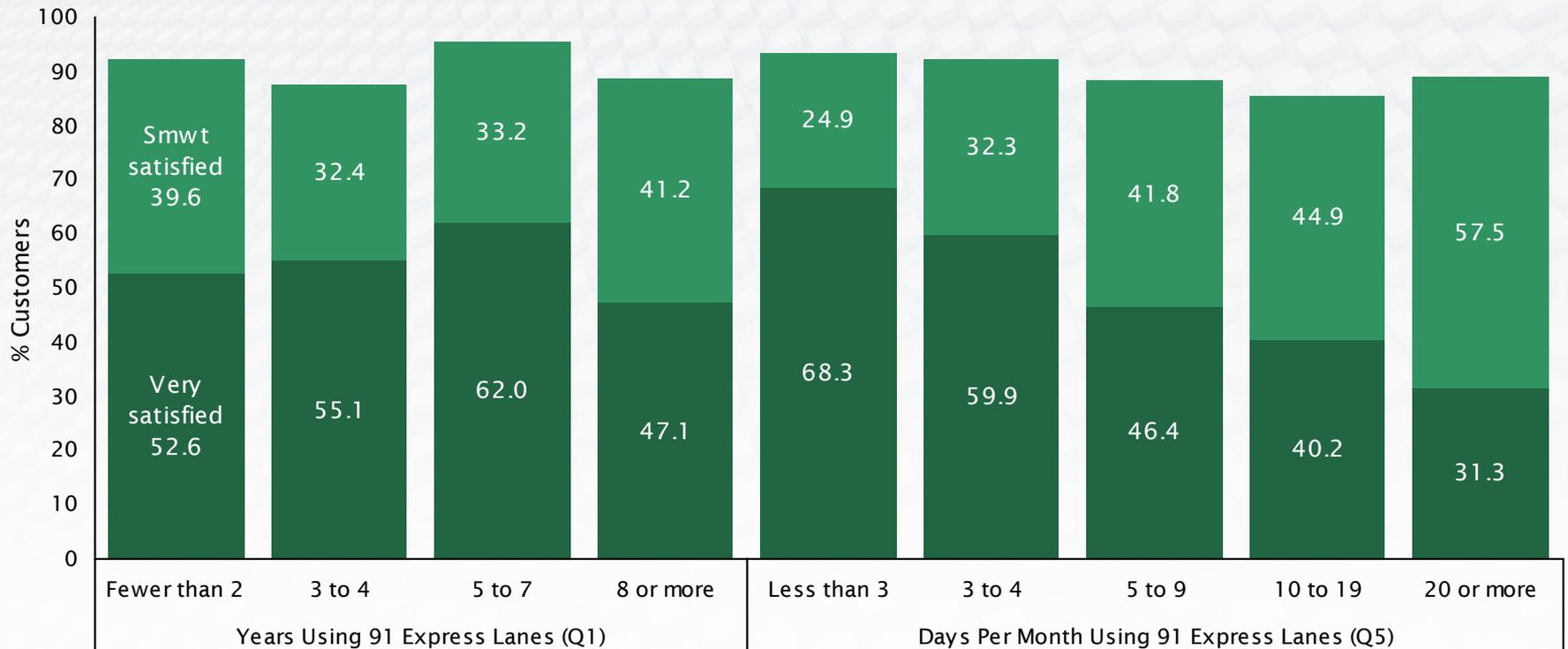
# Overall Customer Satisfaction



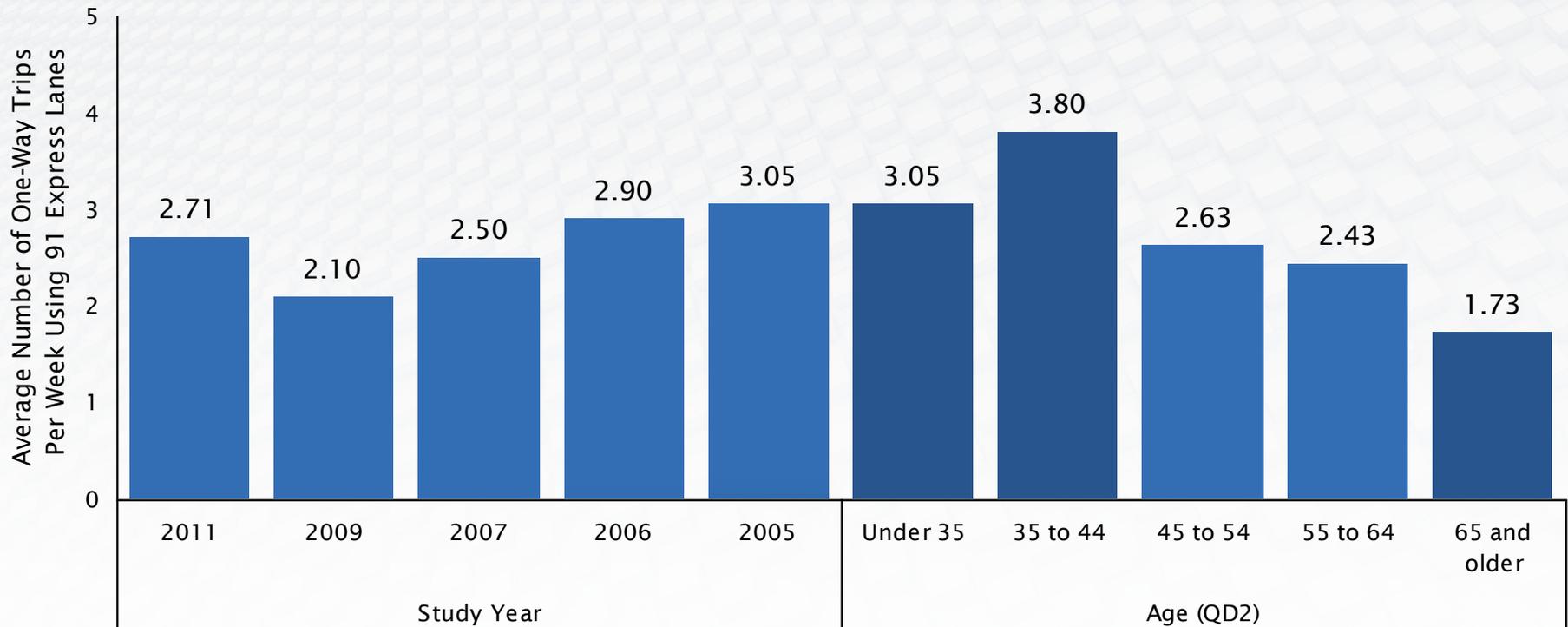
