2012 SAMTRANS TRIENNIAL CUSTOMER SURVEY
Systemwide On-Board Bus Survey

SUMMARY REPORT

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INTRODUCTION

This report details the findings of an onboard survey of SamTrans bus riders. The fieldwork on this study was conducted in October 2012. In total, 5,872 completed questionnaires were collected and tabulated.

Key objectives of the survey include:
- Reporting trip characteristics such as: usage of SamTrans, fare category, trip purpose, access/egress, trip length, etc.
- Assessing the ratings of 11 specific service characteristics.
- Identifying sources used by riders for SamTrans route/schedule information.
- Providing a current user profile of SamTrans riders.

This report includes an Executive Overview, which highlights the most salient results, followed by a Detailed Results section that provides data on each question asked in the survey. The Appendix of this report includes a copy of the English and Spanish language questionnaires, technical information on survey methodology and weight factors used, information on routes sampled, and verbatim comment coding information. The complete statistical tables and printout of verbatim comments are included in separate binders.

Please note that the percentages included in this report may not add to 100% due to statistical rounding.

Questions regarding this project may be directed to: Christiane Kwok, SamTrans, 650-508-7926

Changes in SamTrans Service Since Last Survey
SamTrans has made a number of service-related changes since the last survey was conducted in 2009. Significant changes include:
- The elimination of eight routes in December 2009;
- A fare increase in January 2010;
- Paper Monthly passes replaced with the regional Clipper card in January 2012;
- Introduction of the Day Pass in January 2012; and
- Introduction of the route ECR – a combination of the routes 390 and 391, on weekends – in August 2012.

Methodology and Response Rate
The survey was conducted as an onboard self-administered questionnaire distributed to SamTrans riders. Surveyors boarded pre-selected routes and attempted to distribute questionnaires to all passengers on the bus. Completed surveys were collected by these surveyors (who stayed onboard during the bus ride).

Specific steps were taken to ensure the highest possible response rate. This includes: using professional/experienced onboard surveyors on the project, printing the questionnaire in English and
Spanish, offering an opportunity to be entered into a drawing for selected prizes ($200 gift card and SamTrans Monthly passes), and providing a business reply mail-back option for persons who did not have time to complete the survey onboard.

The overall response was very high for a systemwide bus survey of this type. Key response rate statistics are as follows:

- **77% Completion Rate.** This is calculated by dividing the total number of completes (5,872) by the total number of questionnaires distributed to passengers (8,116).
- **56% Response Rate.** This is calculated by dividing the total number of completes (5,872) by all eligible passengers riding on the sampled buses (10,543).

(Note: “all eligible passengers” includes everyone except: children under 13, riders who had already participated, those who had a language barrier and those who were sleeping on the bus.)

Please see the appendix for additional details on distribution procedures and response rate information.

Field interviewing on this project was conducted between Thursday, October 2, and Sunday, October 21, 2012. The bulk of the surveying was conducted between the hours of 6:00 AM and 10:00 PM. The weekday shifts were allocated to allow for surveying during morning and afternoon peak periods, as well as off-peak periods. Specific routes were selected for each surveyor to ensure that interviewing on specific routes was conducted during different times of the day.

Surveyors returned completed questionnaires to Corey, Canapary & Galanis’ office following the completion of the fieldwork. Editing, coding and inputting were done in-house once the questionnaires were returned.

**Sampling**

In total, 5,872 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 1.07% (at the 95% confidence level).

The sampling on the study was designed to achieve a cross section of riders utilizing different routes in San Mateo County. Surveys were conducted on weekdays and weekends. We sampled a total of 44 weekday routes and 24 weekend routes.

Each shift was assigned to allow a surveyor to cover multiple scheduled runs on selected routes. Depending on the route, two to ten full runs were covered in each allocated shift. On longer routes, such as the 390, fewer runs were covered in a single shift because the surveyor remained on the bus for the full length of the bus route. In total, approximately 608 individual survey runs were completed on these sampled routes.

Selection of routes was achieved by establishing a protocol which grouped routes by ridership: a) highly traveled routes, b) moderately traveled routes, and c) lightly traveled routes. In addition to ridership volume, geographic location of routes was also taken into account as a secondary consideration when determining which routes to sample. Consideration was given to ensuring that a diverse, and well represented, selection of routes from the Northern, Central and Southern regions of San Mateo County including All-nighter routes and Sunday routes. About 85% of the shifts were assigned to weekday routes, and 15% to weekend routes.
Segmentation groupings are shown in the table below.

<table>
<thead>
<tr>
<th>SEGMENTATION GROUPINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEEKDAY</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Route type</td>
</tr>
<tr>
<td>Highly traveled routes</td>
</tr>
<tr>
<td>Moderately traveled</td>
</tr>
<tr>
<td>Lightly traveled routes</td>
</tr>
</tbody>
</table>

| **WEEKEND**            | **Approximate** |
|                        | **Shift allocation** |
| Route type             | Avg weekday ridership | # of routes | (%)          |
| Highly traveled routes | 1,000 or more passengers | 5 routes total | 5% - 8% |
| Moderately traveled    | 200 – 999 passengers   | 12 routes total | 4% - 7% |
| Lightly traveled routes| Less than 200 passengers| 7 routes total | 3% - 6% |

The segments above are based on the daily ridership figures that were provided by SamTrans. A complete list of the specific SamTrans routes surveyed is included in the Appendix of this report.

Note that in selecting routes to sample, an active selection protocol was used rather than a random selection process. The active selection protocol allows for a diverse selection of routes from different geographic regions to be represented. This framework provides the ability to comprehensively survey both mainline and local routes from nearly all regions of San Mateo County. One reason a random selection process was not used in the selection of routes, is because it can result in unpredictable, non-diversified, selection of routes. For example, a random selection process could potentially result in an entire geographic region being excluded from the survey if no routes in that region are included through random selection.
Weighting
The number of surveys completed was compared to SamTrans ridership averages for the month of October 2012. This comparison showed that weighting the data was unnecessary, as the percentage of completed surveys (compared to the weekly total) for each ridership segment was already nearly identical to the estimated percentage of riders for each ridership segment.

The following chart shows the actual number of surveys by ridership segment and the segment’s percentage of the weekly total of surveys.

<table>
<thead>
<tr>
<th>SamTrans Ridership vs. Surveys Completed</th>
<th>Weekday</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveys completed</td>
<td>Weekday</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Peak</td>
<td>Off-Peak</td>
<td>TOTAL Weekday</td>
<td>Weekend</td>
<td>Unknown</td>
<td>Weekly TOTAL</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Surveys completed</td>
<td>2,385</td>
<td>2,751</td>
<td>5,136</td>
<td>729</td>
<td>7</td>
<td>5,872</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of weekly total</td>
<td>40.62%</td>
<td>46.85%</td>
<td>87.47%</td>
<td>12.41%</td>
<td>0.12%</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Estimated weekly # of SamTrans riders*</td>
<td>99,705</td>
<td>124,625</td>
<td>224,330</td>
<td>38,927</td>
<td>-</td>
<td>263,257</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of weekly total*</td>
<td>37.87%</td>
<td>47.34%</td>
<td>85.21%</td>
<td>14.79%</td>
<td>-</td>
<td>100%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Taken from ridership averages for October, 2012.

Statistically Significant Differences
As was mentioned previously, for the total number of respondents (n = 5,872) who participated in the survey, the margin of error is +/- 1.07% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:
- Weekday peak (n = 2,385). +/-1.87% at the 95% confidence level;
- Weekday off-peak (n = 2,751). +/-1.72% at the 95% confidence level;
- Weekend (n = 729). +/-3.56% at the 95% confidence level.
EXECUTIVE SUMMARY

Half of SamTrans riders are long-time users, but there is a substantial share of new riders who have started using the system within the past year.

- Almost one-quarter (24%) of riders have been riding SamTrans for less than a year. This is a slight increase (3%) from 2009; however, nearly all of this increase stems from those riding 6 months or less.
- Half of riders (53%) have been using SamTrans for more than 3 years.

Most SamTrans riders rely on the system as their primary mode of transportation.

- Just over one-fourth (28%) of SamTrans riders own or have access to a car; this is up from 2009 (26%), but down from 32% in 2006.
- Most riders (77%) say the primary reason they use SamTrans is because they don’t have a car or don’t drive.
- Most riders (84%) use SamTrans at least 3 days per week, with two-thirds (66%) using it at least five days a week.

Most riders walk to the SamTrans bus stop and pay their fare either with cash or a SamTrans Monthly Pass. A number of riders take more than one SamTrans bus to their destination.

- Walking is the primary mode in getting to and from SamTrans. 73% walk to their bus stop, and 62% walk from the bus stop to their final destination.
- Half of all riders (50%) pay for their trip with cash, while 27% use a SamTrans Monthly Pass. Weekday peak period riders were slightly more likely to use a SamTrans Monthly Pass compared to weekday off-peak and Saturday riders.
- More than two-thirds (70%) of riders are making a round trip on SamTrans. While slightly higher than 2009, this percentage is still down slightly from 74% in 2006.
- While 58% use only one SamTrans bus for their one-way trip, 30% use 2 SamTrans buses, and 10% use 3 or more SamTrans buses for the trip.

SamTrans is used for a wide variety of purposes by its riders.

- Overall, slightly less than half of riders (44%) are traveling to or from work, and 29% are traveling to or from school, when using SamTrans.
- Work is the primary trip purpose for all time periods – with 48% of Weekday Peak riders, 40% of Weekday Off-Peak riders, and 49% of Weekend riders going to or from work.
- School is the second most common trip purpose among Weekday Peak (37%) and Weekday Off-Peak (29%) riders; however, among weekend riders, shopping is the second most common trip purpose (23%).
EXECUTIVE SUMMARY (continued)

Overall, SamTrans is generally well regarded by its customers.

- About three-fourths of riders (76%) are satisfied with their experience on the system overall, giving SamTrans a ‘4’ or ‘5’ rating on a 5-point scale. The overall mean score was 4.21.
- SamTrans achieved relatively consistent satisfaction ratings among major demographic and use sub-groups. A mean score of 4.05 or more was given by: weekday peak/off-peak/weekend riders, frequent and infrequent users, those who have access to a car and those who do not, and customers of all ages, income levels, and gender.
- An interesting result is in ratings vs. use/tenure. The normal trend in a system is for riders to become less satisfied the more they use a system. Riders who use a system more, or have been using a system longer, tend to become less satisfied with the system. This is due to riders becoming more familiar with the system and becoming better able to see the flaws. In this study, generally, this is not the case.
  - Riders who ride SamTrans 5 or more days a week rate SamTrans higher than those who ride only 3-4 days a week. Those who ride SamTrans 1-2 days/week rate the service on par with those who ride five or more days a week.
  - Riders who have been riding SamTrans longer rate the experience higher than newer riders. This has been consistent since 2006.

<table>
<thead>
<tr>
<th>Ride...</th>
<th>2012 mean score</th>
<th>2009 mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 or more days/week</td>
<td>4.21</td>
<td>4.22</td>
</tr>
<tr>
<td>3 – 4 days/week</td>
<td>4.17</td>
<td>4.18</td>
</tr>
<tr>
<td>1 – 2 days/week</td>
<td>4.21</td>
<td>4.17</td>
</tr>
<tr>
<td>Less than once a week</td>
<td>4.31</td>
<td>4.23</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Have been riding...</th>
<th>2012 mean score</th>
<th>2009 mean score</th>
<th>2006 mean score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than one year</td>
<td>4.20</td>
<td>4.18</td>
<td>4.07</td>
</tr>
<tr>
<td>1 – 3 years</td>
<td>4.15</td>
<td>4.17</td>
<td>4.12</td>
</tr>
<tr>
<td>More than 3 years</td>
<td>4.24</td>
<td>4.24</td>
<td>4.17</td>
</tr>
</tbody>
</table>

- Those using southern SamTrans routes are more satisfied than riders on other routes. However, riders on Central and Northern routes are more satisfied than they were in 2009.
• Riders who completed the Spanish language questionnaire are more satisfied than those who filled out the English language questionnaire.

<table>
<thead>
<tr>
<th>2012 mean score</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Spanish language questionnaire</td>
<td>4.47</td>
</tr>
<tr>
<td>English language questionnaire</td>
<td>4.19</td>
</tr>
</tbody>
</table>

Note: The mean score is used for the comparisons since it reflects a weighted average for all respondents who gave a rating (don’t know/no answer responses are not included in the mean score). 5.00 is the optimal positive score and 1.00 is the lowest score.

Among specific service attributes, SamTrans scored highest on availability of information on buses and cleanliness of the bus. It rated lowest on frequency of buses (among the 11 attributes rated).

• Attributes seeing the highest increases since 2009 included “Value for the money” (3.96, an increase of 0.14); “Communication of bus changes” (3.99, an increase of 0.12); and “Cleanliness of bus” (4.32, an increase of 0.09).

• The only attribute with a significant decrease in ratings was “On-time performance,” which dropped in 2012 to 3.78 (down 0.09 from 2009).

Most riders would prefer to get SamTrans information (such as route schedules, changes, and special services) on the bus itself.

• “On the bus” was selected by nearly three quarters of riders (71%) as the place that they would most like to get SamTrans information, but 52% of riders would like to get information at bus stops, and 27% would like to get information from the SamTrans website. As mobile media has expanded significantly since the 2009 study, respondents may be requesting information ‘on the bus’ in paper, real-time signage, mobile site/application, or other forms.

SamTrans riders speak a multitude of languages in addition to English.\(^\)

• English, Spanish, and Tagalog are the top languages spoken at home by SamTrans riders, followed by Cantonese and Mandarin.

• In total, 15% of respondents indicate that English is not spoken well or not spoken at all in their household.

\(^\)Note, however, that these percentages may be lower than reported. Where possible, language barriers were tracked and, if language spoken was readily available, noted. This resulted in 308 Chinese-language barriers and 88 Tagalog-language barriers documented during fieldwork, or about 3.7% of all respondents on sampled buses.
CHARTS – KEY FINDINGS
OVERALL SATISFACTION

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 1 = Very Dissatisfied and 5 = Very Satisfied.

