

CALGARY TRANSIT

**SAFETY, SECURITY
AND CLEANLINESS SURVEY
2010**

HARGROUP MANAGEMENT CONSULTANTS

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AND CLEANLINESS SURVEY
2010**

Final Report

Submitted to

**The City of Calgary
Calgary Transit**

By

HarGroup Management Consultants, Inc.

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EXECUTIVE SUMMARY

Over the past three years, Calgary Transit has conducted surveys of regular Transit users to better understand customers' perceptions of safety, security and cleanliness associated with its services and facilities. The surveys have been conducted by telephone in May with a total of 500 respondents. HarGroup Management Consultants has been engaged to field the survey and report the results.

Key Findings of 2010 Survey

Customers Increasingly Feel Safe and Secure While Using Calgary Transit

Over the past three years, safety ratings of Calgary Transit services have steadily increased. For instance, ratings for Calgary Transit services generally have increased from an average rating of 7.2 in 2008 to 7.7 in 2010, based on a scale of 1 being very unsafe and 10 being very safe. The most notable increase, however, has been ratings for CTrain safety, rising from 6.9 in 2008 to 7.6 in 2010.

Various Indicators of CTrain Safety and Security on the Rise

In addition to the overall increase in safety ratings for CTrains, ratings improved in 2010 for riding the CTrain after 6:00 pm (from 55% in 2008 to 74% in 2010), CTrain stations being generally free of nuisance behaviours (58% in 2008 to 76% in 2010) and sufficiently lit to make them safe (82% in 2008 to 89% in 2010), and sufficiency of Peace Officers on CTrains to ensure personal safety (48% in 2008 to 64% in 2010).

Most Customers Satisfied with Presence of Safety and Security Measures

Most survey respondents stated that they were satisfied with the presence of HELP intercoms (86%), Calgary Transit personnel (84%), security surveillance (80%) and Transit Peace Officers (77%). Further, the satisfaction ratings for these measures were higher in 2010 than in 2009.

Park and Ride Lots Perceived as Being Safe and Clean

Questions were asked for the first time in the 2010 survey about Park and Ride lots. A significant majority of Park and Ride lot users agreed that they feel safe walking to and from their vehicles (90%) and parking their vehicles in Park and Ride lots (83%). Further, approximately nine out of ten users felt that the Park and Ride lots are generally clean (94%) and well maintained (91%).

Annual Safety Program Campaign Most Informative of the Past Three Years

Awareness of Transit's 2009/2010 Bait Car Program Campaign was higher (35%) than that of previous campaigns (22% in 2008 and 20% in 2009) and its informativeness was rated much higher (average rating of 7.4 compared to 6.6 and 6.7 on a scale of 1 being uninformative and 10 being highly informative).

Customers' Perceive Transit Services to be Clean

For the most part, survey respondents were satisfied with the amount of cleanliness of Transit services and its facilities. There were notable increases in levels of satisfaction for absence of graffiti and cleanliness of bus shelters and absence of offensive odours in CTrain stations in 2010 compared to previous years. Further, most respondents indicated that they had noticed improvements to CTrain stations, mainly in terms of being cleaner or newly updated or renovated.

1.0 INTRODUCTION

Calgary Transit is used every day by many Calgarians to travel around the city. Occasionally, customers observe or experience incidents that are of concern to them while using Calgary Transit services. Over the years, Calgary Transit has recognized the need to develop and implement programs and services to maintain the safety and security of its customers. Calgary Transit conducts an annual survey to gain an accurate measurement of customers' perceptions of safety and security issues. A total of 500 Calgarians who use Calgary Transit CTrain and bus services at least once a week are interviewed to assess these issues. This report presents the findings of the 2010 Safety, Security and Cleanliness Survey.

Calgary Transit has enhanced its efforts to improve the safety and security of its customers through several important initiatives over the last several years. Some of the initiatives involve increasing the security presence of Calgary Transit, developing security awareness campaigns and programs such as the 2010 Bait Car program and improving the cleanliness of vehicles, CTrain stations and bus stops. In addition to evaluating Transit customers' perceptions of safety, security and cleanliness, the survey examines awareness among customers of these initiatives.

Basically, the Safety, Security and Cleanliness Survey examines several key objectives, such as:

- *Customers perceptions of the safety and security of Calgary Transit vehicles, facilities and services; and*
- *Customers' awareness and impressions of:*
 - *Existing and new safety and security initiatives;*
 - *Cleanliness of Transit's vehicles and facilities; and*
 - *Calgary Transit's public awareness safety campaign.*

1.1 Survey Specifications

The annual Safety, Security and Cleanliness Survey is conducted by telephone with a random sample of 500 Transit customers in May. Customers are defined as Calgarians who were at least 15 years of age and have ridden Calgary Transit buses or CTrains regularly (at least once a week on average) in the twelve month period prior to the survey.

Survey instruments are developed each year and pre-tested in field conditions prior to full implementation of the survey. A copy of the survey instrument can be found in Appendix A.

Respondent Profiles

Demographic data are gathered from respondents and presented in Appendix B. These data reveal that the samples for the 2008 to 2010 surveys are similar in demographic composition. There are, however, differences between these sample profiles and demographic attributes of the overall Calgary population, which on the whole reveal characteristics of customers who use Transit services. For example, there were more female respondents and younger respondents than is representative in the overall population of Calgary, which is consistent with profiles typically obtained in annual Customer Satisfaction Surveys that are conducted for Calgary Transit.¹

Also presented in Appendix B is a profile of Transit use among respondents. Included are details such as frequency and time of day of use and the amount of time that respondents have been a regular Transit customer. Again, consistencies are apparent between the 2008 to 2010 survey data. For example, in all three survey years, about three-quarters of respondents indicated that they were CTrain or bus users and approximately half of respondents indicated they use both CTrains and buses in both surveys. Further, these data are generally consistent with those obtained in customer profiles from Calgary Transit's annual Customer Satisfaction Surveys.²

HarGroup Management Consultants Inc. is engaged to conduct the surveys and report the findings.

1.2 Reporting

The remaining sections of the report present the results of the 2010 Safety, Security and Cleanliness Survey. Basic frequencies of survey question results are presented in the report. Various statistical procedures have been used within the analyses to assess significance of contrasting responses of respondents. These analyses provide additional insight into the data and allow for a greater degree of certainty in statements of inference.

Tables and figures contained within the body of this report are presented with rounded percentages. As such, totals may not sum to 100%.

¹ 2008 Customer Satisfaction Survey.

² In 2008, 75% of respondents to the Customer Satisfaction Survey had used buses and 66% had used CTrains.

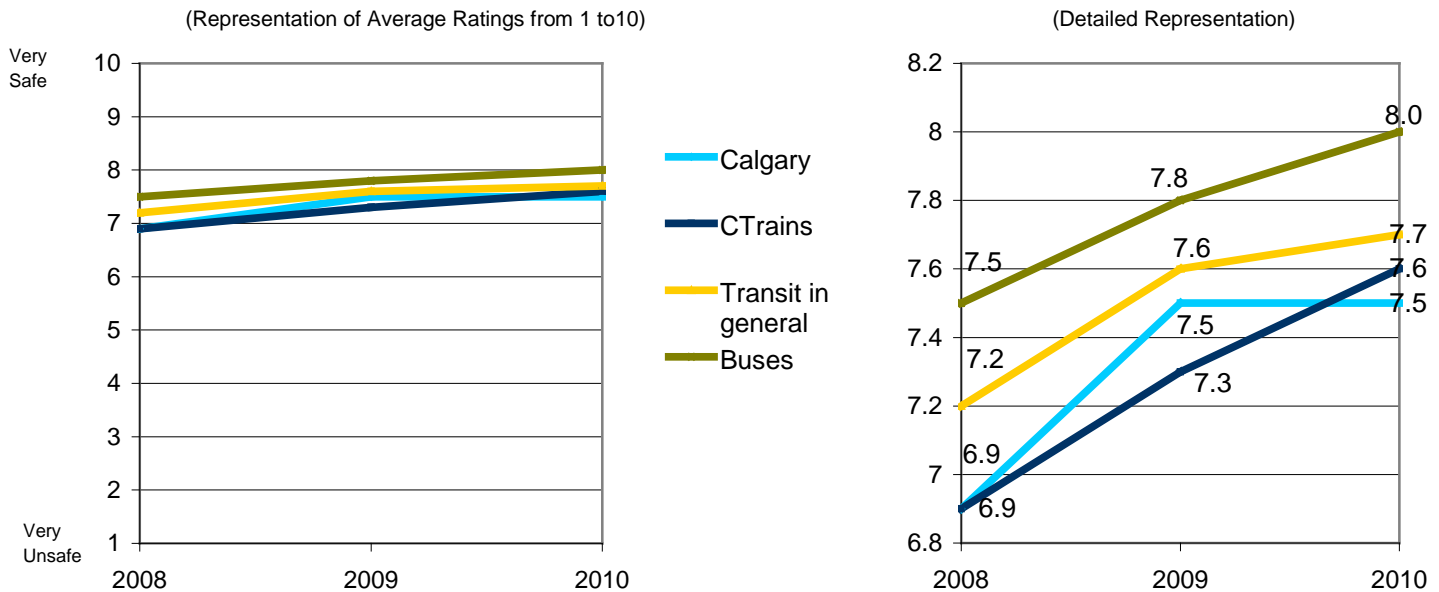
2.0 SAFETY AND SECURITY

Questions were posed to Transit customers to gauge their perceptions of safety and security of Transit services. On the whole, these questions reveal that most Transit customers feel safe when using Calgary Transit services. Further, there is strong evidence in the data to suggest that customers' perceptions of safety and security have improved over the past two years for Transit services.

2.1 Overall Perceptions of Safety and Security

Figure 2.1 presents ratings that survey respondents provided for their perceived level of safety when using Transit services.³ For the most part, these data suggest that respondents feel safe while using Transit services. For instance, based on the 2010 survey results, the average rating provided for Calgary Transit services as a whole was 7.7⁴, based on a scale of 1 feeling very unsafe and 10 feeling very safe. Similarly high ratings were provided for feelings of safety on buses (8.0) and CTrains (7.6). As a comparative reference, the average rating respondents gave for their feelings of Calgary as being a safe place to live was 7.5, which is lower than the ratings provided for Calgary Transit services.

Figure 2.1: Average Safety Ratings of Calgary Transit Services
(Mean rating based on 1 being very unsafe and 10 being very safe)



It is also worth noting that average safety ratings have improved over the past three survey years. Indeed, as shown in Figure 2.1, average customer ratings

³ Frequencies are presented in Appendix C.

⁴ Mean average.

have increased for Calgary Transit services generally, as well as for buses and CTrains. However, the differences from year to year are most notable for safety ratings of CTrains. For example, average annual rating increases for CTrain services from year to year are statistically significant, while the increases for Calgary Transit services generally and bus services were only significant between 2008 and 2009 (see Appendix C).