# Customer Satisfaction by Year



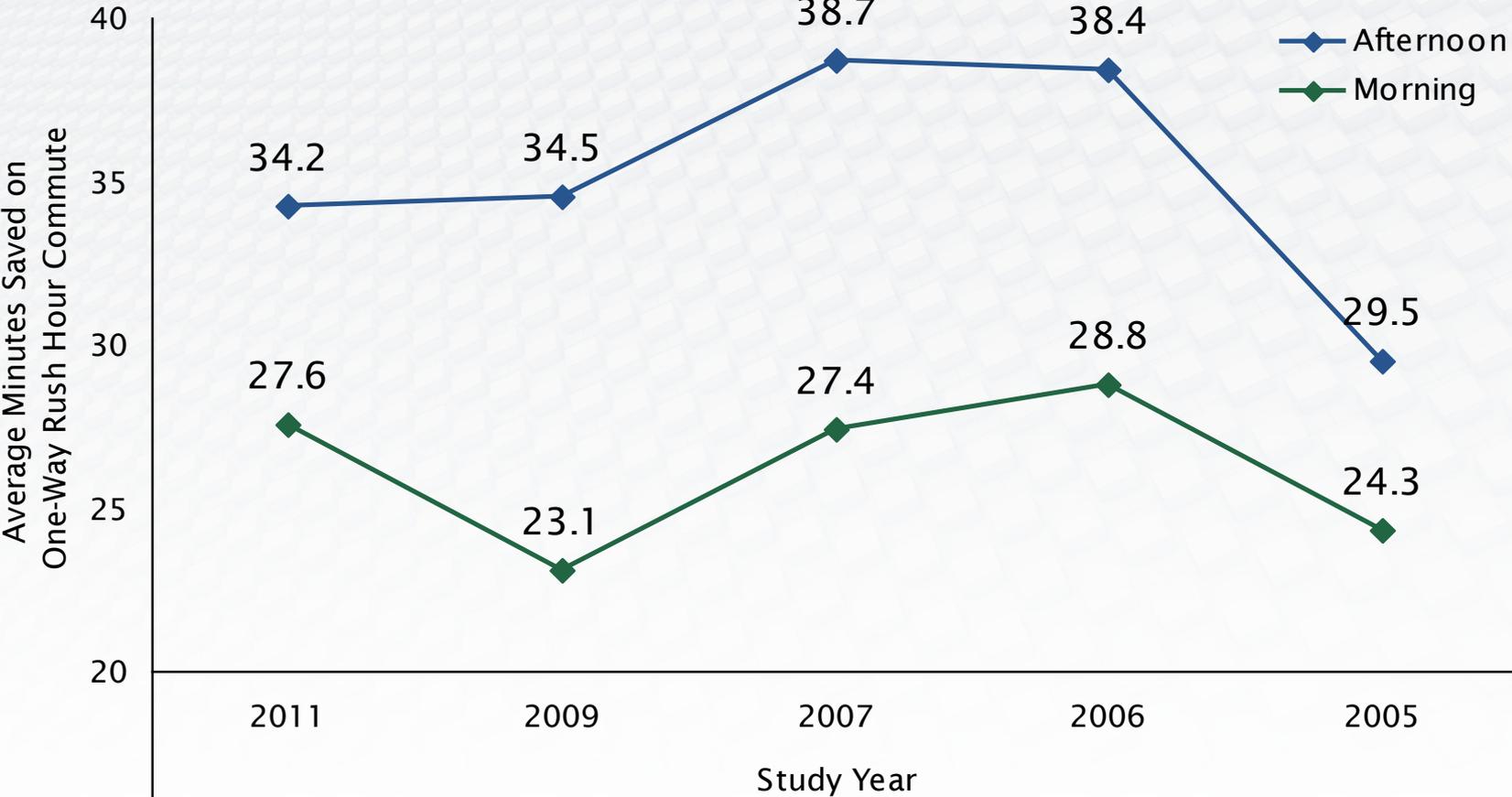