11k. Overall experience with SamTrans?

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied (5)</td>
<td>40%</td>
</tr>
<tr>
<td>(4)</td>
<td>36%</td>
</tr>
<tr>
<td>(3)</td>
<td>13%</td>
</tr>
<tr>
<td>(2)</td>
<td>2%</td>
</tr>
<tr>
<td>Very Dissatisfied (1)</td>
<td>1%</td>
</tr>
<tr>
<td>No Answer</td>
<td>8%</td>
</tr>
</tbody>
</table>

Base: Total (5,872) (See Statistical Table 23)
OVERALL SATISFACTION – SUB-GROUP MEAN SCORE RATINGS

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 1= Very Dissatisfied and 5 = Very Satisfied.

11k. Overall experience with SamTrans?

<table>
<thead>
<tr>
<th>Satisfaction Rating by...</th>
<th>Mean Score (5 point scale)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total</strong> (n = 5,872)</td>
<td>4.21</td>
</tr>
<tr>
<td><strong>Ridership Segment</strong></td>
<td></td>
</tr>
<tr>
<td>Weekday Peak (n = 2,385)</td>
<td>4.18</td>
</tr>
<tr>
<td>Weekday Off-Peak (n = 2,751)</td>
<td>4.23</td>
</tr>
<tr>
<td>Weekend (n = 729)</td>
<td>4.25</td>
</tr>
<tr>
<td><strong>Language of Questionnaire</strong></td>
<td></td>
</tr>
<tr>
<td>English (n = 5,259)</td>
<td>4.19</td>
</tr>
<tr>
<td>Spanish (n = 613)</td>
<td>4.47</td>
</tr>
<tr>
<td><strong>How Long Riding SamTrans</strong></td>
<td></td>
</tr>
<tr>
<td>Less than 1 year (n = 1,389)</td>
<td>4.20</td>
</tr>
<tr>
<td>1 – 3 years (n = 1,289)</td>
<td>4.15</td>
</tr>
<tr>
<td>More than 3 years (n = 3,137)</td>
<td>4.24</td>
</tr>
</tbody>
</table>

(See Statistical Table 23)
ON-TIME PERFORMANCE

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 1= Very Dissatisfied and 5 = Very Satisfied.

11e. On-Time Performance?

Base: Total (5,872)  
(See Statistical Table 17)
RATING OF SERVICE ATTRIBUTES (MEAN SCORES)

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 1 = Very Dissatisfied and 5 = Very Satisfied.

<table>
<thead>
<tr>
<th>Mean Score (5 point scale)</th>
</tr>
</thead>
</table>
| OVERALL EXPERIENCE WITH SAMTRANS:...

| Availability of Information on Buses... | 4.33 |
| Cleanliness of Bus                      | 4.32 |
| Feeling of Personal Security on Bus     | 4.30 |
| Courtesy of Bus Operators               | 4.24 |
| Helpfulness/Courtesy of Customer Service| 4.22 |
| Convenience of Routes                   | 4.15 |
| Communication of Bus Changes            | 3.99 |
| Value for the Money                     | 3.96 |
| On-Time Performance                     | 3.78 |
| Frequency (how often buses run)         | 3.64 |

Base: Total (5,872)

Note: Mean score based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.
RIDERSHIP TENURE

1. How long have you been riding SamTrans?

24% are relatively "new" riders

Base: Total (5,872) (See Statistical Table 1)
FREQUENCY OF RIDING SAMTRANS

2. How often do you usually ride SamTrans?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-7 days/week</td>
<td>34%</td>
</tr>
<tr>
<td>5 days/week</td>
<td>32%</td>
</tr>
<tr>
<td>3-4 days/week</td>
<td>18%</td>
</tr>
<tr>
<td>1-2 days/week</td>
<td>8%</td>
</tr>
<tr>
<td>Less than once a week</td>
<td>7%</td>
</tr>
<tr>
<td>No Answer</td>
<td>1%</td>
</tr>
</tbody>
</table>

Base: Total 5,872 (See Statistical Table 2)
PAYMENT TYPE

5. How did you pay for this trip?

Base: Total (5,872)  (See Statistical Table 5)
FARE CATEGORY

6. What is your fare category?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>65%</td>
</tr>
<tr>
<td>Youth</td>
<td>19%</td>
</tr>
<tr>
<td>Senior</td>
<td>9%</td>
</tr>
<tr>
<td>Disabled</td>
<td>4%</td>
</tr>
<tr>
<td>Medicare Card Holder</td>
<td>1%</td>
</tr>
<tr>
<td>No Answer</td>
<td>2%</td>
</tr>
</tbody>
</table>

Base: Total (5,872)  
(See Statistical Table 6)

Note: Targeted respondents were 13 years and older.
PURPOSE OF TRIP

7. What is the purpose of your trip today?

Multiple responses accepted

^Response was not listed on the survey instrument but was written in by respondents

Base: Total (5,872)

(See Statistical Table 7)
## ACCESS

8a. How did you get to the bus stop where you BOARDED this bus?

<table>
<thead>
<tr>
<th>Mode</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walked all the way</td>
<td>73%</td>
</tr>
<tr>
<td>Another SamTrans bus</td>
<td>10%</td>
</tr>
<tr>
<td>BART</td>
<td>6%</td>
</tr>
<tr>
<td>Muni</td>
<td>4%</td>
</tr>
<tr>
<td>Bicycled</td>
<td>3%</td>
</tr>
<tr>
<td>Dropped off by car</td>
<td>2%</td>
</tr>
<tr>
<td>Caltrain</td>
<td>2%</td>
</tr>
<tr>
<td>Drove car</td>
<td>1%</td>
</tr>
<tr>
<td>VTA</td>
<td>1%</td>
</tr>
<tr>
<td>Free Shuttle</td>
<td>1%</td>
</tr>
<tr>
<td>AC Transit</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
<tr>
<td>No Answer</td>
<td>2%</td>
</tr>
</tbody>
</table>

Multiple responses accepted

Base: Total (5,872)  
(See Statistical Table 8)
ROUND TRIP

10. Are you making a round trip on SamTrans today?
   - Yes (rode SamTrans earlier today or will ride later today).
   - No

Base: Total (5,872)

(See Statistical Table 10)
### REASON FOR CHOOSING SAMTRANS

3. What is your main reason for riding SamTrans? (Check up to two)

*Multiple responses accepted*

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t have a car/Don’t drive</td>
<td>77%</td>
</tr>
<tr>
<td>Save money (gas, wear/tear on vehicle)</td>
<td>19%</td>
</tr>
<tr>
<td>Relax or reduce stress</td>
<td>10%</td>
</tr>
<tr>
<td>Helps the environment</td>
<td>10%</td>
</tr>
<tr>
<td>Avoid traffic</td>
<td>8%</td>
</tr>
<tr>
<td>Ability to do other things</td>
<td>7%</td>
</tr>
<tr>
<td>Faster than other options</td>
<td>6%</td>
</tr>
<tr>
<td>Lack of/cost of parking</td>
<td>5%</td>
</tr>
<tr>
<td>Employer pays for transit pass</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>No Answer or Other Vague/Non-Response (e.g. ‘Go to work/school’)</td>
<td>5%</td>
</tr>
</tbody>
</table>

Base: Total (5,872)  
(See Statistical Table 3)
ACCESS TO A CAR

15. Do you own or have access to a car?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>28%</td>
<td>67%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Base: Total (5,872)

(See Statistical Table 32)
12. How would you like to receive SamTrans information, such as route schedules, changes, and special service? (Check up to three)

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>On The Bus</td>
<td>71%</td>
</tr>
<tr>
<td>At Bus Stop</td>
<td>52%</td>
</tr>
<tr>
<td>SamTrans Website</td>
<td>27%</td>
</tr>
<tr>
<td>SamTrans Customer Svc</td>
<td>20%</td>
</tr>
<tr>
<td>Social Network</td>
<td>12%</td>
</tr>
<tr>
<td>511 (phone or website)</td>
<td>9%</td>
</tr>
<tr>
<td>City Hall/Library</td>
<td>6%</td>
</tr>
<tr>
<td>E-mail</td>
<td>1%</td>
</tr>
<tr>
<td>TV/Radio/Paper</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>No Answer</td>
<td>5%</td>
</tr>
</tbody>
</table>

Multiple responses accepted

^Response was not listed on the survey instrument but was written in by respondents

Base: Total (5,872)

(See Statistical Table 24)
SATISFACTION RATINGS COMPARISON
2012 vs. 2009
OVERALL SATISFACTION
2012 vs. 2009

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 1 = Very Dissatisfied and 5 = Very Satisfied.

11k. Overall experience with SamTrans?

Base: Total (5,872) (See Statistical Table 23)
RATING OF SERVICE ATTRIBUTES (MEAN SCORES)
2012 vs. 2009

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 1= Very Dissatisfied and 5 = Very Satisfied.

<table>
<thead>
<tr>
<th>Service Attribute</th>
<th>2012</th>
<th>2009</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>OVERALL EXPERIENCE WITH SAMTRANS</td>
<td>4.21</td>
<td>4.21</td>
<td>0.00</td>
</tr>
<tr>
<td>Availability of information on buses</td>
<td>4.33</td>
<td>4.32</td>
<td>0.01</td>
</tr>
<tr>
<td>Cleanliness of Bus</td>
<td>4.32</td>
<td>4.23</td>
<td>0.09</td>
</tr>
<tr>
<td>Feeling of Personal Security on Bus</td>
<td>4.30</td>
<td>4.25</td>
<td>0.05</td>
</tr>
<tr>
<td>Courtesy of Bus Operators</td>
<td>4.24</td>
<td>4.20</td>
<td>0.04</td>
</tr>
<tr>
<td>Helpfulness/Courtesy of Customer Service^</td>
<td>4.22</td>
<td>4.15</td>
<td>-</td>
</tr>
<tr>
<td>Convenience of Routes</td>
<td>4.15</td>
<td>4.13</td>
<td>0.02</td>
</tr>
<tr>
<td>Communication of Bus Changes</td>
<td>3.99</td>
<td>3.87</td>
<td>0.12</td>
</tr>
<tr>
<td>Value for the Money</td>
<td>3.96</td>
<td>3.82</td>
<td>0.14</td>
</tr>
<tr>
<td>On-Time Performance</td>
<td>3.78</td>
<td>3.87</td>
<td>- 0.09</td>
</tr>
<tr>
<td>Frequency (how often buses run)</td>
<td>3.64</td>
<td>3.67</td>
<td>- 0.03</td>
</tr>
</tbody>
</table>

Note: Mean score based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.
^ In 2009, this attribute was worded, “Responsiveness of Customer Service.”

Base: Total (5,872) (See Statistical Table 12)
DETAILED RESULTS
### USAGE OF SAMTRANS

#### HOW LONG RIDING SAMTRANS

1. How long have you been riding SamTrans?

- Nearly one-fourth of respondents have been riding SamTrans less than one year (24%) – a slight increase from 2009 which is almost exclusively an increase in those riding 6 months or less. However, about three-fourths of riders (75%) have been riding more than one year.
- This breakdown is fairly consistent among Weekday Peak, Weekday Off-Peak, and Weekend riders.

<table>
<thead>
<tr>
<th>Base: (All Respondents)</th>
<th>2012 Total</th>
<th></th>
<th></th>
<th></th>
<th>2009 Total</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,872</td>
<td></td>
<td></td>
<td></td>
<td>7,003</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 months or less</td>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td>13</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 6 months – less than 1 year</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td>8</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 – 3 years</td>
<td>22</td>
<td></td>
<td></td>
<td></td>
<td>23</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>More than 3 years</td>
<td>53</td>
<td></td>
<td></td>
<td></td>
<td>51</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Answer</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>100</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>100</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Base: (All Respondents)</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5872</td>
<td>2385</td>
<td>2751</td>
<td>729</td>
</tr>
<tr>
<td>Less than 6 months</td>
<td>16%</td>
<td>16%</td>
<td>16%</td>
<td>15%</td>
</tr>
<tr>
<td>More than 6 months – less than 1 year</td>
<td>8%</td>
<td></td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>1 – 3 years</td>
<td>22%</td>
<td>23%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>More than 3 years</td>
<td>53%</td>
<td>52%</td>
<td>55%</td>
<td>55%</td>
</tr>
<tr>
<td>No Answer</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

(See Statistical Table 1)
2012 SamTrans Triennial Customer Survey | Summary Report

HOW OFTEN RIDE

2. How often do you usually ride SamTrans?

- Most riders (84%) use SamTrans at least 3 days per week.
- There has been a notable drop in those using SamTrans 6-7 days per week between 2009 (40%) and 2012 (34%).
- In 2012, Weekend riders were most likely to use SamTrans 6-7 days per week (39%), with Weekday Off-Peak riders the least likely to do so (32%).

<table>
<thead>
<tr>
<th>Frequency</th>
<th>2012</th>
<th>2012</th>
<th>2012</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Weekday Peak</td>
<td>Weekday Off-Peak</td>
<td>Weekend</td>
</tr>
<tr>
<td>Base: (All Respondents)</td>
<td>5,872</td>
<td>2,385</td>
<td>2,751</td>
<td>729</td>
</tr>
<tr>
<td>6 – 7 days a week</td>
<td>34</td>
<td>35</td>
<td>32</td>
<td>39</td>
</tr>
<tr>
<td>5 days a week</td>
<td>32</td>
<td>38</td>
<td>29</td>
<td>22</td>
</tr>
<tr>
<td>4 days a week</td>
<td>10</td>
<td>8</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>3 days a week</td>
<td>8</td>
<td>7</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>2 days a week</td>
<td>6</td>
<td>4</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>1 day a week</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>1 – 3 days a month</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>No Answer</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

100 100 100 100

(See Statistical Table 2)
REASON FOR USING SAMTRANS

3. What is your main reason for riding SamTrans?

- More than three-quarters (77%) of SamTrans riders said they primarily use SamTrans because they don’t have a car or don’t drive. Weekday Off-Peak riders were slightly more likely (80%) to indicate this was true than Weekday Peak (75%) or Weekend (74%) riders.
- Other common reasons for using SamTrans include saving money (gas, wear and tear on car) (19%), relaxing/reducing stress (10%), and helping the environment (10%).