Detailed analysis of the data revealed that female respondents provided lower ratings of safety for CTrain services than male respondents, but not for Transit services generally or for bus services (see Appendix C). These findings are more consistent with 2009, which did not reveal any significant differences for gender, than 2008 findings when there were significant differences observed for all three aspects of services. Its worth noting that, even though average safety ratings have increases year to year for female respondents, the increases have only been statistically significant 2008 and 2009 (increases between 2009 and 2010 were not statistically significant).

Over the past three years, analysis has also been conducted regarding CTrain users' perceptions of safety and security of Transit services based the legs of the LRT system (e.g. NE, NW, South and Downtown) used. The intent of this analysis is to determine whether or not CTrain users who embark or disembark from stations on various legs of the LRT system have different perceptions of Transit safety and security. Similar to the findings of the past three years, the 2010 data show that riders who use northeast legs of the CTrain are more likely to provide lower ratings than those riders who do not use the Northeast leg. Still, observed average safety ratings among these riders have improved over the past three years.

Table 2:1 Sense of Safety using Transit Services						
Sense of Safety	Year	LRT Leg (Mean Response Based on 1 being Very Unsafe and 10 being Very Safe)				Total Average
		NE	NW	South	Downtown	
How safe do you feel when using Calgary Transit Services	2010	7.4	7.7	7.8	7.7	7.7
	2009	7.2	7.7	7.5	7.6	7.6
	2008	6.9	7.4	7.0	7.1	7.2
How safe do you feel when using CTrains	2010	7.5	7.7	7.6	7.7	7.6
	2009	7.2	7.6	7.3	7.3	7.3
	2008	6.7	7.2	6.9	6.8	6.9
Note: Average being mean average. Yellow highlight represents lowest mean scores. Statistical significant tests were not applied to these data as they represent multiple responses.						

2.2 Perceived Safety and Security at Different Travel Times

Figure 2.2 shows respondents' perceptions about using Calgary Transit services at various times of the day.⁵ Some of the questions presented in the Figure have been asked in previous surveys, while others are unique to the 2010 survey.

On the whole, these data show respondents' ratings for riding and waiting for buses were slightly higher than for those for CTrains, no matter the time of day.

The data also show that customers generally feel safer when using Transit services during the day compared to the evening, which has been reported in past surveys. Still, the survey data reveal that most respondents feel safe using Transit services no matter what time of the day they were travelling (e.g. at least 62% of respondents stated that they felt safe while traveling or waiting for Transit services).

Respondents this year were more comfortable riding on Transit services after 6:00 pm than they have been in the past, particularly in the case of CTrains (74% felt comfortable using the service after 6:00 pm this year compared to 62% in 2009 and 55% in 2008).

In the 2010 survey, a distinction was introduced about respondents waiting at downtown and non-downtown bus passenger shelters and CTrain stations before and after 6:00 pm.⁶ For the most part, respondents were slightly more likely to state that they felt safer waiting at non-downtown than downtown shelters and stations.

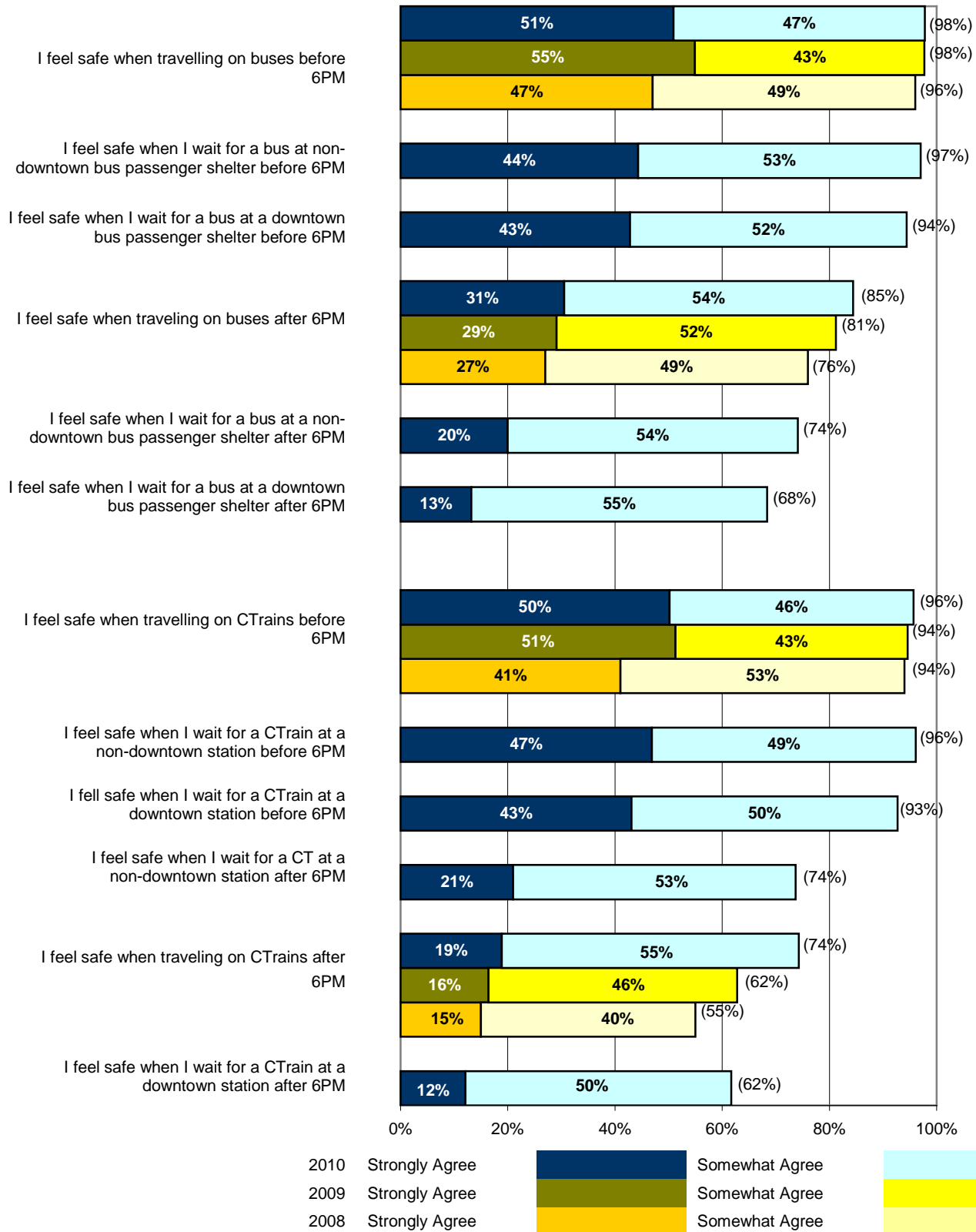
Respondents stated that they were much less likely to feel safe at downtown CTrain stations after 6:00 pm (62%) than before (93%).

Significant differences arose between male and female perceptions of safety at different times of day. Females were less likely than their male counterparts to feel safe when they were travelling on CTrains and buses after 6pm; waiting for buses at downtown bus shelters before and after 6:00 pm and waiting for CTrains at downtown stations before and after 6:00 pm and at non-downtown stations after 6:00 pm (see Appendix C). These kinds of distinctions were also apparent in both the 2008 and 2009 surveys.

⁵ Frequencies are presented in Appendix C.

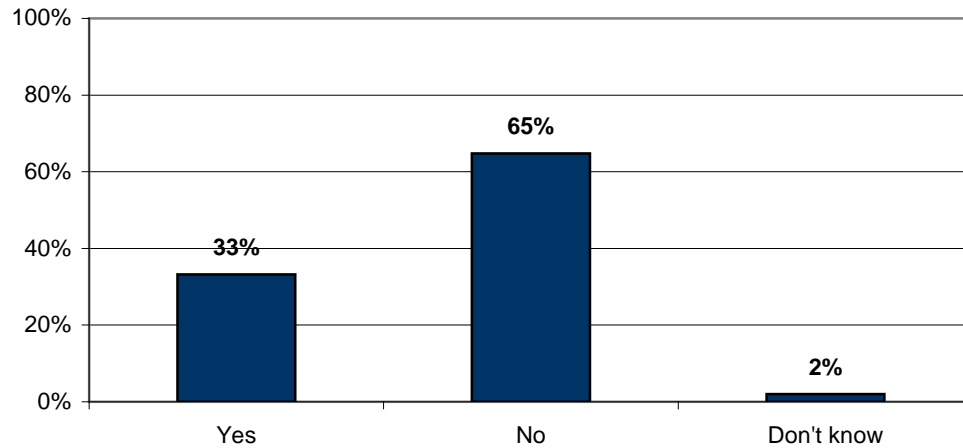
⁶ Note: In previous surveys, respondents were asked about waiting at bus passenger shelters and CTrain stations before and after 6:00 pm, but not at downtown and non-downtown locations.

Figure 2.2: Perceptions of Safety and Security at Different Travel Times



While the ratings presented above suggest that most customers feel safe using Transit services, no matter the time of day, a third of respondents (33%) stated that they had avoided traveling on Calgary Transit at night because of personal safety concerns (Figure 2.3). It should be noted that the question asked respondents if they had 'ever' avoided using Calgary Transit at night. Also, many of the respondents who indicated that they had avoided using Calgary Transit at night agreed that they feel safe using buses and CTrains after 6:00 pm; although more so for buses than for CTrains and at non-downtown than downtown shelters or stations (see Appendix C).

Figure 2.3: Ever Avoided Using Calgary Transit at Night
(n=500)



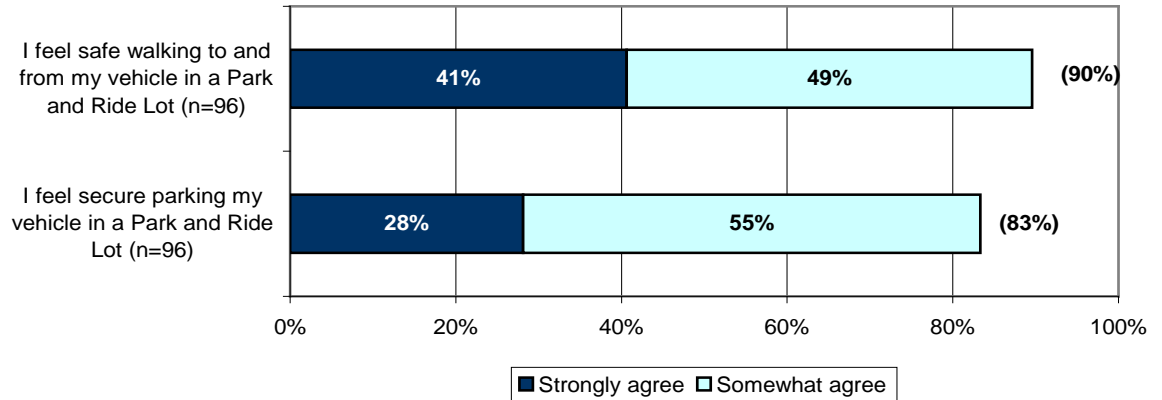
Female respondents were significantly more likely than male respondents to have avoided using Calgary Transit at night (see Appendix C).