# Satisfaction by Years & Usage



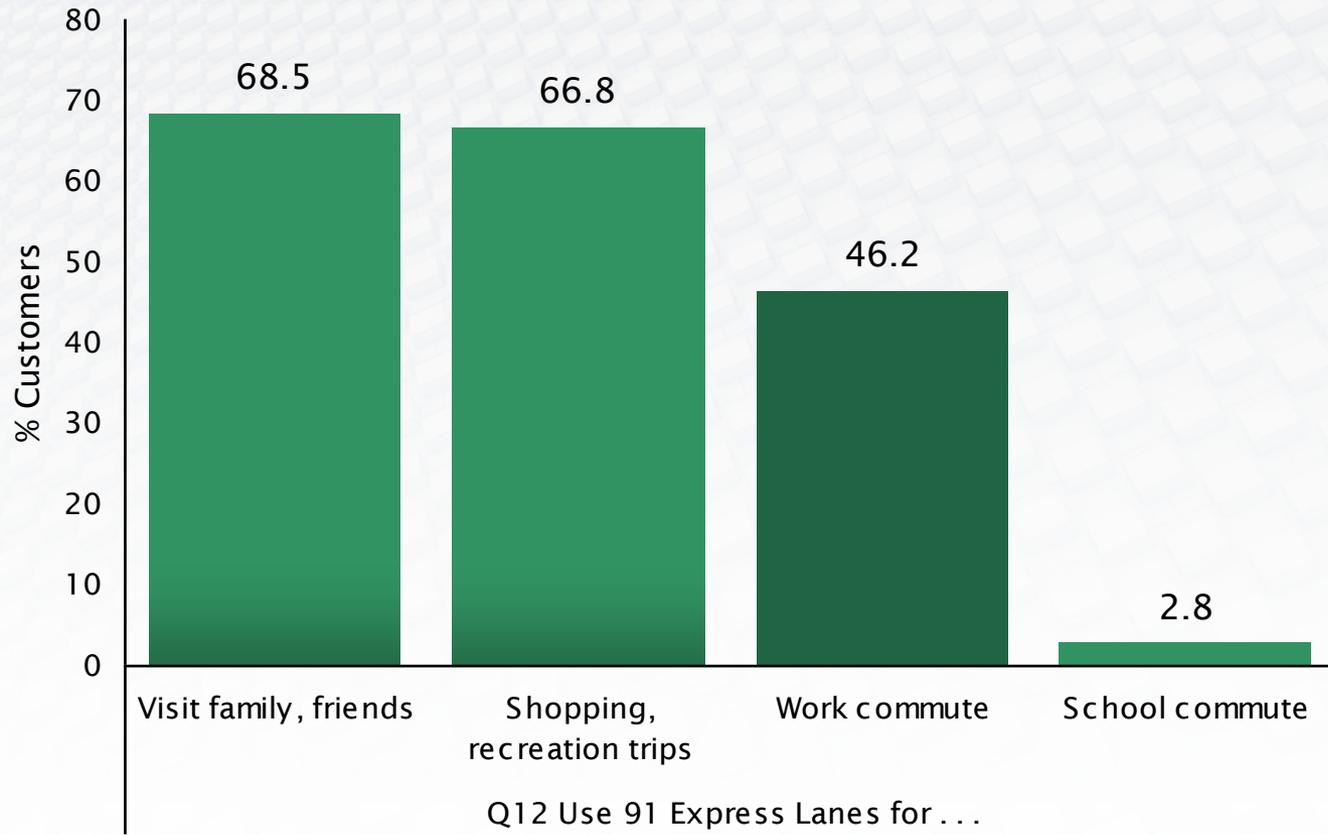
# Average One-Way Trips