<table>
<thead>
<tr>
<th>Reason</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t have a car/Don’t drive</td>
<td>77%</td>
<td>75%</td>
<td>80%</td>
<td>74%</td>
</tr>
<tr>
<td>Save money (gas, wear &amp; tear on car)</td>
<td>19%</td>
<td>19%</td>
<td>19%</td>
<td>18%</td>
</tr>
<tr>
<td>Relax or reduce stress</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Help the environment</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>9%</td>
</tr>
<tr>
<td>Avoid traffic</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Ability to do other things</td>
<td>7%</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
</tr>
<tr>
<td>Faster than other options</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Lack of/Cost of parking</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Employer helps pay for transit pass</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
</tbody>
</table>

(Multiple answers accepted) (See Statistical Table 3)

Note: This question was not asked in 2009. Responses with less than 1% are not shown; for a complete list, see Statistical Tables.
TRIP SPECIFIC INFORMATION

CLIPPER CARD USE

4. Did you use a Clipper card on this trip?

- Just over one-third of riders (37%) said they were using a Clipper card on the surveyed trip.
- Weekday Peak riders were slightly more likely to use a Clipper card (39%), while Weekend riders were least likely to use one (33%).

<table>
<thead>
<tr>
<th></th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: (All Respondents)</td>
<td>5,872</td>
<td>2,385</td>
<td>2,751</td>
<td>729</td>
</tr>
<tr>
<td>Yes</td>
<td>37%</td>
<td>39%</td>
<td>36%</td>
<td>33%</td>
</tr>
<tr>
<td>No</td>
<td>55%</td>
<td>53%</td>
<td>56%</td>
<td>57%</td>
</tr>
<tr>
<td>No Answer</td>
<td>9%</td>
<td>9%</td>
<td>8%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Note: This question was not asked in 2009.
PAYMENT TYPE

5. How did you pay for this bus trip?

- Half of all SamTrans riders (50%) paid for their trip with cash.
- While 40% of respondents paid for their trip with a SamTrans Monthly Pass in 2009, only 27% of respondents in 2012 paid for their trip this way.
- Among 2012 respondents, Weekday Peak riders were somewhat less likely to use cash (45%) and somewhat more likely to use a SamTrans Monthly Pass (30%) than other riders.

<table>
<thead>
<tr>
<th>Payment Type</th>
<th>2012</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>5,872</td>
<td>7,003</td>
</tr>
<tr>
<td>Cash (NET)</td>
<td>50 %</td>
<td>47 %</td>
</tr>
<tr>
<td>Cash loaded on Clipper card</td>
<td>8 *</td>
<td>*</td>
</tr>
<tr>
<td>NOT on Clipper card</td>
<td>38 *</td>
<td>*</td>
</tr>
<tr>
<td>Unknown if on a Clipper card</td>
<td>4 *</td>
<td>*</td>
</tr>
<tr>
<td>SamTrans Monthly Pass (NET)</td>
<td>27</td>
<td>40</td>
</tr>
<tr>
<td>Pass loaded on a Clipper card</td>
<td>19 *</td>
<td>*</td>
</tr>
<tr>
<td>NOT on a Clipper card</td>
<td>6 *</td>
<td>*</td>
</tr>
<tr>
<td>Unknown if on a Clipper card</td>
<td>2 *</td>
<td>*</td>
</tr>
<tr>
<td>Token</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>BART Plus ticket</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Caltrain Monthly Pass</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Day Pass</td>
<td>3</td>
<td>*</td>
</tr>
<tr>
<td>RediWheels/Disabled Pass^</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Multiple responses***</td>
<td>2</td>
<td>*</td>
</tr>
<tr>
<td>Other</td>
<td>1 **1</td>
<td>**1</td>
</tr>
<tr>
<td>No Answer</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>

*These categories not included in 2009.
**This includes 2009 categories of “Other,” “VTA/Yearly Pass,” and “Non-Paying Passenger.”
***For this question, “Clipper” (as a write-in) and one fare method were accepted. However, multiple response categories (eg. someone checking both ‘Day Pass’ and ‘Caltrain Monthly Pass’) were not included.
^These categories were not on the questionnaire, but written in by respondents.
Payment Type (continued)

<table>
<thead>
<tr>
<th>Base: (All Respondents)</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>50%</td>
<td>45%</td>
<td>53%</td>
<td>54%</td>
</tr>
<tr>
<td>SamTrans Monthly Pass</td>
<td>27%</td>
<td>30%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>Token</td>
<td>5%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>BART Plus ticket</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Caltrain Monthly Pass</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Day Pass</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>RediWheels/Disabled Pass^</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Multiple responses***</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>No Answer</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

(See Statistical Table 5)

^ These options were not included in the survey instrument, but were written in by respondents.

Responses with less than 1% are not shown; for a complete list, see Statistical Tables.

***For this question, “Clipper” (as a write-in) and one fare method were accepted. However, multiple response categories (e.g. someone checking both ‘Day Pass’ and ‘Caltrain Monthly Pass’) were not included.
FARE CATEGORY

6. What is your fare category?

- Nearly two-thirds of riders fall into the Adult fare category (65%) in 2012. This is fairly consistent with 2009 ridership.
- Among 2012 riders overall, Youth riders accounted for a larger share of Peak riders (25% vs. 19% of riders overall), while Seniors accounted for a slightly higher share of Weekend riders (13% vs. 9% overall).

<table>
<thead>
<tr>
<th></th>
<th>2012 Total</th>
<th>2009 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,872</td>
<td>7,003</td>
</tr>
<tr>
<td>Adult</td>
<td>65%</td>
<td>65%</td>
</tr>
<tr>
<td>Youth</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Senior</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Disabled</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Medicare Cardholder</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Multiple responses</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>No Answer</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

(See Statistical Table 6)

Responses with less than 1% are not shown; for a complete list, see Statistical Tables.
TRIP PURPOSE

7. What is the main purpose of your trip today?

- Nearly half of all respondents were using SamTrans to go to/from work (44%), while 30% said they used it to go to school.
- Weekend riders (49%) and Weekday Peak (48%) riders both accounted for a higher share of those traveling to/from work compared to Weekday Off-Peak riders (40%).
- Weekend riders had a higher share of shopping and social/recreational trip purposes.

<table>
<thead>
<tr>
<th>Purpose</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>44%</td>
<td>48%</td>
<td>40%</td>
<td>49%</td>
</tr>
<tr>
<td>School</td>
<td>30%</td>
<td>37%</td>
<td>29%</td>
<td>5%</td>
</tr>
<tr>
<td>Shopping/Personal errands*</td>
<td>12%</td>
<td>6%</td>
<td>13%</td>
<td>23%</td>
</tr>
<tr>
<td>Shopping</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal business/errands..</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Social/Recreational</td>
<td>12%</td>
<td>8%</td>
<td>12%</td>
<td>23%</td>
</tr>
<tr>
<td>Medical**</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Go home^</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church/Temple^</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>No Answer</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Purpose</th>
<th>2009 Total</th>
<th>2009 Weekday Peak</th>
<th>2009 Weekday Off-Peak</th>
<th>2009 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>47%</td>
<td>48%</td>
<td>40%</td>
<td>49%</td>
</tr>
<tr>
<td>School</td>
<td>27%</td>
<td>37%</td>
<td>29%</td>
<td>5%</td>
</tr>
<tr>
<td>Shopping</td>
<td>16%</td>
<td>6%</td>
<td>13%</td>
<td>23%</td>
</tr>
<tr>
<td>Personal business/errands..</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medical**</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Go home^</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Church/Temple^</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No Answer</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(Multiple answers accepted)

Note: As with most on-board bus surveys, the share of those using SamTrans for school trips is likely under-represented in the above table. Two factors contribute to this: a) Selection criteria. Only respondents who appear to be 13 years or older are offered a questionnaire; b) Sampling route selection. School-only routes which primarily serve elementary schools were not covered in this survey effort.

*In 2009, “Shopping/personal errands” was listed as one category on the questionnaire. In 2012, the category was changed to “Shopping,” with ‘personal business’ or ‘personal errands’ written in by respondents in the “Other” category.

**This option was listed in the 2009 questionnaire, but in 2012, it was not listed but written in by respondents in the “Other” category.

^These responses were written in by respondents in both 2009 and 2012.
ACCESS AND EGRESS

8a. How did you get to the stop where you BOARDED this bus?
8b. After you get OFF this bus, how will you get FROM the bus stop to your final destination?

- Nearly three-fourths (73%) of riders walked to the bus stop where they boarded the bus.
- Nearly two-thirds (62%) will walk from the end point of their current bus trip to their final destination.
- Those who did not walk to/from their bus stop were most likely to transfer to/from another SamTrans bus or to/from another public transit system – including BART, Muni, Caltrain, VTA, a free shuttle, or AC Transit.

### Access and Egress Mode – 2012 Total

<table>
<thead>
<tr>
<th>Mode</th>
<th>ACCESS Total</th>
<th>EGRESS Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Base: (All Respondents)</td>
<td>5,872</td>
<td>5,872</td>
</tr>
<tr>
<td>Walked</td>
<td>73</td>
<td>62</td>
</tr>
<tr>
<td>Another SamTrans Bus</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>BART</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Muni</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Bicycle</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Got dropped off/Picked up by car</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Caltrain</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>VTA</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Drove/Drive Car</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Free Shuttle</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>AC Transit</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>No Answer</td>
<td>2</td>
<td>17</td>
</tr>
</tbody>
</table>

(Multiple answers accepted) (See Statistical Tables 5 & 6)
### Access Mode – 2012 by period

<table>
<thead>
<tr>
<th>Mode</th>
<th>Total (% of All Respondents)</th>
<th>Weekday Peak (% of Weekday Total)</th>
<th>Weekday Off-peak (% of Weekday Total)</th>
<th>Weekend (% of Total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walked</td>
<td>74</td>
<td>2385</td>
<td>2751</td>
<td>729</td>
</tr>
<tr>
<td>Another SamTrans Bus</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>BART</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Muni</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Bicycle</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Dropped off by car</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Caltrain</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>VTA</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Drove Car</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Free Shuttle</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>AC Transit</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>No Answer</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

*Base: (All Respondents) 5872

(Multiple answers accepted on this question)

### Egress Mode – 2012 by period

<table>
<thead>
<tr>
<th>Mode</th>
<th>Total (% of All Respondents)</th>
<th>Weekday Peak (% of Weekday Total)</th>
<th>Weekday Off-peak (% of Weekday Total)</th>
<th>Weekend (% of Total)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walked</td>
<td>64</td>
<td>2385</td>
<td>2751</td>
<td>729</td>
</tr>
<tr>
<td>Another SamTrans Bus</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td>BART</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Muni</td>
<td>4</td>
<td>4</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td>Bicycled</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Caltrain</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Picked up by car</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Free Shuttle</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>VTA</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Drive Car</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>AC Transit</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>1</td>
</tr>
<tr>
<td>No Answer</td>
<td>17</td>
<td>15</td>
<td>17</td>
<td>22</td>
</tr>
</tbody>
</table>

*Base: (All Respondents) 5872

(See Statistical Tables 8 & 9)
9. Including this bus, how many total SamTrans buses will you ride to make this one-way trip?

- About 40% of SamTrans riders use 2 or more buses to make their one-way trip, while 58% of riders overall use only one bus for their trip.
- Riders on Central routes are most likely to take only one bus (63%), while those on Southern routes are least likely to take only one bus (52%).
- Riders using more than one bus are also somewhat more likely to earn less than $25,000 per year and speak a language other than English at home.

### NUMBER OF SAMTRANS BUSES USED

<table>
<thead>
<tr>
<th></th>
<th>2012 Total</th>
<th>2009 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: (All Respondents)</td>
<td>5,872</td>
<td>7,003</td>
</tr>
<tr>
<td>One (1)</td>
<td>58</td>
<td>58</td>
</tr>
<tr>
<td>Two (2)</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td>Three (3)</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Four or more (4+)</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>No Answer</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

(See Statistical Table 10)
MAKING A ROUND TRIP

10. Are you making a round trip on SamTrans today?

- About one-fourth of all riders (26%) did not make a round trip on SamTrans.
- Those who ride SamTrans 1-2 times per week (42%) and Youth riders (40%) are most likely to NOT be making a round trip on SamTrans.
- Notably, the fewer buses a person rides, the LESS likely they are to be making a round trip. While 67% of those using only one bus were making a round trip, 77% of those using 2 buses, 76% of those using 3 buses, and 82% of those using 4 or more buses were making a round trip.

<table>
<thead>
<tr>
<th>2012 Total</th>
<th>2009 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,872</td>
<td>7,003</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Base: (All Respondents)</th>
<th>2012</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes – Making round trip</td>
<td>70</td>
<td>68</td>
</tr>
<tr>
<td>No</td>
<td>26</td>
<td>24</td>
</tr>
<tr>
<td>No Answer</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Base: (All Respondents)</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,872</td>
<td>2,385</td>
<td>2,751</td>
<td>729</td>
<td></td>
</tr>
</tbody>
</table>

| Yes – Making a round trip | 70 | 70 | 70 | 68 |
| No                       | 26 | 27 | 26 | 26 |
| No Answer                | 4  | 3  | 4  | 6  |
| **100**                  | **100** | **100** | **100** |

(See Statistical Table 11)
SATISFACTION RATINGS

RATING OF SERVICE ATTRIBUTES

11. Please let us know how well SamTrans is meeting your needs by rating each item below?

- Riders rated SamTrans service overall an average of 4.21 out of 5.00 (with 5 being “very satisfied” and 1 being “very dissatisfied”). This is the same rating given by riders in 2009.
- Riders rated most attributes of SamTrans higher or about the same compared to 2009.
- Attributes seeing the highest increases since 2009 included “Value for the money” (3.96, an increase of 0.14); “Communication of bus changes” (3.99, an increase of 0.12); and “Cleanliness of bus” (4.32, an increase of 0.09).
- The only attribute with a significant decrease in ratings was “On-time performance,” which dropped in 2012 to 3.78 (down 0.09 from 2009).
- While results by geography were mixed when viewing individual attributes, San Franciscans rated their overall experience slightly higher (4.24), while those in Santa Clara County rated their overall experience slightly lower (4.12) than all riders.
- Those completing the survey in Spanish rated their overall satisfaction, and every attribute, more highly than those completing an English survey did.