2.2 Perceived Safety and Security at Park and Ride Lots

Approximately one out of five respondents (19%) indicated that they had used Park and Ride facilities and most of these (94%) used LRT Park and Ride Lots (11% used BRT Park and Ride Lots).

Based on the data presented in Figure 2.4, a significant majority of respondents agreed that they felt safe walking to and from their vehicles (90%) and secure parking their vehicles (83%) in a Park and Ride Lot.

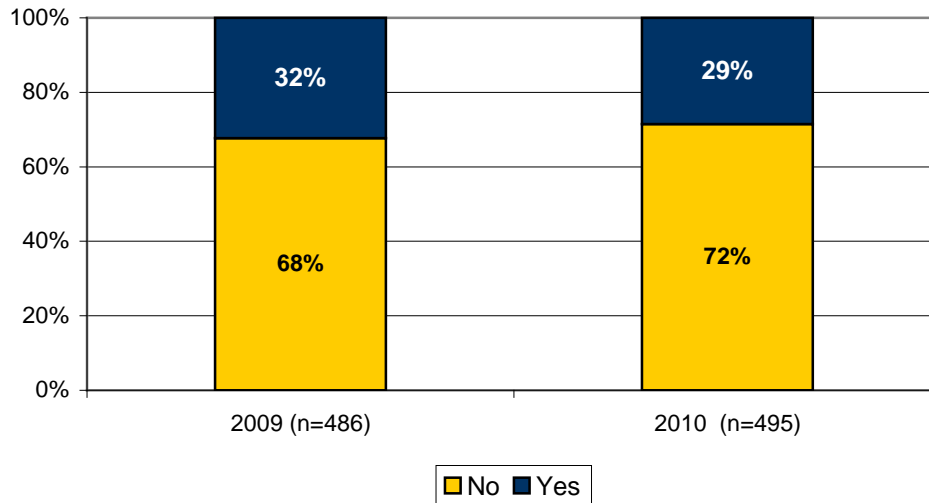
Figure 2.4: Perceptions of Safety and Security at Park and Ride Lots



2.4 Safety and Security Concerns of Customers⁷

Approximately three out of ten respondents (29%) indicated that they had experienced a situation where they felt concerned about safety and security when using Calgary Transit, which is similar to the findings of the 2009 survey (Figure 2.5).

Figure 2.5: Concerned about Safety and Security while Using Transit



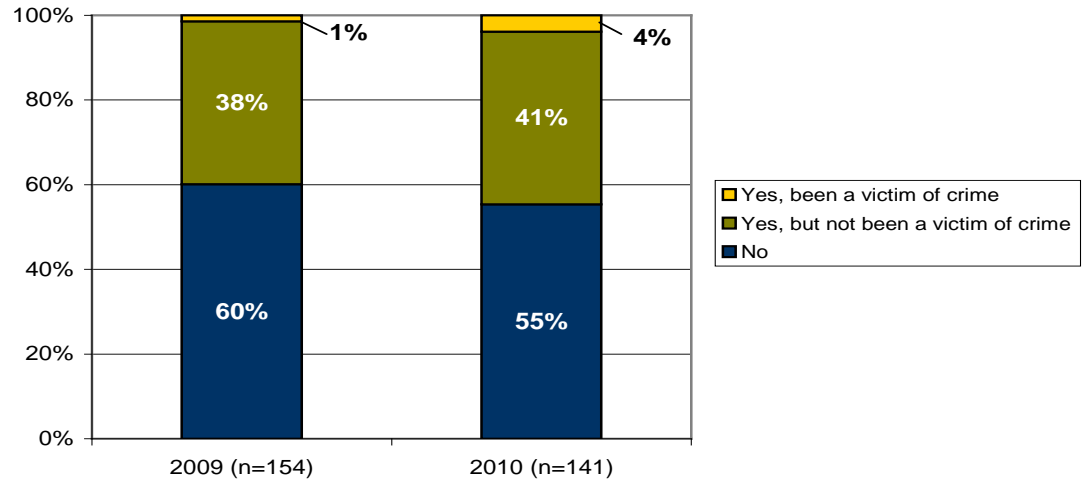
Also similar to the findings in 2009, CTrain customers in the 2010 survey were significantly more likely than bus users to have had a concern about safety and security in the past twelve months. Further, for both the 2009 and 2010 data, those respondents who had experienced an incident were significantly more

⁷ Please note that skip patterns in the 2010 survey varied from those of previous surveys; most notably from the 2008 survey. As such, 2009 results are presented within this section, but have been recalculated to meet the specifications of the 2010 survey instrument.

likely to provide a lower safety rating (i.e. ratings provided in Figure 2.1) than those who had not (see Appendix C).

About half of respondents (45%) who were concerned about their safety and security indicated that they had felt at some point in the past 12 months their personal safety was a risk while using Calgary Transit (Figure 2.6); however, only a few (4%) stated that they had been a victim of crime. These results are similar to those observed in 2009.

Figure 2.6: Felt Personal Safety at Risk



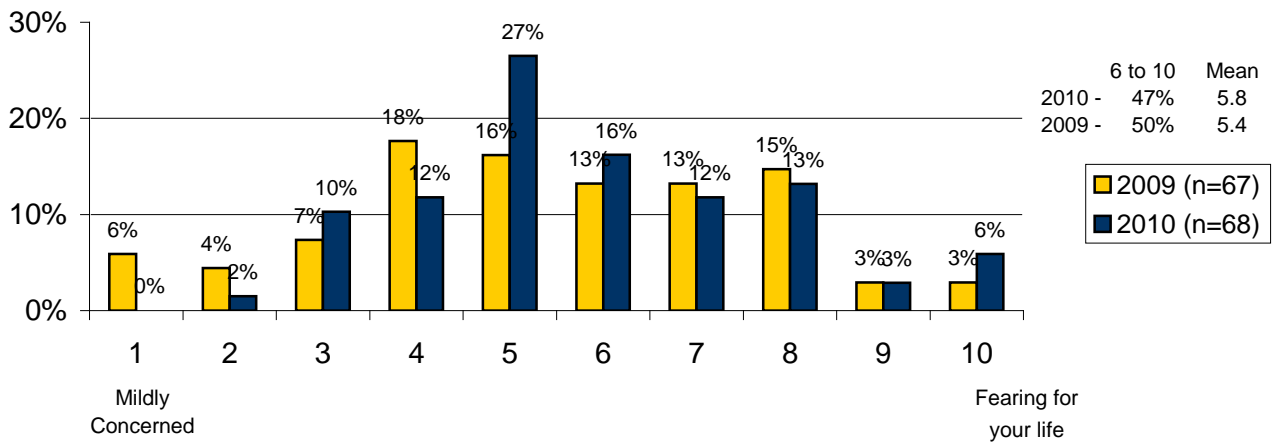
Further inquiries (Table 2.2) about incidents that caused concern reveals that many respondents perceived themselves to be specifically targeted (74% stated they were concerned about the safety and security of themselves or both someone else and themselves), but did not actually witness a crime (73%). These observations are similar to the findings observed from the 2009 survey.

Table 2.2: Situations of Concern for Respondents			
Characteristics	Descriptors	% of Respondents	
		2009 (n=157)	2010 (n=141)
Whose Safety or Security was of Concern to Respondent	Themselves	33	33
	Someone else	26	26
	Both	41	42
	Total	100	100
Witness an Actual Crime against a Person, to a Vehicle or to Transit Property	Yes	19	27
	No	81	73
	Total	100	100

Experiences when Concerned about Personal Safety and Security

Those respondents who indicated that they were concerned for their own safety or security (33% in Table 2.2) were asked specific questions about their experiences. For instance, these respondents were asked to rate the extent of their concern with the incident they themselves had encountered. Figure 2.7 shows that approximately half (50%) of respondents gave a rating of 6 to 10 on a scale of 1 being mildly concerned and 10 being fearing for your life, which is only a slightly higher than the portion of respondents who gave similar ratings in 2009. However, the average rating offered by respondents was 5.8 for 2010 and 5.4 for 2009.

Figure 2.7: Extent of Concern for Incident Experienced



When asked about the causes of concern, the main responses given to the 2010 survey were concerns about being assaulted (21%); concerns about people being under the influence of alcohol or drugs (14%), engaging in aggressive behaviour (13%) or being harassed (13%), which are consistent with the results of the 2009 survey (Table 2.3).

Table 2.3: Cause of Concern		
Cause	% of Responses	
	2009 (n=67)	2010 (n=68)
Concern about being physically assaulted or actually being physically assaulted	18	21
People under influence (alcohol/drugs)	17	14
Aggressive behaviour (swearing/fighting)	16	13
Being harassed	13	13
Youth hanging around	11	10
People hanging around	13	9
Strange behaviour	2	7
Sell of drugs	3	3
Bus driver driving erratically	1	2
Altercation with bus driver	-	2
Vandalism that has already taken place	1	1
Vandalism that was occurring in my presence	-	1
Theft	-	1
General ill feeling of safety	-	1
LRT /bus station/parking lot was too dark	1	-
Travelling Alone	2	-
Multiple response	(92)	(90)

As a form of comparison, crimes that concern customers within the community as a whole tend to be related more to vandalism and robbery than some type of threat to the person such as physical assault or verbal harassment (see Appendix C). Again, the results of the 2010 survey are similar to those found in 2009.

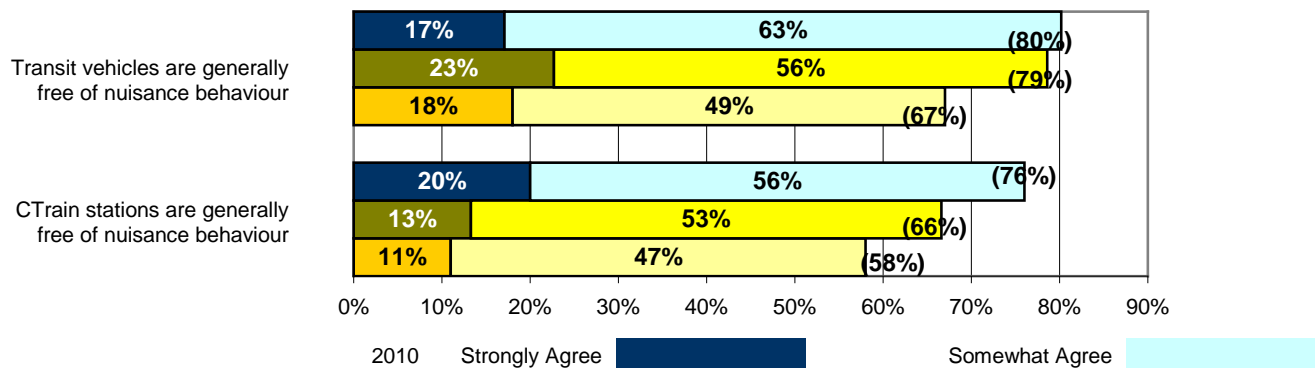
For the most part, the incidents occurred between 6:01 pm and 11:00 pm (49%), typically while riding on a CTrain (38%) or waiting at a CTrain station (34%). Many of these observations replicate those found in the 2009 survey. A small proportion of these respondents reported the concern and if they did, it was typically to the Calgary Transit service centre. Some of these respondents noticed a change, correction or initiative to address the nature of their concern (Table 2.4). Once again, the findings of 2010 are similar to those found in the 2009 survey.