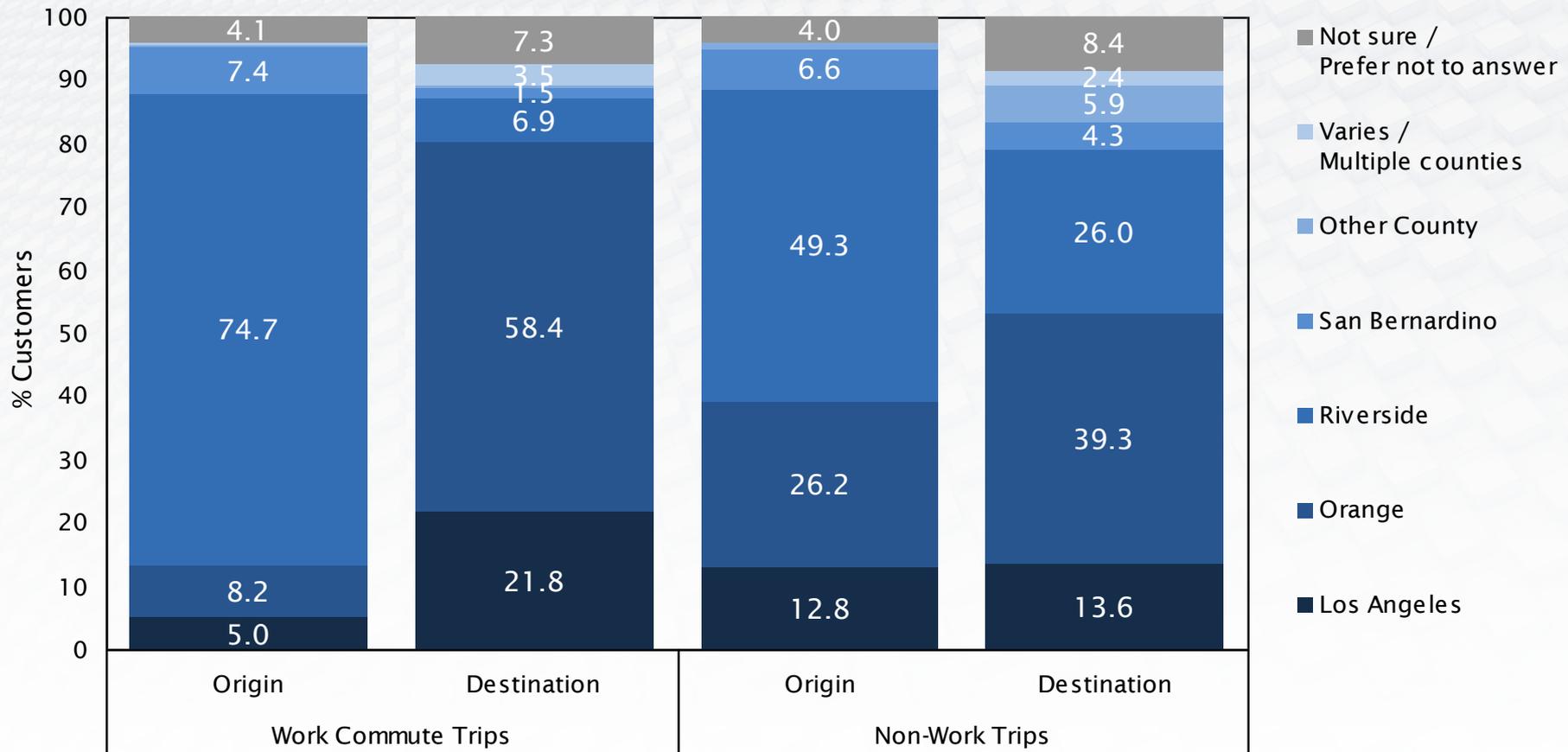
# Minutes Saved on One-Way Commute



# Express Lanes Usage