<table>
<thead>
<tr>
<th>Overall experience with SamTrans</th>
<th>Overall Mean Score</th>
<th>Satisfied (5 or 4 rating)</th>
<th>Dissatisfied (1 or 2 rating)</th>
<th>Neutral NA/Blank/</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>4.21</td>
<td>76</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>Availability of information on buses</td>
<td>4.33</td>
<td>78</td>
<td>5</td>
<td>17</td>
</tr>
<tr>
<td>Cleanliness of bus</td>
<td>4.32</td>
<td>80</td>
<td>3</td>
<td>17</td>
</tr>
<tr>
<td>Feeling of personal security on bus</td>
<td>4.30</td>
<td>78</td>
<td>4</td>
<td>19</td>
</tr>
<tr>
<td>Courtesy of bus operators</td>
<td>4.24</td>
<td>76</td>
<td>5</td>
<td>19</td>
</tr>
<tr>
<td>Helpfulness/courtesy of Customer Service</td>
<td>4.22</td>
<td>62</td>
<td>5</td>
<td>33</td>
</tr>
<tr>
<td>Convenience of routes</td>
<td>4.15</td>
<td>72</td>
<td>7</td>
<td>21</td>
</tr>
<tr>
<td>Communication of bus changes</td>
<td>3.99</td>
<td>63</td>
<td>8</td>
<td>29</td>
</tr>
<tr>
<td>Value for the money</td>
<td>3.96</td>
<td>64</td>
<td>10</td>
<td>26</td>
</tr>
<tr>
<td>On-time performance</td>
<td>3.78</td>
<td>59</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>Frequency (how often buses run)</td>
<td>3.64</td>
<td>54</td>
<td>16</td>
<td>30</td>
</tr>
</tbody>
</table>

(See Statistical Tables 12 – 23)
Note: Mean score is based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.

**RATING OF SURVEY ATTRIBUTES (continued)**

**Survey Attributes – 2012 vs. 2009**

<table>
<thead>
<tr>
<th>(5 point scale)</th>
<th>2012</th>
<th>2009</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: (All Respondents)</td>
<td>(5,872)</td>
<td>(7,003)</td>
<td></td>
</tr>
<tr>
<td>Overall experience with SamTrans</td>
<td>4.21</td>
<td>4.21</td>
<td>–</td>
</tr>
<tr>
<td>Availability of information on buses</td>
<td>4.33</td>
<td>4.32</td>
<td>0.01</td>
</tr>
<tr>
<td>Cleanliness of bus</td>
<td>4.32</td>
<td>4.23</td>
<td>0.09</td>
</tr>
<tr>
<td>Feeling of personal security on bus</td>
<td>4.30</td>
<td>4.25</td>
<td>0.05</td>
</tr>
<tr>
<td>Courtesy of bus operators</td>
<td>4.24</td>
<td>4.20</td>
<td>0.04</td>
</tr>
<tr>
<td>Helpfulness/courtesy of Customer Service^</td>
<td>4.22</td>
<td>4.15</td>
<td>–</td>
</tr>
<tr>
<td>Convenience of routes</td>
<td>4.15</td>
<td>4.13</td>
<td>0.02</td>
</tr>
<tr>
<td>Communication of bus changes</td>
<td>3.99</td>
<td>3.87</td>
<td>0.12</td>
</tr>
<tr>
<td>Value for the money</td>
<td>3.96</td>
<td>3.82</td>
<td>0.14</td>
</tr>
<tr>
<td>On-time performance</td>
<td>3.78</td>
<td>3.87</td>
<td>-0.09</td>
</tr>
<tr>
<td>Frequency (how often buses run)</td>
<td>3.64</td>
<td>3.67</td>
<td>-0.03</td>
</tr>
</tbody>
</table>

(See Statistical Tables 12 – 23)

Note: Mean score is based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.

^ In 2009, this attribute was worded, “Responsiveness of Customer Service.”
### Survey Attributes – Home Location of Riders

<table>
<thead>
<tr>
<th>Survey Attribute</th>
<th>Overall Mean Score (5,872)</th>
<th>San Mateo County (4276)</th>
<th>San Francisco County (389)</th>
<th>Santa Clara County (117)</th>
<th>East Bay Region (96)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall experience with SamTrans</td>
<td>4.21</td>
<td>4.24</td>
<td>4.12</td>
<td>4.21</td>
<td></td>
</tr>
<tr>
<td>Availability of information on buses</td>
<td>4.33</td>
<td>4.31</td>
<td>4.28</td>
<td>4.23</td>
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</tr>
<tr>
<td>Cleanliness of bus</td>
<td>4.32</td>
<td>4.41</td>
<td>4.21</td>
<td>4.43</td>
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</tr>
<tr>
<td>Feeling of personal security on bus</td>
<td>4.30</td>
<td>4.31</td>
<td>4.22</td>
<td>4.35</td>
<td></td>
</tr>
<tr>
<td>Courtesy of bus operators</td>
<td>4.24</td>
<td>4.18</td>
<td>4.20</td>
<td>4.26</td>
<td></td>
</tr>
<tr>
<td>Helpfulness/Courtesy of Customer Service</td>
<td>4.22</td>
<td>4.13</td>
<td>4.13</td>
<td>4.03</td>
<td></td>
</tr>
<tr>
<td>Convenience of routes</td>
<td>4.15</td>
<td>4.16</td>
<td>4.10</td>
<td>4.13</td>
<td></td>
</tr>
<tr>
<td>Communication of bus changes</td>
<td>3.99</td>
<td>3.89</td>
<td>3.95</td>
<td>3.91</td>
<td></td>
</tr>
<tr>
<td>Value for the money</td>
<td>3.96</td>
<td>4.00</td>
<td>4.07</td>
<td>3.86</td>
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</tr>
<tr>
<td>On-time performance</td>
<td>3.78</td>
<td>3.99</td>
<td>3.86</td>
<td>3.70</td>
<td></td>
</tr>
<tr>
<td>Frequency (how often buses run)</td>
<td>3.64</td>
<td>3.53</td>
<td>3.60</td>
<td>3.57</td>
<td></td>
</tr>
</tbody>
</table>

(See Statistical Tables 12 – 23)

Note: Mean score is based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.
RATING OF SURVEY ATTRIBUTES (continued)

Survey Attributes - Language of Questionnaire

<table>
<thead>
<tr>
<th>(5 point scale)</th>
<th>Overall Mean Score (5,872)</th>
<th>English (5,259)</th>
<th>Spanish (613)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall experience with SamTrans</td>
<td>4.21</td>
<td>4.19</td>
<td>4.47</td>
</tr>
<tr>
<td>Availability of information on buses</td>
<td>4.33</td>
<td>4.31</td>
<td>4.49</td>
</tr>
<tr>
<td>Cleanliness of bus</td>
<td>4.32</td>
<td>4.29</td>
<td>4.55</td>
</tr>
<tr>
<td>Feeling of personal security on bus</td>
<td>4.30</td>
<td>4.28</td>
<td>4.53</td>
</tr>
<tr>
<td>Courtesy of bus operators</td>
<td>4.24</td>
<td>4.22</td>
<td>4.35</td>
</tr>
<tr>
<td>Helpfulness/courtesy of Customer Service</td>
<td>4.22</td>
<td>4.21</td>
<td>4.39</td>
</tr>
<tr>
<td>Convenience of routes</td>
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<td>4.12</td>
<td>4.50</td>
</tr>
<tr>
<td>Communication of bus changes</td>
<td>3.99</td>
<td>3.95</td>
<td>4.34</td>
</tr>
<tr>
<td>Value for the money</td>
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<td>3.92</td>
<td>4.33</td>
</tr>
<tr>
<td>On-time performance</td>
<td>3.78</td>
<td>3.76</td>
<td>4.05</td>
</tr>
<tr>
<td>Frequency (how often buses run)</td>
<td>3.64</td>
<td>3.60</td>
<td>4.04</td>
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</tbody>
</table>

(See Statistical Tables 12 – 23)

Note: Mean score is based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.
Survey Attributes – Geographic Region of Routes

- Riders on Southern routes are more satisfied overall compared to other riders.
- However, riders on Northern routes gave the highest ratings to 4 key attributes – availability of information on buses, cleanliness of bus, feeling of personal security on bus, and on-time performance. They also tied with Central route riders on the highest rating given for courtesy of bus operators.

<table>
<thead>
<tr>
<th>(5 point scale)</th>
<th>Overall Mean Score</th>
<th>Trunk Routes (Multiple Regions)</th>
<th>North Routes (2,347)</th>
<th>Central Routes (643)</th>
<th>South Routes (932)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: (All Respondents)</td>
<td>(5,872)</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Overall experience with SamTrans</td>
<td>4.21</td>
<td>4.20</td>
<td>4.22</td>
<td>4.18</td>
<td>4.25</td>
</tr>
<tr>
<td>Availability of information on buses</td>
<td>4.33</td>
<td>4.30</td>
<td>4.36</td>
<td>4.30</td>
<td>4.31</td>
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<tr>
<td>Cleanliness of bus</td>
<td>4.32</td>
<td>4.23</td>
<td>4.42</td>
<td>4.25</td>
<td>4.29</td>
</tr>
<tr>
<td>Feeling of personal security on bus</td>
<td>4.30</td>
<td>4.26</td>
<td>4.36</td>
<td>4.25</td>
<td>4.28</td>
</tr>
<tr>
<td>Courtesy of bus operators</td>
<td>4.24</td>
<td>4.22</td>
<td>4.25</td>
<td>4.27</td>
<td>4.20</td>
</tr>
<tr>
<td>Helpfulness/courtesy of Customer Service</td>
<td>4.22</td>
<td>4.22</td>
<td>4.21</td>
<td>4.25</td>
<td>4.23</td>
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<tr>
<td>Convenience of routes</td>
<td>4.15</td>
<td>4.17</td>
<td>4.13</td>
<td>4.11</td>
<td>4.19</td>
</tr>
<tr>
<td>Communication of bus changes</td>
<td>3.99</td>
<td>4.04</td>
<td>3.96</td>
<td>3.94</td>
<td>3.99</td>
</tr>
<tr>
<td>Value for the money</td>
<td>3.96</td>
<td>4.05</td>
<td>3.84</td>
<td>3.99</td>
<td>4.04</td>
</tr>
<tr>
<td>On-time performance</td>
<td>3.78</td>
<td>3.74</td>
<td>3.83</td>
<td>3.77</td>
<td>3.76</td>
</tr>
<tr>
<td>Frequency (how often buses run)</td>
<td>3.64</td>
<td>3.64</td>
<td>3.59</td>
<td>3.64</td>
<td>3.75</td>
</tr>
</tbody>
</table>

(See Statistical Tables 12 – 23)

Note: Mean score is based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.

Trunk (Multiple Regions) routes are Routes 292, 294, 390, 391, 397, ECR, KK
North routes are Routes 14, 16, 17, 24, 35, 36, 43, 110, 112, 116, 118, 120, 121, 122, 123, 130, 132, 133, 140, 141
Central routes are Routes 46, 54, 55, 58, 250, 251, 260, 262, 359
South routes are Routes 83, 85, 270, 271, 274, 280, 281, 295, 296, 297
OVERALL SATISFACTION WITH SAMTRANS

11k. Overall experience with SamTrans?

- Overall, 76% of SamTrans riders are satisfied with their experience on the system.
- While the mean score has stayed the same between 2009 and 2012, this may be the result of a lower “No Answer” percentage in 2012.
- Note that in 2012, those who rated SamTrans overall a ‘4’ or ‘5’ increased by 5%. This increase is most noticeable among Weekday Off-Peak riders – in 2009, 71% rated SamTrans overall a ‘4’ or ‘5,’ while in 2012, 77% rated SamTrans a ‘4’ or ‘5.’ Weekday Peak riders’ 4-5 ratings increased from 72% to 75%, while Weekend riders’ 4-5 ratings increased from 71% to 74%.