Table 2.4: Aspects of Concerning Incidences			
Characteristics	Descriptors	% of Respondents	
		2009	2010
Time of Concern (Multiple Response)	n= Between 5:00 am and 9:00 am	73	79
	Between 9:01 am and 3:00 pm	8	8
	Between 3:01 pm and 6:00 pm	7	11
	Between 6:01 pm and 11:00 pm	25	22
	After 11:01 pm	51	49
Location Concerned Situation Occurred (Multiple Response)	n= Waiting at a bus stop	10	10
	Riding a bus	78	79
	Waiting at a CTrain station	8	13
	Riding a CTrain	12	15
	Other	36	34
Reported Concern	n= Yes	42	38
	No	3	-
	Total	68	68
		7	16
To Whom was Concern Reported	n= Spoke to Driver	93	84
	Calgary Transit by phone/Customer Service Centre	100	100
	Calgary Police Service (266-1234 or 911)	4	11
	Calgary transit by email/website	25	10
	Peace Officer	50	50
	311	25	10
	Total	-	-
Noticed a Change, Correction or Initiative to Address Nature of Concern	n= Yes	-	20
	No	-	10
	Total	5	10
		40	40

Nuisance Behaviours

Respondents were further asked about nuisance behaviours such as peddlers, intoxicated riders, noisy kids, etc. that might disrupt customers' trips. Figure 2.8 shows that most respondents agreed Transit vehicles (80%) and CTrain stations (76%) were generally free of these behaviours. It is worth noting that there is a sizable increase for CTrain stations being free of nuisance behaviours between 2009 and 2010 (see Appendix C).

Figure 2.8: Nuisance Behaviours while Using Calgary Transit



	2009 Strongly Agree			Somewhat Agree	
	2008 Strongly Agree			Somewhat Agree	

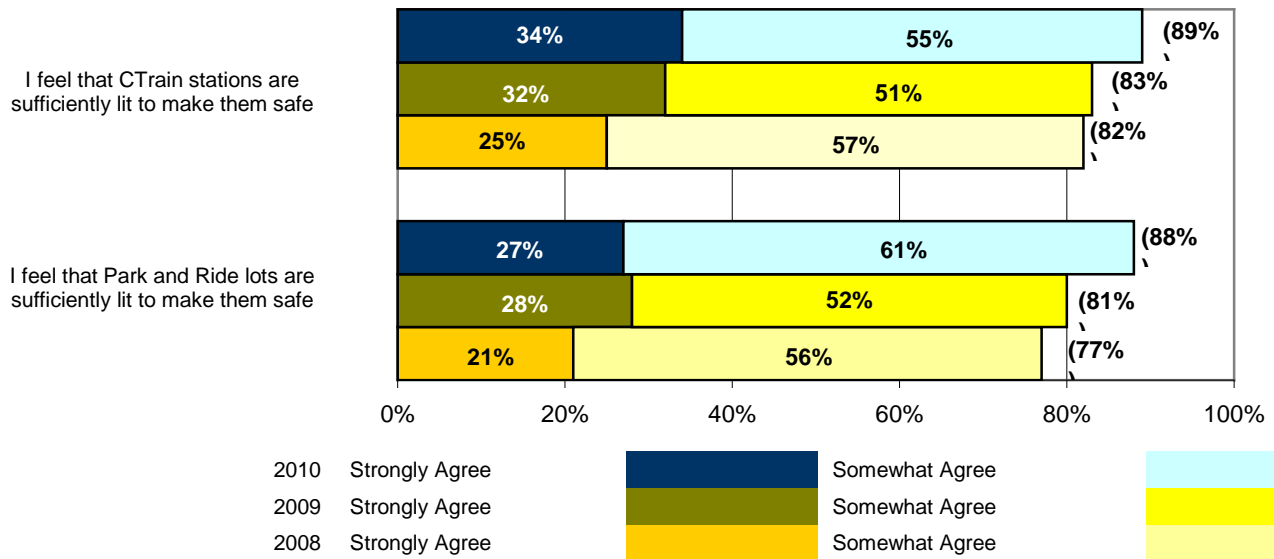
2.4 Perceptions of Safety and Security Measures Employed by Calgary Transit

The survey examined customers' perceptions of specific aspects of Transit safety and security such as lighting at Park and Ride lots and CTrain stations, video cameras and safety intercoms, and the presence of Calgary Transit personnel. These queries help Calgary Transit better understand Calgarians' perceptions of measures that are used to improve the safety and security of the Transit system.

Lighting

Lighting at Park and Ride lots and within CTrain stations was examined in the survey and, as can be seen from the results presented in Figure 2.9, most respondents concurred that lighting was sufficient enough in these locations to make them feel safe. In addition, there was a significant increase in the amount of people who agreed that lighting was sufficient enough in both locations compared to previous years (see Appendix C).

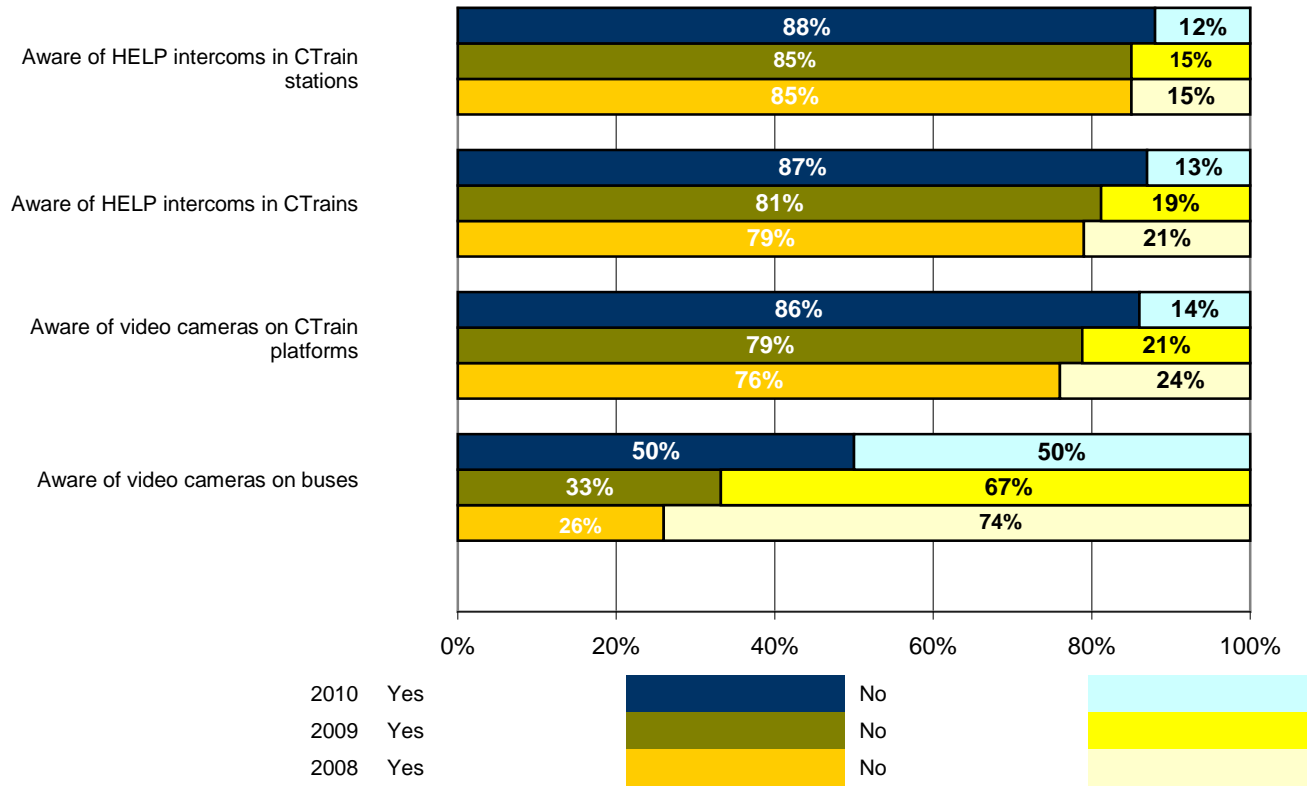
Figure 2.9: Perceptions of Lighting



Video Cameras and Safety Intercoms

Video cameras and HELP intercoms⁸ have been installed on Transit vehicles and in Transit waiting areas as safety measures for customers. Respondents were asked to indicate their level of awareness with these safety measures. As shown in Figure 2.10, awareness levels were generally high for HELP intercoms located in CTrain stations and CTrains and video cameras located on CTrain platforms. Lower levels of awareness were presented for video cameras on buses.

Figure 2.10: Awareness of Help Intercoms and Video Cameras



The first notable observation from the data presented above is that awareness of all safety measures increased among respondents. However, the second notable observation is that the increases seen between 2009 and 2010 are significant for all the measures except HELP intercoms in CTrain stations (see Appendix C).

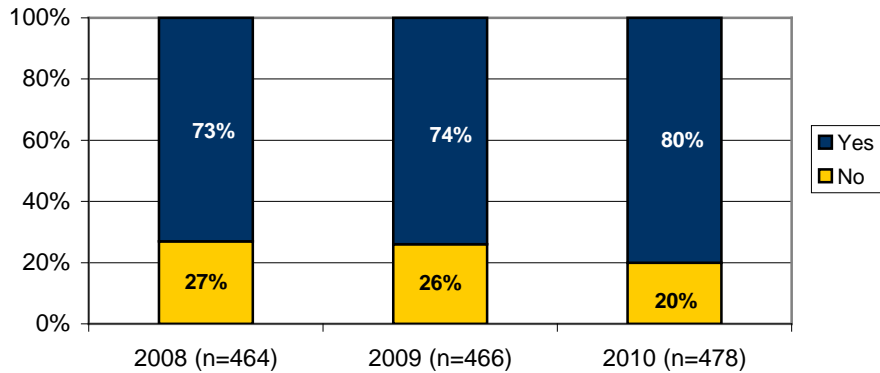
Like results found in 2009, awareness of any specific safety measures did not translate into a greater sense of security for respondents. No clear pattern seemed to emerge that suggested that awareness of any given safety measure

⁸ HELP intercoms were referred to as HELP phones in the questionnaire to assist the understanding of customers as many of the intercoms have telephone handles.

results in a greater comfort while using the particular type of Transit service that the safety measure supports.⁹

Despite the above results, when asked directly, most respondents suggested that the availability of HELP Intercoms increased their sense of safety and security (Figure 2.11). Actually, it is worth noting that the increase observed between 2009 and 2010 is significant.