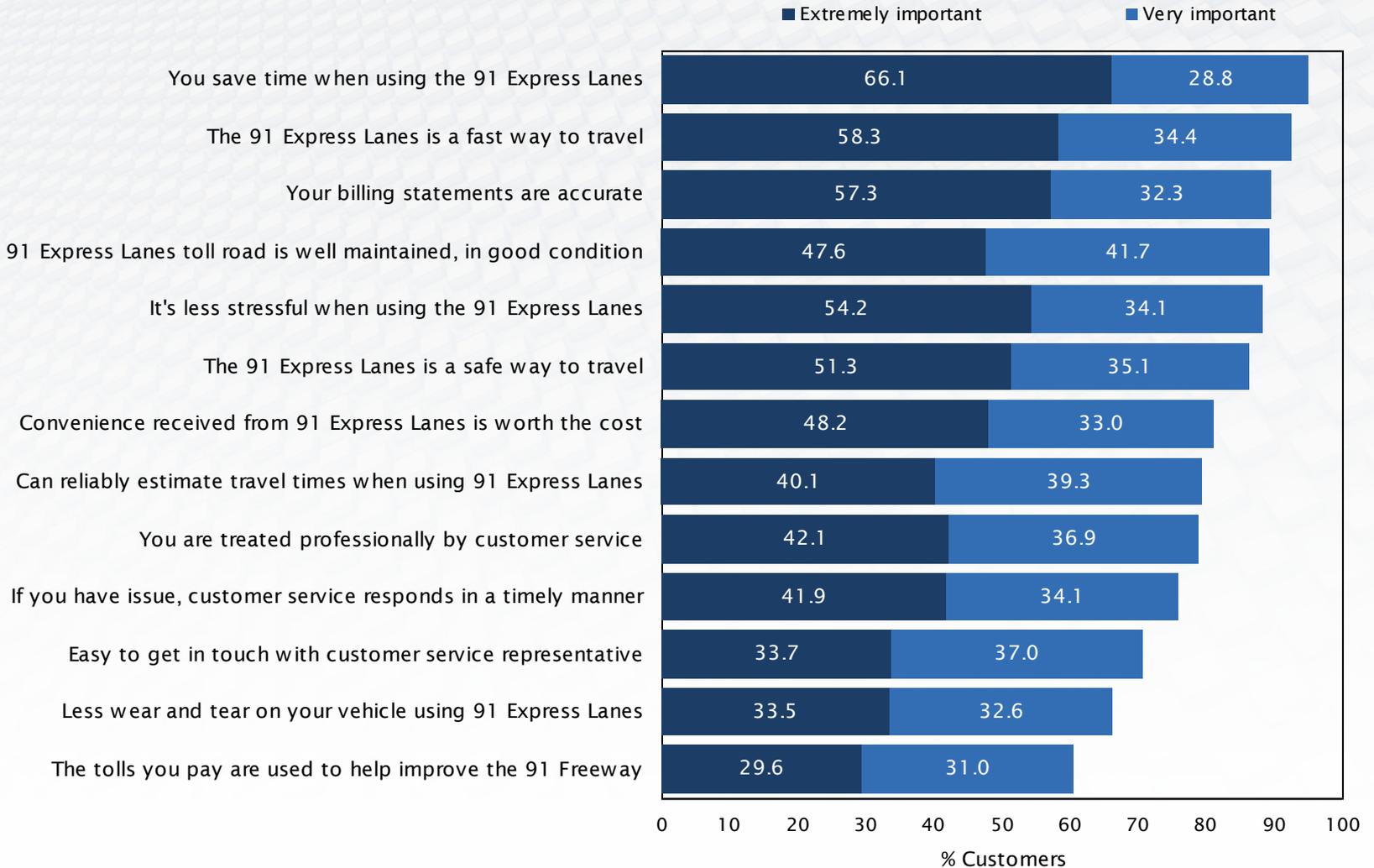


# Origin & Destination

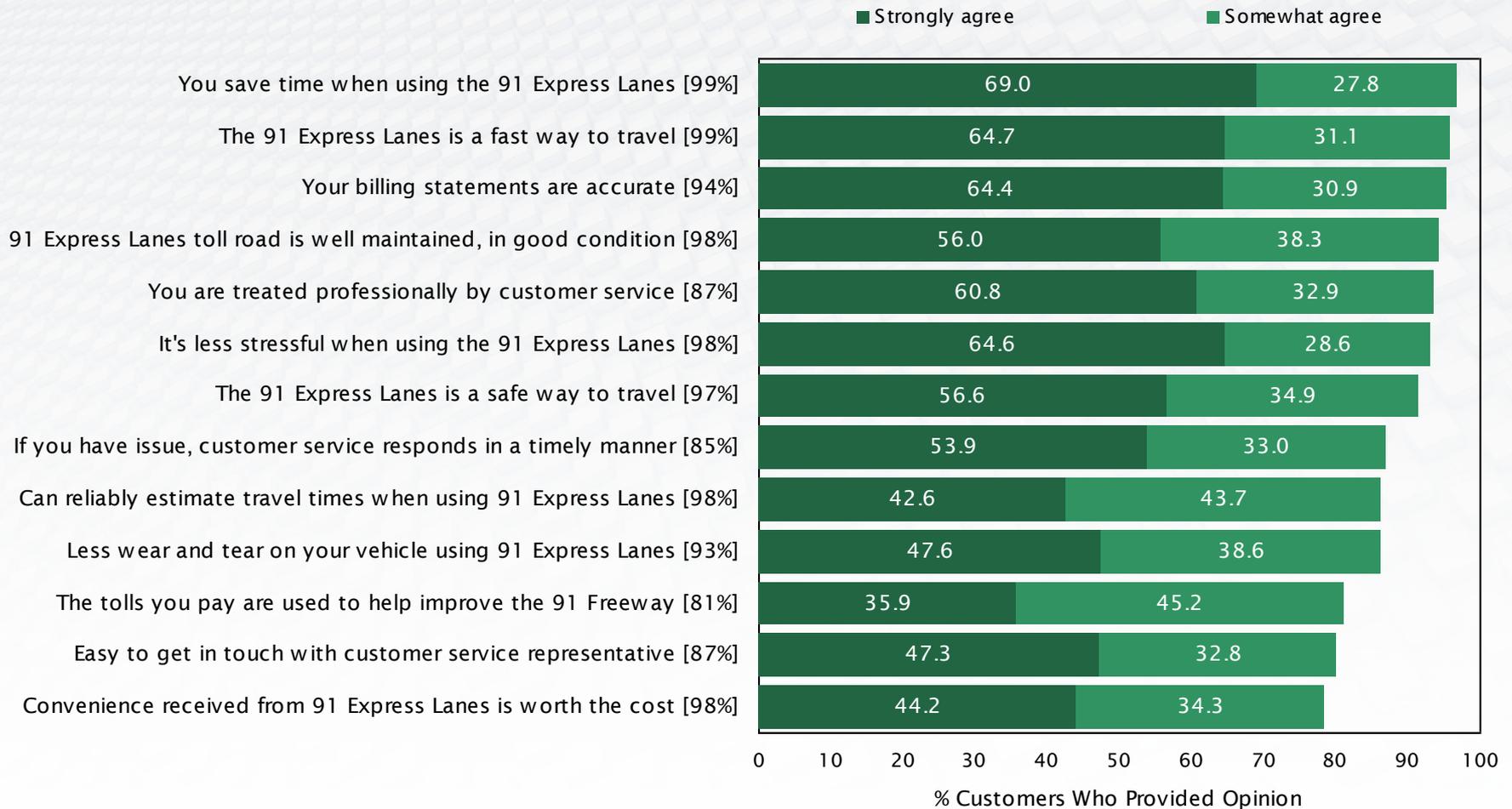