### Overall Satisfaction - Total

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th>2009</th>
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</thead>
<tbody>
<tr>
<td>Base: (All Respondents)</td>
<td>5872</td>
<td>7003</td>
</tr>
<tr>
<td>Very Satisfied (5)</td>
<td>40</td>
<td>38</td>
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<tr>
<td>(4)</td>
<td>36</td>
<td>33</td>
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<tr>
<td>(3)</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>(2)</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Very Dissatisfied (1)</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>No Answer</td>
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<td>13</td>
</tr>
<tr>
<td></td>
<td>100</td>
<td>100</td>
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</tbody>
</table>

**RECAP %:**

- Satisfied (5 or 4) ........................................ 76  71
- Neutral (3) .................................................. 13  13
- Dissatisfied (1 or 2) ...................................... 3   3

**MEAN................................................................... 4.21  4.21**

<table>
<thead>
<tr>
<th></th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: (All Respondents)</td>
<td>5872</td>
<td>2385</td>
<td>2751</td>
<td>729</td>
</tr>
<tr>
<td>Very satisfied (5)</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>(4)</td>
<td>40</td>
<td>38</td>
<td>41</td>
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<td>(3)</td>
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<td>34</td>
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<tr>
<td>(2)</td>
<td>13</td>
<td>15</td>
<td>13</td>
<td>12</td>
</tr>
<tr>
<td>Very dissatisfied (1)</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
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<td>12</td>
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<td></td>
<td>100</td>
<td>100</td>
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</tr>
</tbody>
</table>

**MEAN** .................................................. 4.21  4.18  4.23  4.25

(See Statistical Table 23)  
Note: Mean score is based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.
OVERALL SATISFACTION WITH SAMTRANS – BY SUB-GROUPS

<table>
<thead>
<tr>
<th></th>
<th>BASE</th>
<th>MEAN</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Neutral/NA/Blank</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>#</td>
<td>(5 pt scale)</td>
<td>(5 rating) %</td>
<td>(4 rating) %</td>
<td>(2 or 1 rating) %</td>
<td>%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>(5872)</td>
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<td>36</td>
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<td>22</td>
</tr>
<tr>
<td>BY RIDERSHIP SEGMENT</td>
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</tr>
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<tr>
<td>Weekday Off-peak</td>
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<td>36</td>
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<td>20</td>
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<tr>
<td>Weekend</td>
<td>(729)</td>
<td>4.25</td>
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<td>34</td>
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<td>24</td>
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<td>BY USAGE OF SAMTRANS</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5 or more days/week</td>
<td>(3848)</td>
<td>4.21</td>
<td>41</td>
<td>35</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>3 – 4 days/week</td>
<td>(1067)</td>
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<td>37</td>
<td>39</td>
<td>3</td>
<td>22</td>
</tr>
<tr>
<td>1-2 days/week</td>
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<td>38</td>
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<td>21</td>
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<tr>
<td>Less than 1 day/week</td>
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<td>4.31</td>
<td>43</td>
<td>35</td>
<td>3</td>
<td>20</td>
</tr>
<tr>
<td>BY HOW LONG RIDING SAMTRANS</td>
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</tr>
<tr>
<td>Less than 1 year</td>
<td>(1389)</td>
<td>4.20</td>
<td>38</td>
<td>38</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>1 – 3 years</td>
<td>(1289)</td>
<td>4.15</td>
<td>35</td>
<td>40</td>
<td>3</td>
<td>22</td>
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<tr>
<td>More than 3 years</td>
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<td>4.24</td>
<td>43</td>
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<td>21</td>
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<tr>
<td>BY TRIP PURPOSE</td>
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<td>Work/School</td>
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<td>36</td>
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<td>23</td>
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<td>45</td>
<td>34</td>
<td>3</td>
<td>19</td>
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<td>BY ACCESS TO A CAR</td>
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<tr>
<td>Yes</td>
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<td>4.21</td>
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<tr>
<td>No</td>
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<td>BY GENDER</td>
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<tr>
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<td>38</td>
<td>37</td>
<td>3</td>
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<tr>
<td>Female</td>
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<td>4.24</td>
<td>42</td>
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<td>BY GEOGRAPHIC REGION OF ROUTE</td>
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<td>Trunk (Multiple Regions)</td>
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<td>33</td>
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<td>25</td>
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<td>North</td>
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<td>Central</td>
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<td>South</td>
<td>(932)</td>
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<td>43</td>
<td>35</td>
<td>4</td>
<td>19</td>
</tr>
</tbody>
</table>

(See Statistical Table 23)
## Overall Satisfaction by Sub-Groups (continued)

<table>
<thead>
<tr>
<th></th>
<th>BASE</th>
<th>MEAN</th>
<th>Very Satisfied (5 rating) %</th>
<th>Satisfied (4 rating) %</th>
<th>Dissatisfied (2 or 1 rating) %</th>
<th>Neutral/NA/Blank %</th>
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</thead>
<tbody>
<tr>
<td><strong>TOTAL</strong></td>
<td>(5,872)</td>
<td>4.21</td>
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<td><strong>BY FARE CATEGORY</strong></td>
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<td>Senior/Med/Disabled</td>
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<td>Youth</td>
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<td>Spanish</td>
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<td><strong>BY AGE</strong></td>
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<td>41</td>
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<td>18</td>
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<td>18 to 24</td>
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<td>4.15</td>
<td>37</td>
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<td>22</td>
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<tr>
<td>25 to 34</td>
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<td>22</td>
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<td>35 to 44</td>
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<td>41</td>
<td>36</td>
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<td>45 to 54</td>
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<td>55 to 64</td>
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<td>65 and older</td>
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<td>28</td>
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<td><strong>BY HOUSEHOLD INCOME</strong></td>
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<td>Under $10,000</td>
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<td>46</td>
<td>29</td>
<td>4</td>
<td>22</td>
</tr>
<tr>
<td>$10,000 to $24,999</td>
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<td>4.28</td>
<td>44</td>
<td>35</td>
<td>3</td>
<td>19</td>
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<tr>
<td>$25,000 to $49,999</td>
<td>(970)</td>
<td>4.22</td>
<td>40</td>
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<td>20</td>
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<td>$50,000 to $74,999</td>
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<td>4.16</td>
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<td>18</td>
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<td>$75,000 to $99,999</td>
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<td>19</td>
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<td>$100,000 and over</td>
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<td>33</td>
<td>39</td>
<td>5</td>
<td>23</td>
</tr>
<tr>
<td><strong>BY CLIPPER USE</strong></td>
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</tr>
<tr>
<td>Use Clipper</td>
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<td>Do not use Clipper</td>
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<td>41</td>
<td>36</td>
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<td>20</td>
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</tbody>
</table>
## Overall Satisfaction by Sub-Groups (continued)

<table>
<thead>
<tr>
<th>BASE</th>
<th>MEAN</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Neutral/NA/Blank</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>(5 rating) %</td>
<td>(4 rating)</td>
<td>(2 or 1 rating)</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>4.21</td>
<td>40</td>
<td>36</td>
<td>3</td>
<td>22</td>
</tr>
<tr>
<td></td>
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</tr>
<tr>
<td><strong>BY FARE PAYMENT</strong></td>
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</tr>
<tr>
<td>SamTrans Day Pass</td>
<td>4.24</td>
<td>44</td>
<td>31</td>
<td>4</td>
<td>20</td>
</tr>
<tr>
<td>SamTrans Monthly Pass</td>
<td>4.20</td>
<td>40</td>
<td>36</td>
<td>3</td>
<td>22</td>
</tr>
<tr>
<td>Caltrain Monthly Pass</td>
<td>4.14</td>
<td>37</td>
<td>36</td>
<td>1</td>
<td>27</td>
</tr>
<tr>
<td>Cash</td>
<td>4.23</td>
<td>41</td>
<td>35</td>
<td>3</td>
<td>21</td>
</tr>
<tr>
<td>BART Plus</td>
<td>4.23</td>
<td>37</td>
<td>38</td>
<td>1</td>
<td>25</td>
</tr>
<tr>
<td>“Clipper” Unspecified</td>
<td>4.14</td>
<td>38</td>
<td>43</td>
<td>4</td>
<td>16</td>
</tr>
<tr>
<td>Token</td>
<td>4.19</td>
<td>38</td>
<td>41</td>
<td>2</td>
<td>20</td>
</tr>
<tr>
<td>All Other</td>
<td>4.22</td>
<td>41</td>
<td>36</td>
<td>3</td>
<td>20</td>
</tr>
</tbody>
</table>

(See Statistical Table 23)
COMMUNICATION

SOURCES FOR SAMTRANS INFORMATION

12. How would you like to receive SamTrans information, such as route schedules, changes, and special services? (check up to three)

- Most riders (71%) prefer to receive SamTrans information on the bus, while 52% would prefer receiving information at bus stops. Many indicated they wish to receive information via the SamTrans website (27%), social networks (20%), and other technology-based options.
- Since this is a multiple response question, the increases in most categories since 2009 suggest more riders may wish to receive information in more than one form.

(Multiple answers accepted on this question)

<table>
<thead>
<tr>
<th>Source</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>On the Bus</td>
<td>71</td>
<td>73</td>
<td>71</td>
<td>65</td>
</tr>
<tr>
<td>At Bus Stops</td>
<td>52</td>
<td>52</td>
<td>52</td>
<td>50</td>
</tr>
<tr>
<td>SamTrans website</td>
<td>27</td>
<td>27</td>
<td>27</td>
<td>25</td>
</tr>
<tr>
<td>SamTrans Customer Service</td>
<td>20</td>
<td>19</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td>Social Network (Facebook, Twitter)</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>511 (phone number or website)</td>
<td>9</td>
<td>6</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Pass Sales Outlet ^^</td>
<td>-</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Retail ^^</td>
<td>-</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City hall or library</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email ^</td>
<td>1</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media (TV/Radio/Newspaper)</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
<td>1</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>No Answer</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>7</td>
</tr>
</tbody>
</table>

Base: (All Respondents)

Note: Partial list - methods listed were indicated by 1% or more of responses. For a full list, see statistical table 24. ^^ This option was not included in the survey instrument, but was written in by respondents. ^ This option was included on the survey instrument in 2009, but not 2012.
SOURCES FOR LOCAL NEWS AND EVENTS

13. What is your main source(s) for local news and events?

While TV news is the most frequently given source for local news and events, with 46% of respondents using it for such a purpose, 40% of respondents said the Internet was a main source.

<table>
<thead>
<tr>
<th>Source</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV News</td>
<td>5872</td>
<td>2385</td>
<td>2751</td>
<td>729</td>
</tr>
<tr>
<td>Internet</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Newspaper</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Word of mouth/Family/Friends^</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Smartphone^</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Signs on bus/at bus stops^</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>-</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Other (Unspecified)</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>No Answer</td>
<td>&lt;1</td>
<td>-</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
</tbody>
</table>

(Multiple answers accepted on this question)
Note: This question was not asked in 2009.
^Response was not on survey instrument, but was written in by respondents
NEWSPAPER NEWS SOURCES

Among those who use newspapers as a source for local news and events, 15% said they read the San Francisco Chronicle, while another 8% read the San Mateo Daily Journal and 5% read the San Francisco Examiner.

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>2012 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco Chronicle</td>
<td>15%</td>
</tr>
<tr>
<td>San Mateo Daily Journal</td>
<td>8%</td>
</tr>
<tr>
<td>San Francisco Examiner</td>
<td>5%</td>
</tr>
<tr>
<td>San Mateo Times</td>
<td>2%</td>
</tr>
<tr>
<td>San Jose Mercury News</td>
<td>2%</td>
</tr>
<tr>
<td>Daily Post</td>
<td>2%</td>
</tr>
<tr>
<td>Free papers (Unspecified)</td>
<td>1%</td>
</tr>
<tr>
<td>Palo Alto Daily News</td>
<td>1%</td>
</tr>
<tr>
<td>New York Times</td>
<td>1%</td>
</tr>
<tr>
<td>Pacifica Tribune</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
</tr>
<tr>
<td>No Answer</td>
<td>57%</td>
</tr>
</tbody>
</table>

Base: (Used newspaper as a source for local news) 1,239 respondents

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Francisco Chronicle</td>
<td>15%</td>
<td>17%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>San Mateo Daily Journal</td>
<td>8%</td>
<td>9%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>San Francisco Examiner</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>San Mateo Times</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>San Jose Mercury News</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Daily Post</td>
<td>2%</td>
<td>2%</td>
<td>&lt;1%</td>
<td>-</td>
</tr>
<tr>
<td>Free papers (Unspecified)</td>
<td>1%</td>
<td>2%</td>
<td>&lt;1%</td>
<td>1%</td>
</tr>
<tr>
<td>Palo Alto Daily News</td>
<td>1%</td>
<td>&lt;1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>New York Times</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Pacifica Tribune</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>10%</td>
<td>9%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>No Answer</td>
<td>57%</td>
<td>56%</td>
<td>58%</td>
<td>61%</td>
</tr>
</tbody>
</table>

(Multiple answers accepted)

Note: Partial list; the sources listed were indicated by 1% or more of responses. See tables for full list.
RADIO NEWS SOURCES

13. What are your main source(s) for local news and events? 13R. Which one?

Among those who cited radio as a main source of news, KMEL (6%) and KYLD (5%) were the stations most frequently cited; KCBS (4%) rounds out the top 3.

<table>
<thead>
<tr>
<th>Source</th>
<th>2012 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMEL (106)</td>
<td>6</td>
</tr>
<tr>
<td>KYLD (94.9)</td>
<td>5</td>
</tr>
<tr>
<td>KCBS (740/106.9)</td>
<td>4</td>
</tr>
<tr>
<td>NPR</td>
<td>3</td>
</tr>
<tr>
<td>KQED (88.5)</td>
<td>3</td>
</tr>
<tr>
<td>KIQI (1010)</td>
<td>2</td>
</tr>
<tr>
<td>KFOG (97.7)</td>
<td>2</td>
</tr>
<tr>
<td>KGO (810)</td>
<td>2</td>
</tr>
<tr>
<td>KBLX (102.9)</td>
<td>2</td>
</tr>
<tr>
<td>KITS (105)</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
</tr>
<tr>
<td>No Answer</td>
<td>63</td>
</tr>
</tbody>
</table>

Base: (Used radio as a source for local news) 672

<table>
<thead>
<tr>
<th>Source</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>KMEL (106)</td>
<td>6</td>
<td>7</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>KYLD (94.9)</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>KCBS (740/106.9)</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>NPR</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>KQED (88.5)</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>-</td>
</tr>
<tr>
<td>KIQI (1010)</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>KFOG (97.7)</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>KGO (810)</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>KBLX (102.9)</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>KITS (105)</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>7</td>
<td>8</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>No Answer</td>
<td>63</td>
<td>62</td>
<td>63</td>
<td>68</td>
</tr>
</tbody>
</table>

(Multiple answers accepted) (See Statistical Table 28)

Note: Partial list; sources listed were indicated by 2% or more of responses. See tables for full list.
INTERNET NEWS SOURCES

13. What are your main source(s) for local news and events?
   13I. Which one?

Among those who cited the Internet as a main source of local news, 14% said they use Yahoo!, while 9% use Google and 6% use Facebook.