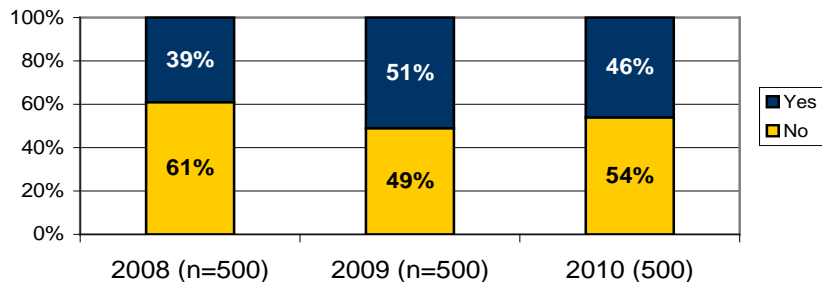
Figure 2.11: Impressions that Availability of Emergency HELP Intercoms Increases Sense of Safety and Security



Personnel

A series of questions asked respondents about the presence of Transit personnel, whether it be Peace Officers or personnel in general. The first of these questions asked respondents if they had observed Peace Officers (also known as Protective Services Officers, Transit Police or Transit Security) in the month preceding the survey. As can be seen in Figure 2.12, just under half (46%) indicated that they had; however, this represents a decrease compared to 2009 survey results.

Figure 2.12: Observed Peace Officers in Past Month



⁹ Note, in the 2008 survey, respondents who were aware of some of the safety measures were more likely to provide higher safety ratings.

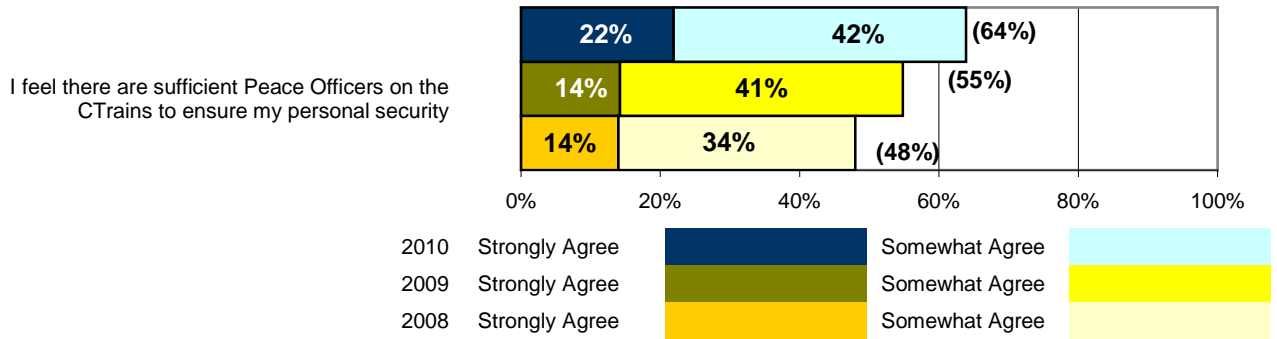
There were no significant differences observed in safety ratings (i.e. ratings provided in Figure 2.1) for Transit services, CTrains or buses by those respondents who had or had not seen Peace Officers in the past month, which is similar to the findings presented for the 2008 and 2009 surveys.

Those who had seen Peace Officers were further asked about the activities of the Peace Officers. Table 2.5 shows that most respondents stated they had seen Peace officers boarding CTrains or buses (70%), checking fares (72%) and conducting themselves in a professional manner (97%). The majority of respondents indicated that the Peace Officers appeared to be acting in a law enforcement capacity (81%), while some indicated that the Peace Officers were part of the Calgary Transit mountain bike team (13%). About two-thirds of respondents (64%) were most likely to see Peace Officers during non-rush hour periods (i.e. non-rush hour or both).

Table 2.5: Observations of Peace Officers				
Characteristics	Descriptors	% of Respondents		
		2008 (n=197)	2009 (n=255)	2010 (n=230)
Boarding CTrain or Bus	Yes	70	72	70
	No	30	28	30
	Total	100	100	100
Checking Fares	Yes	66	69	72
	No	34	31	28
	Total	100	100	100
Professional in their Conduct	Yes	97	92	97
	No	3	8	3
	Total	100	100	100
Appear to be acting in a law enforcement capacity	Yes			81
	No	-	-	19
	Total			100
Riding as part of the Calgary Transit mountain bike team	Yes			13
	No	-	-	87
	Total			100
Present during rush hour	Rush hour			36
	Non-rush hour	-	-	47
	Both			17
	Total			100

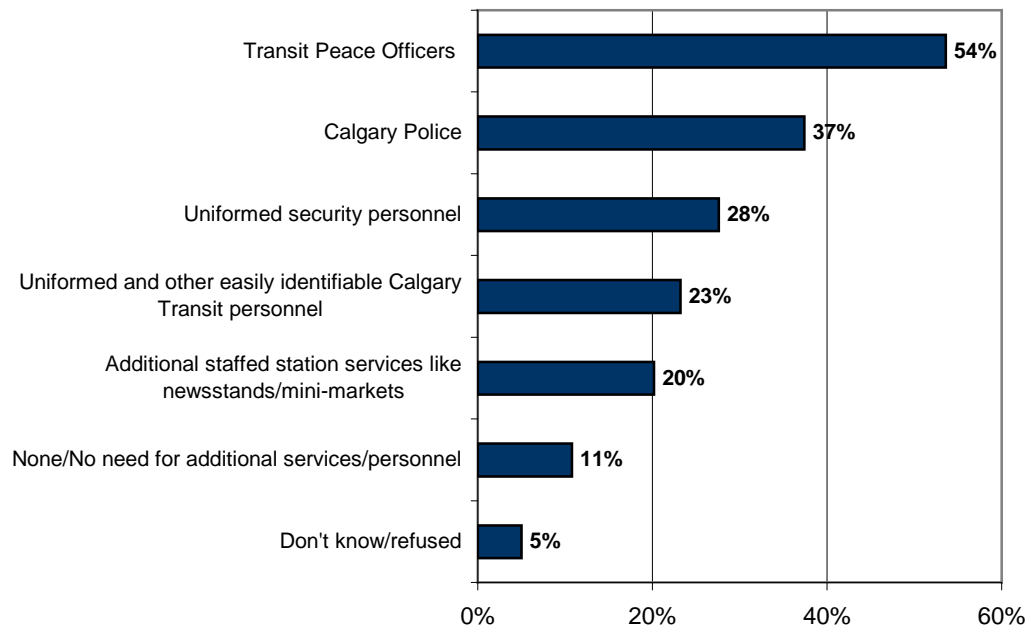
A further question asked respondents about the sufficiency of Peace Officers on CTrains to ensure personal safety of passengers. In the 2010 survey, almost two-thirds of respondents (64%) stated that they agreed that there were sufficient Peace Officers (Figure 2.13). Interestingly, even though the level of observed Peace Officers was, for the most part, similar to last years findings (Figure 2.12), the proportion who felt that there were sufficient Peace Officers to ensure personal safety of passengers is significantly higher than in 2009 (see Appendix C). Actually, the 2010 results represent a significant increase over 2009 survey findings.

Figure 2.13: Sufficiency of Peace Officers



If given the choice, more respondents indicated that they would prefer Transit Peace Officers over other types of personnel or services, including Calgary Police. Indeed, Figure 2.14 shows that over half of respondents (54%) stated they would prefer to see Transit Peace Officers compared to about four out of ten (37%) for Calgary Police and a quarter (28%) for uniformed security personnel in general when asked about types of personnel or services that they would like to see more often. These types were followed by additional uniformed or other easily identifiable Calgary Transit personnel (23%) and additional staffed station services like newsstands/mini-markets (20%). Taken as a whole, these data may suggest that most respondents would prefer to see some type of security personnel, whether it is Transit Peace Officers, uniformed security personnel or uniformed and other easily identifiable Calgary Transit personnel, rather than Calgary Police more often.

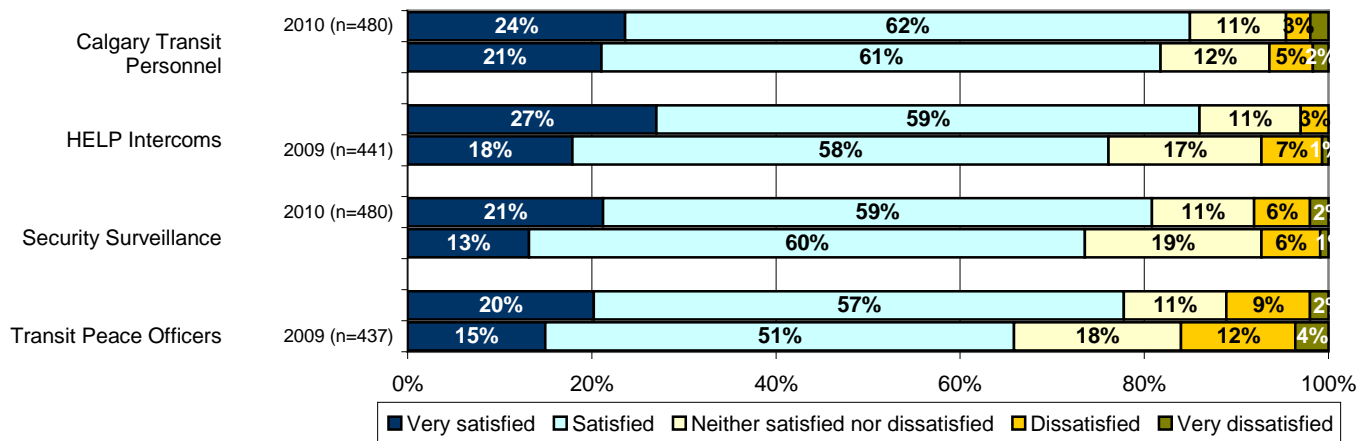
Figure 2.14: Types of Personnel or Services Prefer to See More Often
 (% of Respondents; n=500)



Satisfaction with Safety and Security Measures

Respondents were asked specifically about the presence of safety and security measures utilized by Calgary Transit and most stated that they were satisfied with these measures. Figure 2.15 shows that respondents were most satisfied with the presence of Calgary Transit personnel (84% very satisfied/satisfied), followed by HELP intercoms (86%), security surveillance (80%) and Transit Peace Officers (77%). Actually, all of these data are significantly higher than those observed in 2009.