# Importance of Performance Standards

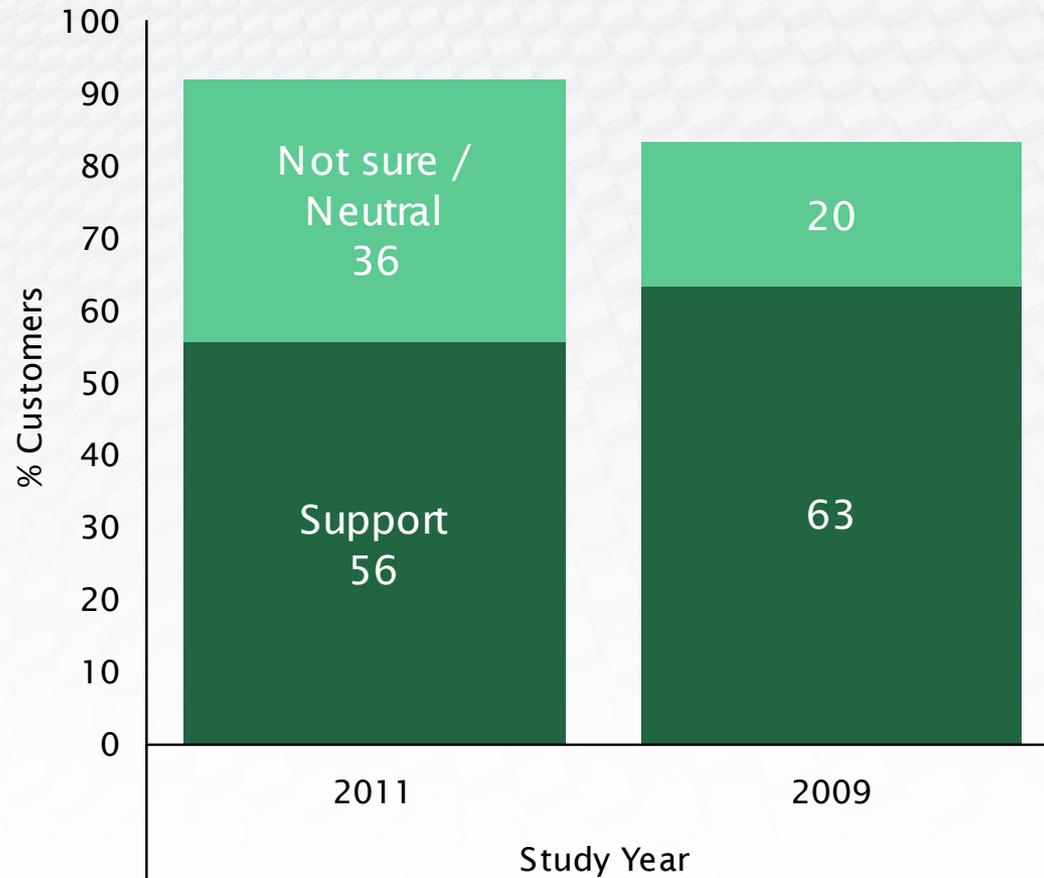
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