QuietRide Car Implementation Survey 2012 Summary
Fielded July 3rd through September 5th, 2012 386 Respondents

1. Were you a QuietRide Car customer prior to April 2012?
   85% of those responding were QuietRide customers prior to April 2012.

2. Which Regional Rail Line do you ride most often?
   6 lines accounted for 70% of the respondents:
   - Paoli/Thorndale 26%
   - Trenton 11%
   - Lansdale/Doylestown 10%
   - West Trenton 8%
   - Manayunk/Norristown 8%
   - Wilmington/Newark 8%

3. If you are a regular rider, what are the two trains that you ride most often (train number)?
   95 61 252 7
   9530 8 1565 7
   553 8 7841 7

4. If SEPTA were to discontinue the QuietRide Car Program, would you:
   Eighty-four percent of respondents would adapt, complain but still ride. Three percent of those responding would stop riding.

5. How many times have you selected the QuietRide Car in the last month?
   Fifty-eight percent of respondents selected the Quiet Ride Car daily.

6. Is the QuietRide Car easy to identify?
   Seventy-eight percent of respondents indicated the QuietRide Car was easy to identify.

7. Do Train Crews announce that the first car is the QuietRide Car?
   Thirty-four percent of respondents reported that announcements were regularly made. Sixty-one percent said that announcements were sometimes made but not always.
8. Is the QuietRide Car signage in the car and reminder announcements effective in keeping passengers informed about program rules?
   Respondents were evenly split on the effectiveness of signage and announcements. Forty-nine percent Yes; fifty-one percent No.

9. Do SEPTA conductors monitor the QuietRide Car and attempt to correct infractions?
   Fifty-seven percent of those responding reported that conductors sometimes corrected infractions; twenty-two percent reported that conductors did not attempt to correct infractions.

10. For the period January 1, 2012 through today how would you rate the performance of your AM train crews?
    Sixty-nine percent rated their AM crew “good”.

11. For the period January 1, 2012 through today how would you rate the performance of your PM train crews?
    Fifty-seven percent rated their PM crew “good”.

12. Regular riders usually try to board their train and sit in the same general area on each trip. Do you think that a new or occasional rider is aware or when he/she has boarded the first car of the train?
   Forty percent of those responding did not think occasional riders were ever aware of where they were boarding the train.
   Forty-nine percent thought occasional riders were not always aware of where they were boarding.

13. Are you able to get a seat on the QuietRide Car?
    Seventy-one percent of respondents indicated they were able to get a seat on the QuietRide Car.

14. Is the QuietRide Car experience what you anticipated?
    For seventy-eight percent of those responding the QuietRide Car met expectations.
    For ten percent of those responding the QuietRide Car exceeded expectations.
15. Do all passengers abide by the QuietRide rules or do they need to be reminded?
   Twenty-seven percent of those responding felt that most people voluntarily comply with the QuietRide rules. Fifty-eight percent of respondents thought passengers needed to be reminded.

16. Have you witnessed a customer advise another rider about QuietRide Car rules, or have you done it yourself? How would you characterize the exchange?
   Thirty-nine percent of respondents have advised another passenger of QuietRide rules. In forty-one percent of incidents the passenger were both polite and cordial. In thirty-seven percent of the incidents the informed passenger became offended and angry.

17. Have you witnessed an improvement by SEPTA personnel, in general, to communicate and educate passengers as to the QuietRide program in 2012?
   The respondents were nearly evenly split: fifty-three percent thought there was an improvement, forty-seven percent saw no improvement.

18. To reduce instances of confusion and improve compliance should SEPTA consider:
   Thirty-seven percent of respondents supported making all 3 or more car weekday trains QuietRide trains at all times. Thirty-eight percent of respondents would not change anything, just have crews make announcements.

19. Do conductors make destination and QuietRide Car announcements from the platforms as you board in Center City?
   Yes: Thirty-four percent
   No: Seventeen percent
   Sometimes: Forty-nine percent

20. Do platform station agents announce QuietRide guidelines at Center City Stations in the Afternoon/Evening?
   Yes: Fifty-two percent
   No: Seventeen percent
   Sometimes: Thirty-one percent
21. What infractions have you experienced while riding in the QuietRide Car in the last 3 months?
   - Cellphone conversations: 68 percent
   - Outside voice: 68 percent
   - Loud music from Headphones: 51 percent

22. With the QuietRide Car program substantially in place have you changed your seating selection routine?
   - Sixty-five percent of respondents have moved to the QuietRide car.
   - Seven percent have moved from the QuietRide car.

23. Do you see any difference in the quality of the QuietRide Car environment between morning and afternoon peak trains?
   - The morning ride is quieter: Fifty percent
   - They are the same: Thirty-three percent

24. Over the last 3 months would you say QuietRide Car Program has:
   - Stayed the same: Seventy-six percent
   - Improved: Eighteen percent

25. On a scale of "1" to "5" with "1" being Unsatisfactory and "5" being Very Satisfactory how would you rate your QuietRide experience overall?
   - Respondents rated the QuietRide experience a “3.75” on a “1” to “5” scale.

26. Have you ridden on a 3 car train, where one car was not in service, and conductors announced QuietRide Car was not in effect?
   - Yes, announcement made: Thirty-two percent
   - Yes no announcement made: Twenty-eight percent
   - No, have not ridden on a 3 car train with a closed car: Twenty-seven percent
   - No, have not been on a 3 car train: Thirteen percent
27. With nearly 95% of Regional Rail customers boarding and leaving trains in Center City, the likelihood of extra noise and commotion is increased as customers organize to board, find seats or depart trains. Therefore, SEPTA does not require crews to strictly enforce QuietRide in the Center City Zone. Instead they are encouraged to make announcements. Do you agree this is the most practical approach to both educate and avoid confrontation?

Seventy-five percent of respondents agree.

28. Many non-rush hour trains see a preponderance of occasional riders, visitors, families with children and non-english speaking customers. Many are not aware of the QuietRide Car program or its guidelines. Should SEPTA: (check all that apply)

- Return QuietRide Car to just peak hour trains: Twenty-three percent
- Exempt the Airport Line from QuietRide rules: Twenty-five percent
- Keep program “AS IS”: Sixty-six percent
- Encourage tolerance

29. Do you have any comments or suggestions about the QuietRide Car program?

Approximately eighty percent of respondents offering a response expressed frustration with SEPTA for not enforcing the QuietRide rules with SEPTA Staff.

Ten percent criticized train operation.

Ten percent thought the QuietRide Car should be moved to the back of the train.

Ten percent were happy with the QuietRide Car.