<table>
<thead>
<tr>
<th>Source</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yahoo!</td>
<td>14%</td>
<td>15%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Google</td>
<td>9%</td>
<td>9%</td>
<td>8%</td>
<td>10%</td>
</tr>
<tr>
<td>Facebook</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>CNN</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>SF Gate</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>SamTrans</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>MSN</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Twitter</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>AOL</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Reddit</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>MSNBC</td>
<td>1%</td>
<td>&lt;1%</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>NY Times</td>
<td>1%</td>
<td>&lt;1%</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>SF Examiner</td>
<td>1%</td>
<td>&lt;1%</td>
<td>1%</td>
<td>-</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>No Answer</td>
<td>58%</td>
<td>56%</td>
<td>58%</td>
<td>63%</td>
</tr>
</tbody>
</table>

(Multiple answers accepted)  
(See Statistical Table 27)

Note: Partial list; sources listed were indicated by 1% or more of respondents. See tables for full list.
TV NEWS SOURCES

Among those who cited TV as a main source for local news, KTVU was the most commonly cited station, with 14% of respondents who use TV saying they watch that particular station. KRON and KGO were each cited by 7% of respondents, and Univision was cited by 6%.

<table>
<thead>
<tr>
<th>Source</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>KTVU</td>
<td>14</td>
<td>14</td>
<td>15</td>
<td>8</td>
</tr>
<tr>
<td>KRON</td>
<td>7</td>
<td>7</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>KGO</td>
<td>7</td>
<td>8</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>Univision</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>KPIX</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>KNTV</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>CNN</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Telemundo</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>KSTS</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
<td>6</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>No Answer</td>
<td>57</td>
<td>56</td>
<td>57</td>
<td>63</td>
</tr>
</tbody>
</table>

(Multiple answers accepted)

Note: Partial list - indicated by 1% or more of respondents. See tables for full list.
RIDER CHARACTERISTICS

ACCESS TO THE INTERNET

14. Do you have convenient access to the internet?

Most riders (79%) have access to the Internet. Weekday Peak riders were most likely to have access (81%), while Weekend riders were least likely to have access (72%).

<table>
<thead>
<tr>
<th></th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: (All Respondents)</td>
<td>5872</td>
<td>2385</td>
<td>2751</td>
<td>729</td>
</tr>
<tr>
<td>Yes – have access to the Internet</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>No</td>
<td>16</td>
<td>14</td>
<td>16</td>
<td>22</td>
</tr>
<tr>
<td>No Answer</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>

(See Statistical Table 30)

This question was not asked in 2009.
ACCESS TO THE INTERNET - LOCATION

- Most respondents (79%) access the Internet from home; however, nearly half of those with Internet access have a cell or other mobile connection (49%).
- Notably, those who can access the Internet from a library or other public area (27%) are slightly more than those who can access the Internet from work (23%).

<table>
<thead>
<tr>
<th>Location</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Home</strong></td>
<td>76</td>
<td>77</td>
<td>76</td>
<td>73</td>
</tr>
<tr>
<td><strong>Work</strong></td>
<td>23</td>
<td>26</td>
<td>21</td>
<td>22</td>
</tr>
<tr>
<td><strong>Cell/Mobile</strong></td>
<td>49</td>
<td>50</td>
<td>49</td>
<td>48</td>
</tr>
<tr>
<td><strong>Library/Other public area</strong></td>
<td>27</td>
<td>26</td>
<td>28</td>
<td>20</td>
</tr>
<tr>
<td><strong>No Answer</strong></td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>6</td>
</tr>
</tbody>
</table>

*(Multiple answers accepted)*

(See Statistical Table 31)
ACCESS TO A CAR

15. Do you own or have access to a car?

Slightly more than a quarter (28%) of respondents has access to a car. Those with higher incomes and Weekday Peak riders are more likely to have vehicle access.

<table>
<thead>
<tr>
<th></th>
<th>2012</th>
<th></th>
<th>2009</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5,872</td>
<td></td>
<td>7,003</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>28</td>
<td></td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>Yes – have access to a car</td>
<td>28</td>
<td></td>
<td>26</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>67</td>
<td></td>
<td>64</td>
<td></td>
</tr>
<tr>
<td>No Answer</td>
<td>5</td>
<td></td>
<td>11</td>
<td></td>
</tr>
<tr>
<td></td>
<td>100</td>
<td></td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: (All Respondents)</td>
<td>5,872</td>
<td>2,385</td>
<td>2,751</td>
<td>729</td>
</tr>
<tr>
<td>Yes – have access to a car</td>
<td>28 %</td>
<td>29 %</td>
<td>28 %</td>
<td>25 %</td>
</tr>
<tr>
<td>No</td>
<td>67 %</td>
<td>65 %</td>
<td>67 %</td>
<td>69 %</td>
</tr>
<tr>
<td>No Answer</td>
<td>5 %</td>
<td>6 %</td>
<td>5 %</td>
<td>6 %</td>
</tr>
<tr>
<td></td>
<td>100 %</td>
<td>100 %</td>
<td>100 %</td>
<td>100 %</td>
</tr>
</tbody>
</table>

(See Statistical Table 32)
LANGUAGES SPOKEN AT HOME

20. Which languages are spoken in your home? (check all that apply)

Respondents listed more than 30 languages spoken in their homes. English, Spanish, and Tagalog remain the top languages spoken at home by SamTrans riders.

<table>
<thead>
<tr>
<th>Language</th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,872</td>
<td>2,385</td>
<td>2,751</td>
<td>729</td>
</tr>
<tr>
<td>English</td>
<td>85%</td>
<td>85%</td>
<td>87%</td>
<td>79%</td>
</tr>
<tr>
<td>Spanish</td>
<td>31%</td>
<td>32%</td>
<td>29%</td>
<td>34%</td>
</tr>
<tr>
<td>Tagalog</td>
<td>15%</td>
<td>13%</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Cantonese</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Mandarin</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Hindi or other Indian lang.</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>French</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Russian</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Tongan</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
<td>6%</td>
</tr>
<tr>
<td>No Answer</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>6%</td>
</tr>
</tbody>
</table>

(Multiple answers accepted on this question) (See Statistical Table 37)

Note: Partial list; languages listed indicated by 1% or more of respondents. See tables for a complete list.
ENGLISH PROFICIENCY IN HOME

21. In your home, is English spoken...very well, well, not well, or not at all?

- In total, about 15% of respondents indicate that English is not spoken well or not spoken at all in their household. This is approximately the same ratio as in 2009.

<table>
<thead>
<tr>
<th></th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,872</td>
<td>2,385</td>
<td>2,751</td>
<td>729</td>
</tr>
<tr>
<td>Very well</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Well</td>
<td>55%</td>
<td>56%</td>
<td>56%</td>
<td>50%</td>
</tr>
<tr>
<td>Not well</td>
<td>11%</td>
<td>12%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Not at all</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>No answer</td>
<td>5%</td>
<td>5%</td>
<td>4%</td>
<td>7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2009 Total</th>
<th>2009 Weekday Peak</th>
<th>2009 Weekday Off-Peak</th>
<th>2009 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7,003</td>
<td>2,751</td>
<td>729</td>
<td></td>
</tr>
<tr>
<td>Very well</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Well</td>
<td>54%</td>
<td>56%</td>
<td>56%</td>
<td>50%</td>
</tr>
<tr>
<td>Not well</td>
<td>11%</td>
<td>12%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Not at all</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>No answer</td>
<td>8%</td>
<td>5%</td>
<td>4%</td>
<td>7%</td>
</tr>
</tbody>
</table>

(See Statistical Table 38)
PERSONAL ENGLISH PROFICIENCY

22. How well do you speak English…very well, well, not well, or not at all?

- About 13% of SamTrans riders do not speak English well, or do not speak English at all.

<table>
<thead>
<tr>
<th></th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,872</td>
<td>2,385</td>
<td>2,751</td>
<td>729</td>
</tr>
<tr>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Very well</td>
<td>62</td>
<td>62</td>
<td>64</td>
<td>53</td>
</tr>
<tr>
<td>Well</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>Not well</td>
<td>10</td>
<td>10</td>
<td>9</td>
<td>14</td>
</tr>
<tr>
<td>Not at all</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>No answer</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>7</td>
</tr>
</tbody>
</table>

Note: This question was not asked in 2009.

(See Statistical Table 39)
ETHNICITY

23. Which of the following describes your ethnic background?

- Over one third of SamTrans riders are Hispanic.

<table>
<thead>
<tr>
<th>ETHNICITY</th>
<th>2012 Total</th>
<th>2009 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>36%</td>
<td>34%</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Filipino</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Chinese</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>Asian/Pacific Islander^</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Tongan</td>
<td>2%</td>
<td>*</td>
</tr>
<tr>
<td>East Indian/Pakistani^</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Native American^</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Middle Eastern^</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Other (Unspecified)</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>No Answer</td>
<td>5%</td>
<td>9%</td>
</tr>
</tbody>
</table>

*In 2009, Tongan was coded up to the general “Asian/Pacific Islander” category.

<table>
<thead>
<tr>
<th>ETHNICITY</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>36%</td>
<td>34%</td>
<td>38%</td>
</tr>
<tr>
<td>White/Caucasian</td>
<td>22%</td>
<td>24%</td>
<td>22%</td>
</tr>
<tr>
<td>Filipino</td>
<td>21%</td>
<td>22%</td>
<td>23%</td>
</tr>
<tr>
<td>Black/African American</td>
<td>9%</td>
<td>10%</td>
<td>7%</td>
</tr>
<tr>
<td>Chinese</td>
<td>7%</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Asian/Pacific Islander^</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
</tr>
<tr>
<td>Tongan</td>
<td>2%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>East Indian/Pakistani^</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Native American^</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>Middle Eastern^</td>
<td>1%</td>
<td>1%</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>Other (Unspecified)</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>No Answer</td>
<td>5%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>

(Multiple answers accepted)

^ These options were not included in the survey instrument, but were written in by respondents.

(See Statistical Table 30)
HOME COUNTY (BASED ON ZIP CODE)

- As expected, San Mateo County is home to most of the riders surveyed.
- San Francisco riders make up a slightly higher share of weekend riders. This appears to be due to a slightly higher share of those who commute to work on the weekend, as well as a higher share of shopping and recreational trips.

### HOME COUNTY (BASED ON ZIP CODE)

24. What is your home zip code?

<table>
<thead>
<tr>
<th></th>
<th>2012 Total</th>
<th>2009 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Base: (All Respondents)</td>
<td>5,872</td>
<td>7,003</td>
</tr>
<tr>
<td>%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Mateo County</td>
<td>73</td>
<td>71</td>
</tr>
<tr>
<td>San Francisco County</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Santa Clara County</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Alameda County</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other Bay Area</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other Northern California</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Southern California</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Out of California</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>No Answer</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

### 2012 by Weekday

<table>
<thead>
<tr>
<th></th>
<th>2012 Total</th>
<th>2012 Weekday Peak</th>
<th>2012 Weekday Off-Peak</th>
<th>2012 Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: (All Respondents)</td>
<td>5,872</td>
<td>2,385</td>
<td>2,751</td>
<td>729</td>
</tr>
<tr>
<td>%</td>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>San Mateo County</td>
<td>73</td>
<td>75</td>
<td>74</td>
<td>64</td>
</tr>
<tr>
<td>San Francisco County</td>
<td>7</td>
<td>6</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>Santa Clara County</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Alameda County</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Other Bay Area</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Other Northern California</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>1</td>
</tr>
<tr>
<td>Southern California</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Out of California</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>No Answer</td>
<td>15</td>
<td>14</td>
<td>14</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>100</td>
<td>100</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

(See Statistical Table 31)
## San Mateo County – Home Cities

<table>
<thead>
<tr>
<th>Base: (All Respondents)</th>
<th>Total</th>
<th>Weekday Peak</th>
<th>Weekday Off-peak</th>
<th>Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,872</td>
<td>2,385</td>
<td>2,751</td>
<td>729</td>
</tr>
<tr>
<td>San Mateo County (net)</td>
<td>73</td>
<td>75</td>
<td>74</td>
<td>64</td>
</tr>
<tr>
<td>Daly City</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>18</td>
</tr>
<tr>
<td>San Mateo</td>
<td>12</td>
<td>13</td>
<td>11</td>
<td>9</td>
</tr>
<tr>
<td>Redwood City</td>
<td>10</td>
<td>10</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>South San Francisco</td>
<td>8</td>
<td>9</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Pacifica</td>
<td>6</td>
<td>7</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>San Bruno</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>East Palo Alto^</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Belmont</td>
<td>2</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Burlingame</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Menlo Park</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>San Carlos</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Half Moon Bay</td>
<td>1</td>
<td>&lt;1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Millbrae</td>
<td>1</td>
<td>1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Brisbane</td>
<td>1</td>
<td>1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>El Granada</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>1</td>
</tr>
<tr>
<td>Moss Beach</td>
<td>&lt;1</td>
<td>-</td>
<td>&lt;1</td>
<td>1</td>
</tr>
<tr>
<td>Pescadero</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>1</td>
</tr>
<tr>
<td>La Honda</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>-</td>
</tr>
<tr>
<td>Loma Mar</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>-</td>
</tr>
<tr>
<td>Portola Valley</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>San Gregorio</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

## San Francisco County – Home Cities

| San Francisco City and County | 7 | 6 | 6 | 11 |

## Santa Clara County – Home Cities^\(^\)

<table>
<thead>
<tr>
<th>Santa Clara County (net)</th>
<th>2</th>
<th>2</th>
<th>2</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mountain View</td>
<td>1</td>
<td>1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Palo Alto^</td>
<td>1</td>
<td>&lt;1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>San Jose</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>1</td>
</tr>
<tr>
<td>Sunnyvale</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>-</td>
</tr>
<tr>
<td>Gilroy</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Los Altos</td>
<td>&lt;1</td>
<td>-</td>
<td>&lt;1</td>
<td>-</td>
</tr>
<tr>
<td>Milpitas</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>-</td>
<td>&lt;1</td>
</tr>
<tr>
<td>Saratoga</td>
<td>&lt;1</td>
<td>-</td>
<td>&lt;1</td>
<td>-</td>
</tr>
</tbody>
</table>

^The ZIP Code 94303 includes both East Palo Alto (San Mateo County) and Palo Alto (Santa Clara County). Since more than half of the ZIP Code is attributed to East Palo Alto, it is included under that city/county.
DEMOGRAPHICS

- Included below is the demographic data of survey respondents.
- More riders are employed part-time (24% in 2012 vs. 19% in 2009) or unemployed (11% in 2012 vs. 7% in 2009) than during the previous study.