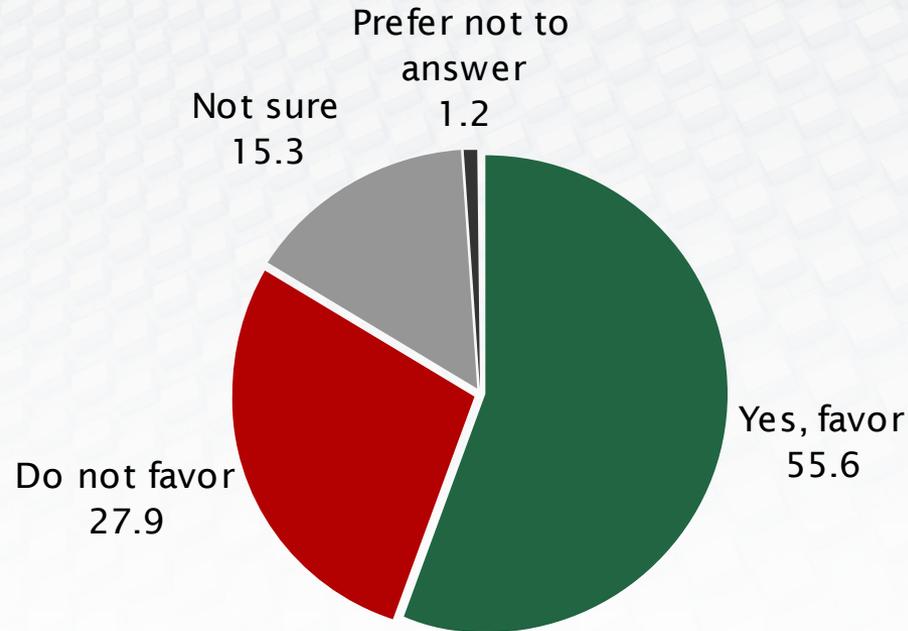
# Agree with Performance Statements