Figure 2.15: Satisfaction with Presence of Safety and Security Measures



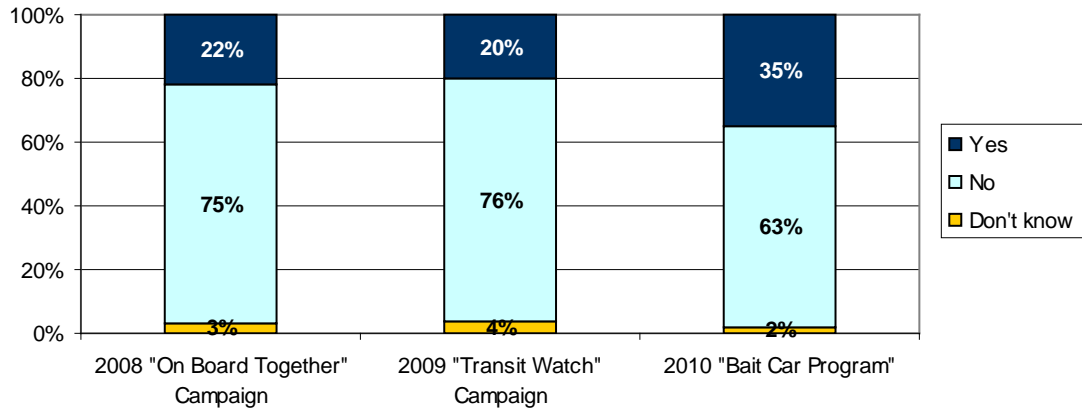
2.6 Campaign Awareness

Calgary Transit implements public awareness campaigns on its CTrain system to foster knowledge and interest in safety and security measures that can be employed by Transit customers. Over the past year, the campaign was titled "Bait Car" and was geared towards catching car thieves who attempted to steal parked vehicles from Park and Ride lots. In 2009, the campaign was called Transit Watch, and it encouraged riders to report suspicious activities and behaviours. The 2008 campaign was called "On-Board Together - Calgary Transit and You" and focused on safety features available to Calgary Transit customers such as HELP intercoms, video surveillance cameras, additional Peace Officers and supervisory staff. In an effort to assess campaign reach and effectiveness, respondents were asked questions about awareness and overall usefulness of the campaigns. Even though the concepts of each campaign were different, data is presented for all three years.

Figure 2.16 shows that approximately one in three respondents (35%) indicated that they were aware of the 2010 "Bait Car" public awareness campaign, which is considerable higher than awareness in previous years.

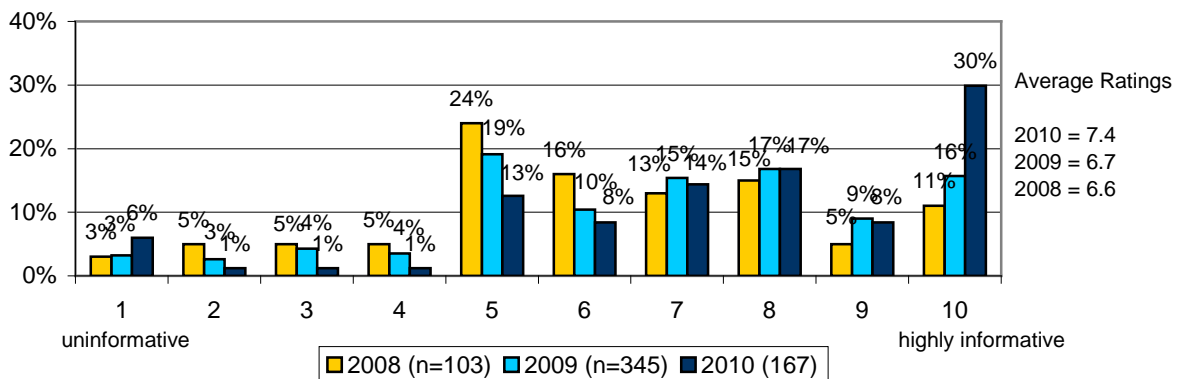
Figure 2.16: Awareness of Campaigns

(n=500)



Those respondents who indicated awareness were asked how informative they perceived the campaign posters to be by rating it on a scale of 1 being uninformative and 10 being highly informative (Figure 2.17). As Figure 2.16 illustrates, there was a sizable increase in the amount of respondents who gave the posters a highly informative rating (30%) of 10 compared to previous campaign posters. Similarly, the average rating for how informative the campaign posters were was 7.4, which is an increase over last year's average of 6.7. One interesting finding was that whether or not a respondent used the Park and Ride lots was not a significant factor in their awareness of the campaign.

Figure 2.17: Rating Informativeness of Campaign Posters¹⁰



¹⁰ Note: 2009 data include respondents who had indicated that they had seen a campaign poster through aided recall.

One change from last year's results is that the duration of Transit use was not a significant factor in respondents' campaign awareness, even when only considering CTrain users. Thus, the likelihood of a new user noticing the campaign was the same as a long-term Transit customer.

2.6 Measures Perceived to Improve Transit Safety and Security

All respondents were asked a general question about how Calgary Transit might improve the safety and security for its customers. Answers to this question are listed in Table 2.6. Similar to previous year's results, the most common responses in 2010 suggest a greater presence of Calgary Transit in safety and security measures such as more Peace Officers and increased monitoring and surveillance equipment. The finding about more Peace Officers is somewhat interesting since most respondents in the 2010 survey felt that there were sufficient numbers of Peace Officers to ensure their personal safety. As such, this response may be indicative of an extemporaneous reaction to the question presented to them than a tangible expectation of need.

Table 2.6: How Calgary Transit Might Improve the Safety and Security of Transit Customers							
Primary Reason	% of Responses			Detailed Reason	% of Responses		
	2008 (n=509)	2009 (n=727)	2010 (n=430)		2008 (n=509)	2009 (n=727)	2010 (n=442)
More Peace Officers	44	50	46	More Peace Officers in general	20	30	30
				More Peace Officers on CTrains/stations	13	11	5
				More Peace Officers in the evening/early morning	9	6	8
				More Peace Officers on buses/stops	2	2	1
				More Peace Officers at the Park and Ride	1	1	1
				More Peace Officers at Rush Hour	-	-	1
More cameras/monitoring/surveillance	17	16	15	More cameras/monitoring in general	6	7	9
				More cameras/monitoring on CTrain stations	4	3	2
				Better lighting at stations/bus stops/Park and Rides	4	4	3
				More cameras/monitoring on buses/stops	3	1	1
				More cameras/monitoring at Park-n-Rides	<1	1	0
Greater enforcement/dealing with specific groups	5	9	8	Deal with vagrants/homeless/teens	2	5	5
				Enforce rules/more fines	3	4	3
More security generally	7	5	8	More security generally	7	5	8
More Police Officers	11	8	6	More police officers in general	7	5	5
				More police officers on CTrains/stations	2	1	1
				More police officers in the evening/early morning	2	<1	0
				More police officers on buses/stops	<1	<1	0
Other	7	6	10	More CTrains/buses/better scheduling /routes	2	2	2
				Better equipped bus drivers /training /communication	1	2	2
				Enforce fare payment/collect at entrance	0	0	2
				Other	0	0	4
				Update/improve systems/resources	2	2	0
				Public education/school programs	1	n/a	n/a
They are doing enough/	11	10	7	They are doing enough/no problems	11	10	7

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no problems							
Total	100	100	100	Total	100	100	100

3.0 CLEANLINESS

Over the past few years, Calgary Transit has implemented various initiatives to improve the cleanliness of its vehicles and facilities. To determine the extent to which customers recognize these initiatives, survey respondents were asked a series of questions about cleanliness of Calgary Transit resources. This section of the report presents the associated findings.

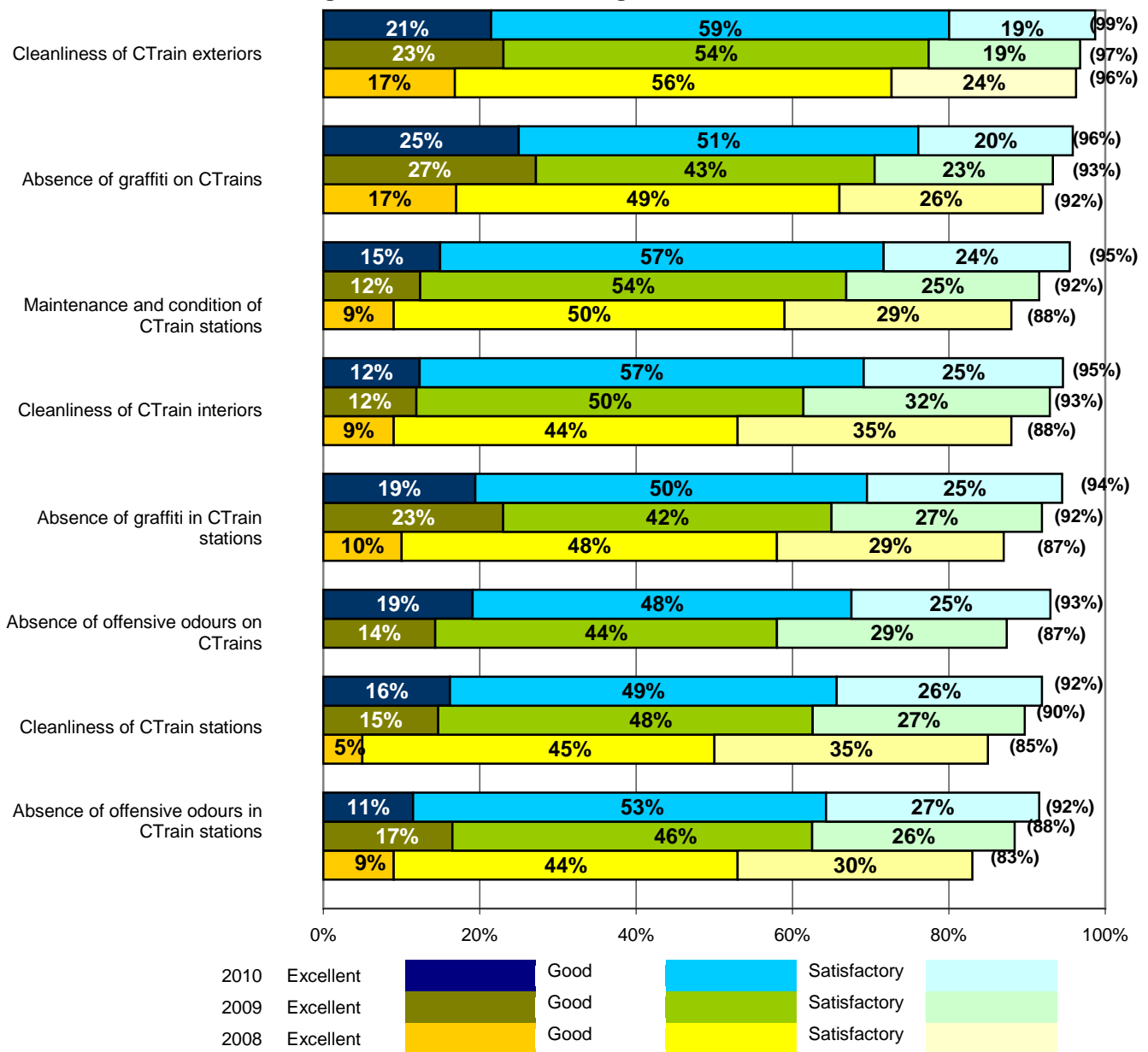
3.1 Perceptions of Cleanliness

CTrains

Respondents were offered a list of CTrain vehicle and facility attributes and asked to rate the cleanliness and maintenance of each. The ratings, which are presented in Figure 3.1, suggest that customers have favourable opinions of the cleanliness of CTrain vehicles and facilities. Indeed, a significant majority of customers (at least 92%) provided positive ratings ('excellent'/'good'/'satisfactory') for all of the attributes that were examined with the highest rating being for absence of graffiti on CTrains (99%) and the lowest for absence of graffiti in CTrain stations (92%). Still, respondents' ratings were more likely to be 'good' or 'satisfactory' rather than 'excellent,' which may suggest there is opportunities for improvement.