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Weekday Peak</th>
<th>Weekday Off-peak</th>
<th>Weekend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base: (All Respondents)</td>
<td>5872</td>
<td>2385</td>
<td>2751</td>
<td>729</td>
</tr>
<tr>
<td>GENDER</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>44</td>
<td>43</td>
<td>45</td>
<td>46</td>
</tr>
<tr>
<td>Female</td>
<td>50</td>
<td>51</td>
<td>50</td>
<td>46</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>&lt;1</td>
<td>-</td>
</tr>
<tr>
<td>No Answer</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>EMPLOYMENT STATUS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employed Full Time</td>
<td>31</td>
<td>33</td>
<td>28</td>
<td>40</td>
</tr>
<tr>
<td>Student</td>
<td>26</td>
<td>31</td>
<td>25</td>
<td>14</td>
</tr>
<tr>
<td>Employed Part Time</td>
<td>24</td>
<td>23</td>
<td>26</td>
<td>23</td>
</tr>
<tr>
<td>Unemployed</td>
<td>11</td>
<td>9</td>
<td>13</td>
<td>9</td>
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<tr>
<td>Retired</td>
<td>7</td>
<td>5</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Homemaker</td>
<td>3</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Other</td>
<td>&lt;1</td>
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<td>&lt;1</td>
<td>-</td>
</tr>
<tr>
<td>No Answer</td>
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<td>6</td>
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<td>7</td>
</tr>
<tr>
<td>AGE^</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 – 17</td>
<td>18</td>
<td>23</td>
<td>15</td>
<td>10</td>
</tr>
<tr>
<td>18 – 24</td>
<td>21</td>
<td>18</td>
<td>24</td>
<td>17</td>
</tr>
<tr>
<td>25 – 34</td>
<td>14</td>
<td>13</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>35 – 44</td>
<td>11</td>
<td>12</td>
<td>10</td>
<td>13</td>
</tr>
<tr>
<td>45 – 54</td>
<td>12</td>
<td>12</td>
<td>12</td>
<td>13</td>
</tr>
<tr>
<td>55 – 64</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>14</td>
</tr>
<tr>
<td>65 and older</td>
<td>8</td>
<td>6</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Don’t Know/No Answer</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>MEAN AGE (in Years) ^</td>
<td>35</td>
<td>34</td>
<td>36</td>
<td>40</td>
</tr>
</tbody>
</table>

^ Respondents appearing to be at least 13 years of age were asked to participate in this study. Respondents who indicated an age below 13 were removed from survey data.
DEMOGRAPHICS (continued)

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Weekday Peak</th>
<th>Weekday Offpeak</th>
<th>Weekend</th>
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</thead>
<tbody>
<tr>
<td>Base: (All Respondents)</td>
<td>5872</td>
<td>2385</td>
<td>2751</td>
<td>729</td>
</tr>
</tbody>
</table>

**EDUCATION***

<table>
<thead>
<tr>
<th>Education</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Some high school or less</td>
<td>20</td>
<td>25</td>
<td>17</td>
<td>16</td>
</tr>
<tr>
<td>High school graduate</td>
<td>24</td>
<td>21</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>Some college or technical</td>
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<td>20</td>
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<tr>
<td>College graduate</td>
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<td>19</td>
<td>18</td>
<td>21</td>
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<tr>
<td>Post Graduate</td>
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<td>8</td>
<td>6</td>
<td>9</td>
</tr>
</tbody>
</table>

**INCOME**

<table>
<thead>
<tr>
<th>Income</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $10,000/yr</td>
<td>20</td>
<td>18</td>
<td>20</td>
<td>22</td>
</tr>
<tr>
<td>$10,000 - $24,999</td>
<td>21</td>
<td>19</td>
<td>22</td>
<td>23</td>
</tr>
<tr>
<td>$25,000 - $49,999</td>
<td>17</td>
<td>16</td>
<td>16</td>
<td>18</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>9</td>
<td>10</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>$75,000 - $99,999</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>No Answer</td>
<td>24</td>
<td>26</td>
<td>23</td>
<td>24</td>
</tr>
</tbody>
</table>

**MEAN INCOME (In $1000s)** $36.1 $38.5 $35.4 $30.8

**LANGUAGE OF QUESTIONNAIRE**

<table>
<thead>
<tr>
<th>Language</th>
<th>%</th>
<th>%</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>90</td>
<td>90</td>
<td>91</td>
<td>84</td>
</tr>
<tr>
<td>Spanish</td>
<td>10</td>
<td>10</td>
<td>9</td>
<td>16</td>
</tr>
</tbody>
</table>

**RIDERSHIP SEGMENT**

<table>
<thead>
<tr>
<th>Segment</th>
<th>%</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday Peak</td>
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<td>100</td>
<td>-</td>
</tr>
<tr>
<td>Weekday Off-Peak</td>
<td>47</td>
<td>-</td>
<td>100</td>
</tr>
<tr>
<td>Weekend</td>
<td>12</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

(See Statistical Tables 34)

*Level of education was not asked in 2009.
Appendix A: QUESTIONNAIRE
23. Which of the following best describes your ethnic background? (Check all that apply)

- White/Caucasian
- Hispanic/Latino
- Asian
- African American
- Other - specify

24. What is your home ZIP code? __________

25. What is your household's total yearly income (before taxes)?

- Less than $10,000
- $10,000 - $19,999
- $20,000 - $29,999
- $30,000 - $39,999
- $40,000 - $49,999
- $50,000 - $74,999
- $75,000 or more

Comments or Suggestions for SamTrans?

Additional comments: ____________________________________________________________

__________________________________________________________

Thank you for completing this survey! Please return it to a surveyor on the bus or mail it to us by Nov. 3, 2012. (No postage necessary.) Please fold, then tape the sides where indicated; no staples.

Enter to win a $200 gift certificate or a Monthly Pass!

Name __________________________
Phone number __________________________
Email __________________________

May we contact you in the future to ask your opinion about SamTrans service?  □ Yes  □ No

*SamTrans employee and their dependents, along with directors, consultants, contractors and CTA members are not eligible. SamTrans reserves your privacy - we will not share your information or use it to identify survey respondents.

Dear SamTrans Customer,

Please take a moment to complete this survey to help SamTrans serve you better. You also can enter a drawing to win a FREE $200 gift certificate or one of five SamTrans Monthly passes by filling in the optional information at the end of this survey. We appreciate your patronage - thank you for riding SamTrans!

Your responses are confidential and will be used for statistical purposes only. Return your completed survey to the onboard surveyor or drop in any (not mail-in) post box.

Please tell us about your SamTrans trips

1. How long have you been riding SamTrans?
   □ More than 5 years
   □ More than 3 years but less than 5 years
   □ More than 1 year but less than 3 years
   □ 1-3 years
   □ 6 months or less

2. How often do you usually ride SamTrans?
   □ 8 days/week
   □ 5 days/week
   □ 4 days/week
   □ 3 days/week
   □ 2 days/week
   □ 1 day/week
   □ Less than once a month
   □ Once a month

3. What is your main reason for riding SamTrans? (Check up to 2)
   □ Don't have a car or don't drive
   □ Avoid traffic
   □ Lack of or cost of parking
   □ Ability to do other things (read, sleep, etc.)
   □ Reduces wear and tear
   □ Faster than other options
   □ Save money (gas, wear and tear, etc.)
   □ Employee benefits pay for transit pass
   □ Help the environment
   □ Other - specify

Please tell us about THIS trip

4. Did you use a Clipper card on this trip? □ Yes  □ No

Route ID __________________________

Please open
5. How did you pay for this bus trip?  
   (If you used Clipper card, select type of fare loaded on card)  
   □ Cash  □ Token  □ Day Pass  □ BART Plus ticket  □ Other - specify ________

6. What is your fare category?  
   □ Adult (Age 18 through 64)  □ Youth (Age 17 and younger)  □ Senior  □ Medicare cardholder

7. What is the main purpose of your trip today?  
   (Check only ONE)  
   □ Work  □ School  □ Social or recreational  □ Shopping  □ Other - specify

8a. How did you get to the bus stop where you boarded this bus?  
   □ Walked all the way  □ Bicycled  □ Caltrain  □ VTA  □ AC Transit  □ Drive car  □ Get dropped off by car  □ Get picked up by car  □ Other - specify: ________

9. Including this bus, how many total SamTrans buses will you ride to make this one-way trip?  
   □ 0  □ 1  □ 2  □ 3  □ 4+  □ Other - specify: ________

10. Are you making a round trip on SamTrans today?  
    □ Yes (code SamTrans earlier today or will ride later today)  □ No

11. Please let us know how well SamTrans is meeting your needs by rating each item below.  
    Circle a number from one to five, where 5=Very Satisfied and 1=Very Dissatisfied.  
    If the question does not apply, circle NA for Not Applicable.

   a. Cleanliness of bus (interiors and exteriors)  
      □ 5 □ 4 □ 3 □ 2 □ 1 □ NA

   b. Convenience of bus stops (proximity and accessibility)  
      □ 5 □ 4 □ 3 □ 2 □ 1 □ NA

   c. Frequency (How often buses run)  
      □ 5 □ 4 □ 3 □ 2 □ 1 □ NA

   d. On time performance  
      □ 5 □ 4 □ 3 □ 2 □ 1 □ NA

   e. Availability of information on buses (schedules, brochures, notices, audio)  
      □ 5 □ 4 □ 3 □ 2 □ 1 □ NA

12. How would you like to receive SamTrans information, such as route schedules and changes?  
    (Check up to 3/4/2003)  
   □ On the bus  □ At bus stop  □ SamTrans customer service (1-800-650-4287)  
   □ SamTrans website (www.samtrans.com)  □ Social Network (i.e. Facebook, Google+, Twitter) - specify: ________
   □ Other - specify: ________

13. What is your main source(s) for local news and events?  
   □ Newspaper - which one?  □ Radio - which one?  □ Internet - which one?  □ TV news - which one?  □ Other - specify:

14. Do you have convenient access to the internet?  
   □ Yes  □ No

   □ If yes, from where? (Check ALL that apply)  
   □ Home  □ Cell phone  □ Work  □ Library or other public areas

15. Do you own or have access to a car?  
   □ Yes  □ No

16. Are you:  
   □ Male  □ Female

17. What is the highest level of education you have completed?  
   □ Some high school or less  □ College graduate  □ Some college or technical school  
   □ High school graduate  □ Post graduate  □ Student  □ Homemaker  □ Retired  □ Unemployed

18. What is your current employment status?  
   □ Employed full time (40 or more hours per week)  □ Employed part time (fewer than 40 hours per week)  
   □ Student  □ Homemaker  □ Retired  □ Unemployed

19. Into which of the following categories does your age fall?  
   □ Under 13  □ 13-17  □ 18-24  □ 25-34  □ 35-44  □ 45-54

20. Which languages are regularly spoken in your home?  
   □ English  □ Tagalog  □ Spanish  □ Mandarin  □ Hindi or other Indian language  □ Cantonese  □ Other - specify: ________

21. In your home, is English spoken?  
   □ Very well  □ Well  □ Not well  □ Not at all

22. How well do you speak English?  
   □ Very well  □ Well  □ Not well  □ Not at all

Continued on back
23. ¿Cuál de los siguientes grupos étnicos describe mejor su origen? (Marque lo que aplique.)

☐ Blanco/Caucásico
☐ Filipino
☐ Hispano/Latino
☐ Vietnami
☐ Negro/Afro-americano
☐ Otro - especificar:

24. ¿Cuál es el código postal de su casa? __________

26. ¿Cuál es el ingreso anual total en casa (antes de impuestos)?

☐ Menos de $10,000
☐ $10,000 - $24,999
☐ $25,000 - $49,999
☐ $50,000 - $74,999
☐ $75,000 - $99,999
☐ $100,000 o más

¿Comentarios o sugerencias para SamTrans?

Comentarios adicionales:

________________________________________________________________________

________________________________________________________________________

¡Gracias por completar esta encuesta! Por favor regresala al encuestador en el autobús o avíos por correo antes de Noviembre 6, 2012.

(No necesita estampilla. Por favor doblar y cierre el lado que se indica con cinta adhesiva; no grabe.)

¿Interesa ganar un certificado de regalo de $200 en un Pase Mensual?*

Nombre

(________) Número de Teléfono

Correo electrónico

Podemos comunicarnos con Ud. en el futuro para pedirle su opinión sobre el servicio de SamTrans?