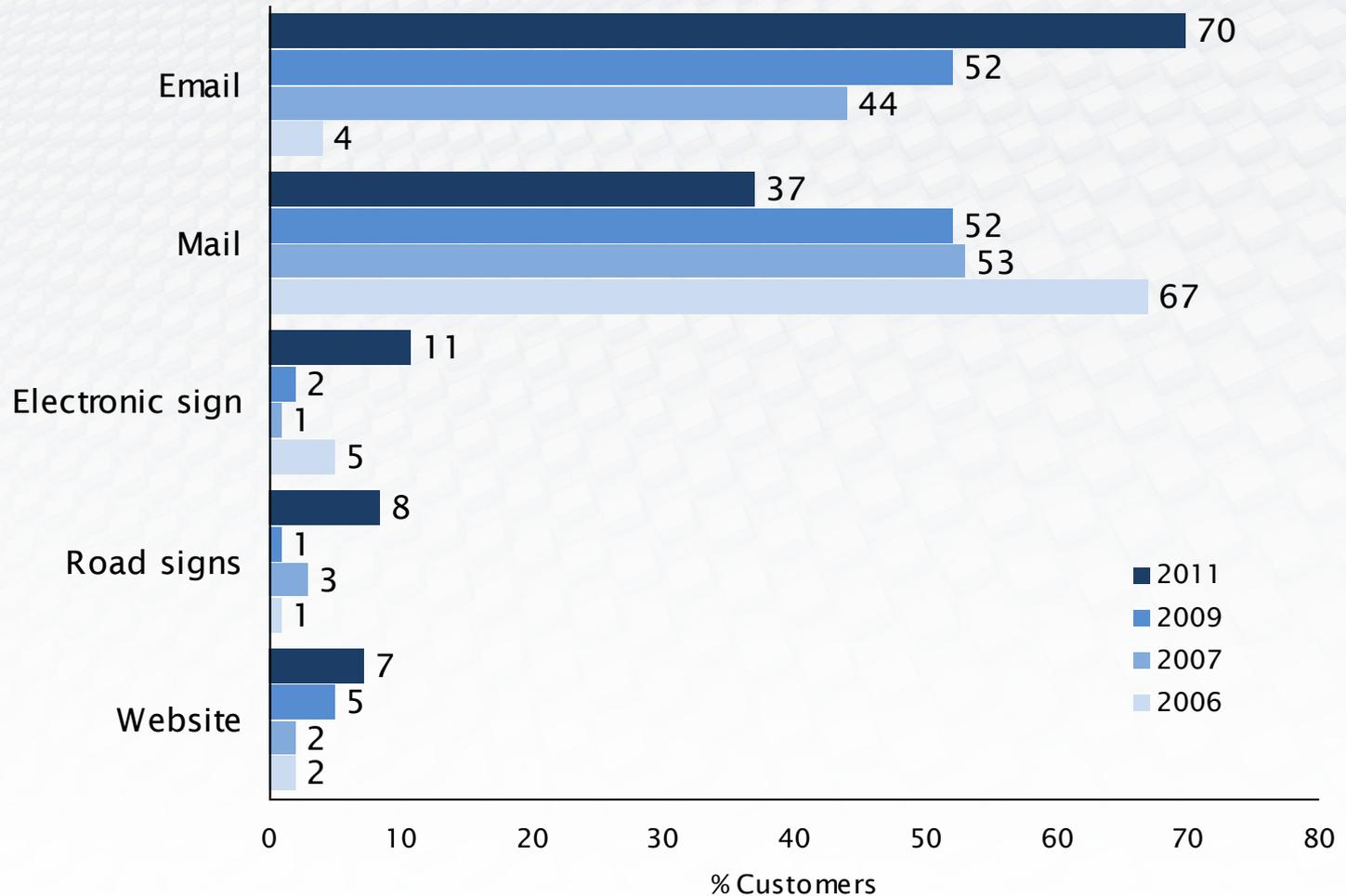
# Support for Direct Connect to SR-241



# Setting Toll to Promote Free-Flow



# Preference for Receiving Information



# Key Findings & Conclusions

- High levels of customer satisfaction
  - Satisfaction is also highest for the standards that customers care about most
- Customers care most that the lanes save time, traveling fast, billing statements are accurate and road is well-maintained
- Customers are aware and have positive assessments of OCTA's management of the 91 Express Lanes

# Recommendations & Opportunities

- Stay the Course
- Improve perceived value
- Complete SR-91 to I-15 extension
- Complete SR-91 to SR-241 connection
- Improve accessibility of customer service representatives
- Develop programs targeted to high-frequency users