Over the past three surveys, it is observed that ratings for cleanliness of CTrains and stations have increased and, in most cases, these increases have been statistically significant. Between 2009 and 2010 surveys, however, significant increases are apparent only for absence of graffiti in CTrain stations, offensive odours on CTrains and buses and maintenance and condition of CTrain stations. (see Appendix C).

Figure 3.1: Cleanliness Ratings of CTrains and Stations



As with previous years, there were no strong correlations observed between the above data and respondents' ratings of safety for Transit services, CTrains and buses (i.e. ratings provided in Figure 2.1).

Respondents were asked for suggestions as to what they thought could be done to improve the cleanliness of CTrains (Table 3.1). Suggestions typically offered by respondents included cleaning more often (24%) and cleaning specific areas of Transit services (21%) such as picking up garbage and newspapers. For the most part, the results from this year's survey are consistent with those of previous years.

Table 3.1: What Could be Done to Improve the Cleanliness of CTrains							
Suggestion Category	% of Responses			Detailed Suggestion	% of Responses		
	2008 (n=366)	2009 (n=384)	2010 (n=393)		2008 (n=366)	2009 (n=384)	2010 (n=393)
Clean more often	24	20	24	Cleaned more often	9	9	9
				Inspect/monitor CTrains more often	5	7	3
				Cleaned daily/nightly/between trips	8	3	3
				More cleaning in general	1	1	9
Clean specific areas	24	20	21	Get rid of free papers/clean them up	6	4	8
				Clean floors/pick up garbage	9	7	6
				Clean/replace/repair seats	4	3	2
				Clean/repair windows/glass/use unbreakable glass	3	1	2
				Use air freshener/sanitizer	2	2	1
				Get rid of graffiti	1	2	1
				Clean poles/handrails more often/daily	n/a	1	1
More security	7	9	13	Enforce rules/more fines	3	4	5
				More security	4	3	5
				Deal with Nuisance behaviours	1	2	3
Rider responsibility	6	5	10	Riders should clean up after themselves	5	2	9
				Public education/posters/rules/costs	1	3	1
Increase resources	9	8	9	More garbage cans/recycle bins	4	7	6
				More cleaning staff	4	1	3
				More buses/less crowding	1	0	0
Other	1	1	6	No food or drink allowed	0	0	4
				Other	1	1	2
Nothing	31	39	18	Nothing	31	39	18
Total	100	100	100	Total	100	100	100

Respondents were also asked the same question about improving cleanliness of CTrain stations (Table 3.2 below). Some differences emerged between this year's responses and those of previous years. This year, for example, there were more suggestions to increase the amount of resources (21%), mainly increasing the number of garbage and recycling receptacles. Like previous years, however, many responses also fell into the categories of cleaning more often (20%), cleaning specific areas (16%) and increasing security (16%).

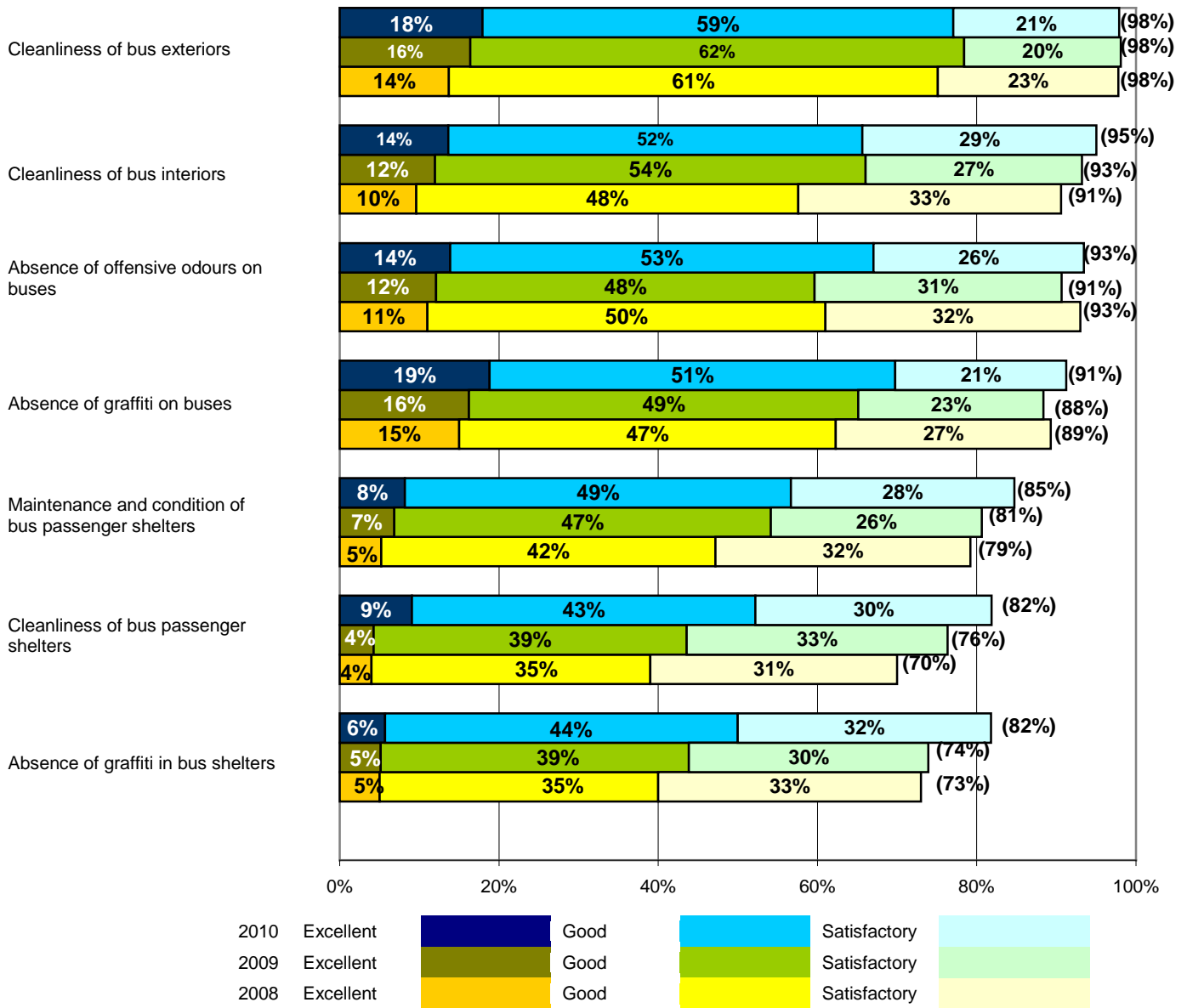
Table 3.2: What Could be Done to Improve the Cleanliness of CTrain Stations							
Suggestion Category	% of Responses			Detailed Suggestion	% of Responses		
	2008 (n=356)	2009 (n=390)	2010 (n=290)		2008 (n=356)	2009 (n=390)	2010 (n=290)
Increase resources	10	10	21	More garbage cans/recycle bins	5	5	18
				More cleaning staff	3	4	3
				Paint/update stations	1	<1	<1
Clean more often	23	22	20	Cleaned more often	11	13	8
				Inspect/monitor CTrain stations more often	6	5	1
				Cleaned daily/nightly/between trips	3	3	1
				More cleaning in general	>1	1	10
Clean specific areas	26	14	16	Clean floors/pick up garbage	17	9	7
				Clean/repair windows/glass/use unbreakable glass	5	2	2
				Get rid of graffiti	2	1	2
				Use air freshener/sanitizer	1	1	<1
				Get rid of free papers/clean them up	1	1	5
				Clean poles/handrails/exit buttons	0	0	<1
				Clean/replace/repair seats	0	0	<1
More security	19	12	16	More security	10	7	8
				Enforce rules/more fines	5	3	6
				Deal with vagrants/homeless/teens	5	2	2
Rider responsibility	4	5	7	Public education/posters/rules/costs	1	3	2
				Riders should clean up after themselves	3	2	5
Other	>1	1	4	No food or drink allowed	0	0	2
				Other	>1	1	2
Nothing	18	36	14	Nothing	18	36	14
Total	100	100	100	Total	100	100	100

Buses

Similar to CTrains and CTrain stations, respondents were asked to rate the cleanliness and maintenance of buses and shelters (Figure 3.2). While some impressions of cleanliness associated with buses were similar to those of CTrains, such as cleanliness of exteriors and interiors, others were less favourable, like cleanliness of bus shelters and absence of graffiti on Bus shelters. Still, most respondents gave positive ratings to the cleanliness of buses and bus shelters with at least eight out of ten respondents giving a rating of excellent, good or satisfactory, although ratings were generally 'good' or 'satisfactory' rather than 'excellent.'

Over the past three years, there has been significant increases for absence of graffiti on and cleanliness of bus shelters (see Appendix C).

Figure 3.2: Cleanliness of Buses and Bus Shelters



Similar to observations presented about CTrains and stations, there were no strong correlations observed between the above data and respondents' ratings of safety for Transit services, CTrains and buses (i.e. ratings provided in Figure 2.1).

Like CTrains and stations, respondents were also asked what could be done to improve the cleanliness of Transit buses (Table 3.3). Those who offered suggestions mainly cited increased cleaning of specific areas (26%) and frequency of cleaning (25%), which is similar to the findings of the 2008 and 2009 surveys.

Table 3.3: What Could be Done to Improve the Cleanliness of Transit Buses							
Primary Suggestions	% of Responses			Detailed Suggestions	% of Responses		
	2008 (n=324)	2009 (n=294)	2010 (n=386)		2008 (n=324)	2009 (n=294)	2010 (n=386)
Clean specific areas	23	27	26	Clean floors/pick up garbage	6	10	8
				Get rid of free papers/clean them up	4	3	4
				Clean/replace/repair seats	5	7	4
				Get rid of graffiti	3	2	6
				Clean/repair windows/glass/use unbreakable glass	3	2	2
				Clean poles/handrails	-	2	1
				Use air freshener/sanitizer	2	1	1
				Clean more often	20	22	25
Inspect/monitor buses more often	3	2	2				
Cleaned daily/nightly/between trips	6	3	1				
More cleaning in general	2	2	10				
Increase resources	6	9	11	More garbage cans/recycle bins	2	3	7
				More cleaning staff	3	4	2
				Get new buses	-	1	1
				More buses/less crowding	1	1	1
Rider responsibility	8	5	11	Riders should clean up after themselves	6	4	9
				Public education/posters/rules/costs	2	1	2
Enforce rules/safety	6	4	7	Enforce rules/more fines	5	2	4
				Deal with vagrants/homeless/teens	1	2	2
				More security	>1	>1	1
Other	1	3	7	No food or drink allowed	-	3	5
				Other	1	-	2
Nothing	36	31	14	Nothing	36	31	14
Total	100	100	100	Total	100	100	100

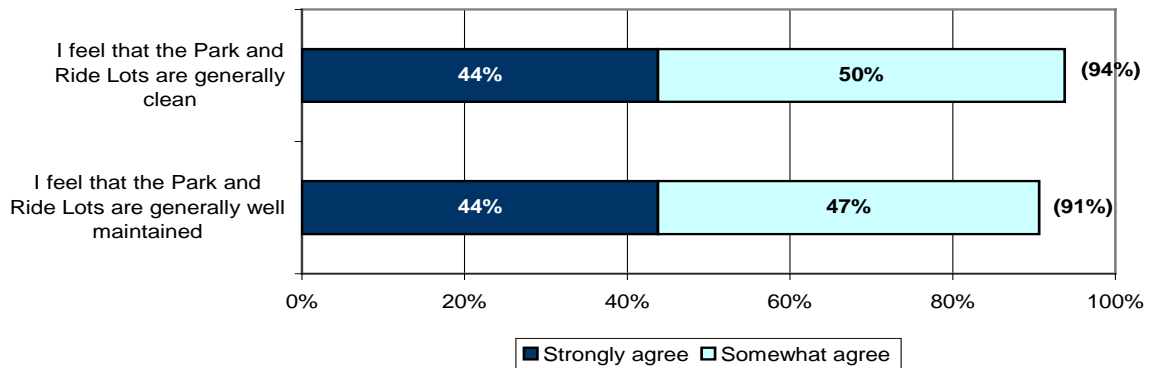
Respondents were asked about shelters as well, as in what could be done to improve the cleanliness of Transit Bus passenger shelters (Table 3.4). Similar to buses, the most common responses were cleaning specific areas of the shelters and cleaning more often. One suggestion that was prominent this year was to increase the amount of garbage and recycling receptacles (17%).

Table 3.4: What Could be Done to Improve the Cleanliness of Transit Bus Passenger Shelters							
Primary Suggestions	% of Responses			Detailed Suggestions	% of Responses		
	2008 (n=355)	2009 (n=297)	2010 (n=446)		2008 (n=355)	2009 (n=297)	2010 (n=446)
Clean specific areas	35	36	33	Clean floors/pick up garbage	14	18	9
				Clean windows/glass/use unbreakable glass	12	12	10
				Get rid of graffiti	5	4	5
				Get rid of free papers/clean them up	2	1	4
				Clean/replace/repair seats	3	1	2
				Clean poles/handrails	0	0	3
Clean more often	26	20	23	Cleaned more often	10	13	11
				Inspect/monitor bus shelters more often	9	4	3
				Clean daily/nightly	5	1	1
				Wash down/power spray	2	2	-
				More cleaning in general	1	-	8
More resources	6	8	19	More garbage/recycle bins	6	5	17
				More cleaning staff	-	3	2
Enforce rules/safety	9	6	8	Enforce rules/more fines	8	2	5
				More security	>1	3	3
				Deal with vagrants/homeless/teens	1	<1	<1
Rider responsibility	6	6	6	Riders should clean up after themselves	2	4	5
				Public education/posters/rules/costs	4	2	1
Other	1	2	3	No food or drink allowed	-	-	2
				Replace shelter	-	-	<1
				Other	1	2	1
Nothing	17	27	8	Nothing	17	27	8
Total	100	100	100	Total	100	100	100

Park and Ride Lots

If a respondent had indicated that they used Park and Ride Lots they were asked to provide an assessment of cleanliness and maintenance of which the vast majority were satisfied. For instance, nine out of ten respondents concurred that Park and Ride Lots were generally clean (94%) were generally well maintained (91%).

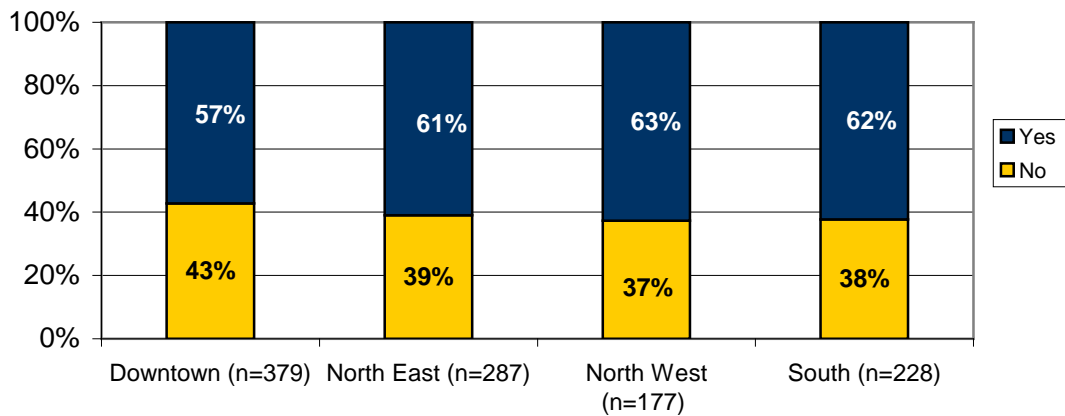
Figure 3.3: Cleanliness of Park and Ride Lots



3.2 Changes in Cleanliness of CTrains and CTrain Stations

This year, respondents were asked questions about any differences that they might have observed about stations in the downtown, north east, north west and south legs of the CTrain system. Figure 3.4 shows that respondents who use the north east, north west and south legs were more likely than those using the downtown leg to notice improvements.

Figure 3.4: Difference Noticed in Improvements to CTrain Stations



Downtown Stations

Table 3.5 shows that respondents who had noted improvements in the downtown stations mainly suggested that the stations were cleaner (47%) such as having less garbage or better garbage services, followed by newer/renovated or being updated (34%).

Table 3.5: Differences Observed Downtown Stations			
Primary Changes	% of Responses (n=364)	Detailed Changes	% of Responses (n=364)
Cleaner	47	Clean/cleaner/well maintained	21
		Less garbage/better removal/ better receptacles	16
		Less graffiti	4

		Less Smoking/cigarette butts	2
		Less papers	2
		Other	3
New/ Updated Stations	34	New/Updated/renovated	26
		Better lighting/brighter	4
		Bigger/Wider	3
		Other	2
General Satisfaction	7	Good/Better than before	7
Safety/Security	5	Feel safer	2
		Less nuisance behaviours	2
		Other	1
Other	2	Other	3
Nothing	2	Did not notice a difference in cleanliness	2
Don't know/Unsure	1	Don't know/Unsure	1
Total	100	Total	100

North East Stations

Table 3.6 shows that the main observation among respondents for north east stations was cleaner (67%).

Table 3.6: Differences Observed North East Stations			
Primary Changes	% of Responses (n=91)	Detailed Changes	% of Responses (n=91)
Cleaner	67	Less garbage/better removal/ better receptacles	29
		Clean/cleaner/well maintained	20
		Less graffiti	8
		See workers cleaning/more cleaners	3
		Clean floors	2
		Other	5
General Satisfaction	5	Good/Better than before	5
More security	4	Less nuisance behaviours	3
		Other	1
Newer/Updated Station	3	Better lighting/brighter	2
		Other	1
Other	5	Other	5
Nothing	11	Did not notice a difference in cleanliness	11
Don't know/Unsure	3	Don't know/Unsure	3
Total	100	Total	100

North West Stations

Similarly, Table 3.7 shows that most respondents using north west stations identified cleaner (60%)

Table 3.7: Differences Observed NW Stations			
Primary Changes	% of Responses (n=123)	Detailed Changes	% of Responses (n=123)
Cleaner	60	Clean/cleaner/well maintained	27

		Less garbage/better removal/ better receptacles	19
		Less graffiti	5
		Less papers	2
		See workers cleaning/more cleaners	2
		Clean Floors	2
		Other	3
Newer/Updated Station	19	New/Updated/Renovated	10
		Good/Better than before	3
		Bigger/Wider	2
		Better lighting/brighter	3
		Other	1
Security	3	Less nuisance behaviours	2
		Other	1
Other	7	Other	7
Nothing	7	Did not notice a difference in cleanliness	7
Don't know/Unsure	5	Don't know/Unsure	5
Total	100	Total	100

South Stations

Further, cleaner was the main observation among respondents who use south stations (Table 3.8).

Table 3.8: Differences Observed South Stations			
Primary Changes	% of Responses (n=147)	Detailed Changes	% of Responses (n=147)
Cleaner	68	Clean/cleaner/well maintained	28
		Less garbage/better removal/ better receptacles	23
		Less graffiti	8
		Clean floors	3
		See workers cleaning/more cleaners	2
		Less Smoking/cigarette butts	2
		Other	2
Good/Better	7	Good/Better than before	7
New Stations	2	Bigger/Wider	1
		Better lighting/brighter	1
Security	2	Feel safer	1
		Less nuisance behaviours	1
Other	4	Other	4
Nothing	12	Did not notice a difference in cleanliness	12
Don't know/Unsure	6	Don't know/Unsure	6
Total	100	Total	100

4.0 CONCLUDING REMARKS

Over the past three years, Calgary Transit has surveyed its customers to measure perceptions about safety, security and cleanliness of Transit services. These surveys have revealed that most Transit customers feel safe while using Transit services. Further, there has been a noticeable increase in safety ratings over the past three years, particularly for CTrain services.

Notable increases in CTrain safety and security ratings were apparent for traveling after 6:00 pm, stations being generally free of nuisance behaviours and sufficiently lit to make them safe and sufficiency of Peace Officers to ensure personal safety.

Despite rises in safety ratings, some customers experience situations that cause them concern. However, it should be noted that the differences in the amount and magnitude of the concern has changed little since 2009.

Customers largely stated that they were satisfied with the presence of security features such as Peace Officers, Transit personnel, security surveillance and Help Phones. Peace Officers were cited as the main type of security presence that people would like to see more of, however, it should be noted that there was no significant association between safety ratings that customers assigned to Transit services and their sighting of a Peace Officer within the previous month of survey.

Awareness of the annual safety poster campaign, "Bait Care Program," was noticeably higher in 2010 compared to previous campaigns, as was respondents' ratings of its informativeness.

For the most part, Calgary Transit customers are satisfied with the amount of cleanliness of Transit vehicles and its facilities. Again, there have been notable increases in levels of satisfaction, particularly for the absence of graffiti and cleanliness of bus shelters and absence of offensive odours in CTrain stations.

Most respondents indicated that they had noticed improvements to CTrain stations, mainly in terms of being cleaner or newly updated or renovated.

On the whole, the survey results suggest that customers perceive a greater sense of safety and security using Calgary Transit services in 2010 than they did in 2008.

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