☐ Sí  ☐ No

* Los empleados de SamTrans y sus dependientes, junto con los directores, consuletes, contratistas y miembros del CAC no son elegibles. SamTrans respeta su privacidad - no compartiremos su información o la usaremos para identificar respuestas en la encuesta.
5. ¿Cómo pagó por este viaje de autobús? (Si se ha utilizado la tarjeta Clipper, marque el tipo de tarifa cargado en la tarjeta.)
   - Efectivo
   - Ficha
   - Pase Diario
   - Pase mensual de Caltrain (2 o más zonas)
   - Pase mensual de SamTrans
   - Boleto BART Plus
   - Otro - especifique: ________

6. ¿Cuál es la categoría de su tarifa?
   - Adulto (de 18 a 64 años)
   - Joven (17 años o menos)
   - Anciano
   - Afiliados a Medicare
   - Discapacitado

7. ¿Cuál es el propósito principal de su viaje ahora? (Marque sólo UNA)
   - Trabajo
   - Compras
   - Social o recreacional
   - Otro - especifique: ________

8a. ¿Cómo llegó a la parada donde abordó este autobús?
   - Caminó, en bicicleta, a través de caminos o a pie sobre la carretera
   - Viajó en bicicleta
   - Otro autobús de SamTrans
   - Caltrain
   - Muni
   - VTA
   - AC Transit
   - Autobús gratis
   - Otra opción - especifique: ________

8b. Después de que suba, ¿cómo llegará de la parada de autobús a su destino final?
   - Caminó, en bicicleta, a través de caminos o a pie sobre la carretera
   - Viajó en bicicleta
   - Otro autobús de SamTrans
   - Caltrain
   - Muni
   - VTA
   - AC Transit
   - Autobús gratis
   - Otra opción - especifique: ________

9. Indicando este autobús, ¿cuál es el total de autobuses de SamTrans que tomará para hacer este viaje de ida?
   - 1
   - 2
   - 3
   - 4+

10. ¿Va a hacer un viaje de ida y vuelta en SamTrans hoy?
    - Sí (viaje temprano con SamTrans o viajará más tarde este día)
    - No

11. Por favor diganos si SamTrans está satisfaciendo sus necesidades evaluando cada artículo abajo. Circule un número de uno al cinco, significando 5=Muy Satisfecho y 1=Muy Insatisfecho. Si la pregunta no aplica, circule NA por No Aplica.

   a. Limpieza del autobús (interior y exterior)
   - Muy Satisfecho: 5
   - Muy Insatisfecho: 1

   b. Cortesía de los operadores del autobús
   - Muy Satisfecho: 5
   - Muy Insatisfecho: 1

   c. Seguridad en los autobuses (hombres, mujeres, ancianos, adultos)
   - Muy Satisfecho: 5
   - Muy Insatisfecho: 1

   d. Disponibilidad de información en los autobuses (horarios, paradas, aviso, etc.)
   - Muy Satisfecho: 5
   - Muy Insatisfecho: 1

   e. Corren a tiempo
   - Muy Satisfecho: 5
   - Muy Insatisfecho: 1

   f. Frecuencia
   - Muy Satisfecho: 5
   - Muy Insatisfecho: 1

   g. Conveniencia de las rutas
   - Muy Satisfecho: 5
   - Muy Insatisfecho: 1

   h. Valor por su dinero
   - Muy Satisfecho: 5
   - Muy Insatisfecho: 1

   i. Comunicación de cambios en los autobuses (horarios, cambio de rutas)
   - Muy Satisfecho: 5
   - Muy Insatisfecho: 1

   j. Servicio/cortesía del Centro de Servicio al Cliente (1-800-660-4287)
   - Muy Satisfecho: 5
   - Muy Insatisfecho: 1

   k. Su experiencia general con SamTrans
   - Muy Satisfecho: 5
   - Muy Insatisfecho: 1

Por favor diganos acerca de Usted

12. ¿Cómo le gustaría recibir informaciones de SamTrans, como horarios y cambios de rutas? (Marque hasta TRES.)
   - En el autobús
   - En la parada de autobús
   - Servicio al cliente de SamTrans (1-800-660-4287)
   - El sitio de Internet de SamTrans (www.samtans.com)
   - Ayuntamiento o biblioteca
   - 511 (teléfono, aplicaciones o el sitio de Internet)
   - Red social (i.e. Facebook, MySpace, Twitter) - especifique: ________
   - Otro - especifique: ________

13. ¿Cómo es su principal fuente(s) para las noticias locales y eventos?
   - Radio - ¿Cuál estación?
   - Internet - ¿Cuál sitio?
   - Noticias en TV - ¿Cuál estación?
   - Otro - especifique: ________

14. ¿Tiene un cómodo acceso a internet?
    - Sí
    - No
    - En caso afirmativo, ¿en dónde? (Marque todo lo que aplique.)
      - Casa
      - Celular/móvil
      - Trabajo
      - Biblioteca o otras áreas públicas

15. ¿Es dueño o tiene acceso a un carro?
    - Sí
    - No

16. Es usted:  
    - Masculino
    - Feminino

17. ¿Cuál es su nivel más alto de educación que compitió?
    - Alguna escuela secundaria o menos
    - Graduado de cuello azul
    - Alguna universidad o escuela técnica
    - Graduado de la universidad
    - Pos graduado

18. ¿Cuál es su estado de empleo actual?
    - Empleado tiempo completo (40 o más horas a la semana)
    - Empleado tiempo parcial (menos de 40 horas a la semana)
    - Estudiante
    - Ama de casa
    - Jubilado
    - Desempleado

19. ¿En cuál de las siguientes características pertenece su edad?
    - Menos de 13
      - 13-17
      - 18-24
    - 25-34
    - 35-44
    - 45-54
    - 55-64
    - 65 o mayor

20. ¿Cuáles idiomas se hablan regularmente en su casa?
    - Inglés
    - Español
    - Mandarín
    - Hindí o otro idioma indio
    - Cantonés
    - Otro - especifique: ________

21. En su casa, el inglés se habla:
    - Muy bien
    - Bien
    - No muy bien
    - No se habla

22. ¿Qué tan bien habla usted el inglés?
    - Muy bien
    - Bien
    - No muy bien
    - No lo habla

Por favor dele vuelta ➔
Appendix B:
METHODOLOGY
DESCRIPTION OF METHODOLOGY

FIELD PROCEDURES

In total, 13 interviewers worked on the 2012 study. The training session for interviewers was conducted at Corey, Canapary & Galanis’ (CC&G) office in San Francisco on Monday, October 1, 2012. Field interviewing was conducted between October 2 and October 21, 2012.

On each day of the fieldwork, interviewers were assigned a randomly selected SamTrans route or routes to survey during their shift. Upon arrival at the “starting point” bus stop, interviewers boarded the next SamTrans bus on their assigned route and began distributing questionnaires. In most cases, these interviewers rode the whole distance of their designated route, continually collecting completed surveys and distributing surveys to new riders entering their bus. The questionnaires were available in English and Spanish. Tallies were kept for questionnaires taken home with riders to be mailed back and for all non-responses (refusals, language barrier, children under 13, sleeping, already participated and left bus). The definitions for non-responses are:

*Language Barrier* - non-response because the rider cannot understand the interviewer or the questionnaire.

*Left Bus* - the surveyor was unable to offer a questionnaire to a rider because of the short distance of that rider’s trip.

*Children under 13* - children under 13 were not targeted for this survey.

*Sleeping* - riders who are sleeping were not offered a questionnaire.

*Refusals* - riders unwilling to accept/fill-out the survey.

*Already Participated* – already completed the survey on a previous SamTrans bus trip.

*Where possible, interviewers also made particular note of language barriers, and if they were able to determine, noted whether the language barrier was due to monolingual Tagalog or Chinese speakers.*

Interviewers returned completed questionnaires to the CC&G office within one or two days of interviewing. Editing, coding and inputting were done as the questionnaires were returned. Standard office procedures were used in spot checking (validating) the work of the editors, coders and data entry staff.

SAMPLING

Sampling was achieved by establishing a protocol which grouped routes by ridership: a) highly traveled routes, b) moderately traveled routes, and c) lightly traveled routes. After segmenting the routes by these criteria, interviewer shifts were assigned to randomly selected SamTrans routes based on their grouping. About 85% of the shifts were assigned to weekday routes, and 15% to weekend routes.
DESCRIPTION OF METHODOLOGY (continued)

WEIGHTING

The number of surveys completed was compared to (SamTrans provided) ridership averages for the month of October, 2012. This comparison showed that weighting the data was unnecessary, as the percentage of completed surveys (compared to the weekly total) for each ridership segment was already nearly identical to the estimated percentage of riders for each ridership segment.

The following chart shows the actual number of surveys by ridership segment and the segment’s percentage of the weekly total of surveys.

<table>
<thead>
<tr>
<th>SamTrans Ridership vs. Surveys Completed</th>
<th>Weekday</th>
<th>TOTAL</th>
<th>Weekend</th>
<th>Unknown</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Surveys completed</td>
<td>Weekday Peak</td>
<td>Weekday Off-Peak</td>
<td>TOTAL Weekday</td>
<td>Weekend</td>
<td>Unknown</td>
</tr>
<tr>
<td>Surveys completed</td>
<td>2,417</td>
<td>2,791</td>
<td>5,208</td>
<td>732</td>
<td>7</td>
</tr>
<tr>
<td>% of weekly total</td>
<td>40.64%</td>
<td>46.93%</td>
<td>87.57%</td>
<td>12.31%</td>
<td>0.12%</td>
</tr>
<tr>
<td>Estimated weekly SamTrans riders*</td>
<td>99,705</td>
<td>124,625</td>
<td>224,330</td>
<td>38,927</td>
<td>-</td>
</tr>
<tr>
<td>% of weekly total*</td>
<td>37.87%</td>
<td>47.34%</td>
<td>85.21%</td>
<td>14.79%</td>
<td>-</td>
</tr>
</tbody>
</table>

* Taken from ridership averages for October, 2012.
Appendix C:
EDITING AND CODING PROCEDURES
EDITING AND CODING

This section outlines editing and coding procedures utilized on the 2012 SamTrans Triennial Customer Survey. For the most part, information as provided by the respondent on the self-administered questionnaire was entered as recorded.

Editing procedures, where disparities occurred, were as follows:

During fieldwork, only respondents appearing to be at least 13 years of age were approached and asked to complete the survey. Surveys indicating the respondent was under 13 years of age were removed.

For Q5 and Q6, only a single response was accepted. To increase accuracy of these responses, which are fare-based information, responses with two or more options checked were categorized separately as “multiple responses.”

Q20 (Languages spoken at home) and Q21 (English proficiency). If a respondent did not check English in Q20 but indicated in Q21 that English was spoken very well or well in their home, editing was accomplished by selecting English in Q20.

Other - Specify Responses
- Question which had another – specify response include: Q3, Q5, Q7, Q8a, Q8b, Q12, Q13, Q20, and Q23. Written in responses on these questions were either:
  a) Coded up to existing response codes where applicable. For example, if a respondent wrote in “motorcycle” on the accessing SamTrans question (Q8a), this response was coded up to the Drive alone category.
  (OR)
  b) Coded into an additional category which was added to the existing codes. For example, if a respondent wrote in “Doctor’s appointment” or “Physical therapy” on the trip purpose question (Q7), these responses were coded up as a Medical category and added to the existing codes.

Scaling Questions.
- If multiples occurred where only one response was acceptable, we rotated the inputting of the higher and lower response. On the first occurrence, we took the higher response, on the next occurrence, we took the lower response, etc. (Example: both 4 and 5 circled on the Very Satisfied – Very Dissatisfied Scale).
- In cases where bi-polar discrepancies were observed, we took the mid-point (Example: 1 and 5 circled). Sometimes respondents would include notes like poor in this respect and excellent in another respect for a specific attribute.

The last page of the questionnaire included a section for comments. All of these written comments were typed into a database. The comments were then coded using a list of "department specific" codes developed by CC&G. The code list and incidence for each code are listed on the following page.
The verbatim comments for each code can be made available to the SamTrans Departments responsible for each area. This will provide them with an additional tool to understand the reasons for customer rating levels.

### 2012 SamTrans Triennial Customer Survey

#### Code Sheet – Comment Code Frequencies

<table>
<thead>
<tr>
<th>Code</th>
<th>Comment</th>
<th>#</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Schedules – frequency / weekend / earlier / later</td>
<td>1125</td>
<td>22%</td>
</tr>
<tr>
<td>2</td>
<td>Routes – include additional / extend / more direct / more stops</td>
<td>496</td>
<td>10%</td>
</tr>
<tr>
<td>3</td>
<td>On-Time Performance / Reliability / Speed</td>
<td>532</td>
<td>10%</td>
</tr>
<tr>
<td>4</td>
<td>Seat Availability / Crowding / Bigger Buses</td>
<td>58</td>
<td>1%</td>
</tr>
<tr>
<td>5</td>
<td>Transit Connections – including SamTrans, Caltrain, BART, MUNI</td>
<td>64</td>
<td>1%</td>
</tr>
<tr>
<td>6</td>
<td>Service – other</td>
<td>17</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>7</td>
<td>General Unspecific Compliments</td>
<td>229</td>
<td>5%</td>
</tr>
<tr>
<td>8</td>
<td>Fares and Fare Policy</td>
<td>873</td>
<td>17%</td>
</tr>
<tr>
<td>9</td>
<td>Personnel – including driving safety, driving skills</td>
<td>446</td>
<td>9%</td>
</tr>
<tr>
<td>10</td>
<td>Enforcement / Security Issues</td>
<td>139</td>
<td>3%</td>
</tr>
<tr>
<td>11</td>
<td>Disability / Senior Issues</td>
<td>44</td>
<td>1%</td>
</tr>
<tr>
<td>12</td>
<td>Strollers, Bikes, Luggage Issues</td>
<td>9</td>
<td>&lt;1%</td>
</tr>
<tr>
<td>13</td>
<td>Bus Stops – shelters condition / state of repair</td>
<td>47</td>
<td>1%</td>
</tr>
<tr>
<td>14</td>
<td>Bus Cleanliness – interior and exterior</td>
<td>114</td>
<td>2%</td>
</tr>
<tr>
<td>15</td>
<td>Bus Overall Condition – including safety and comfort</td>
<td>246</td>
<td>5%</td>
</tr>
<tr>
<td>16</td>
<td>Temperature / Ventilation</td>
<td>29</td>
<td>1%</td>
</tr>
<tr>
<td>17</td>
<td>Signage / Maps / Printed Schedules / Schedule Change Notices</td>
<td>55</td>
<td>1%</td>
</tr>
<tr>
<td>18</td>
<td>SamTrans Phone Information / Website</td>
<td>26</td>
<td>1%</td>
</tr>
<tr>
<td>19</td>
<td>Why I Ride SamTrans</td>
<td>258</td>
<td>5%</td>
</tr>
<tr>
<td>20</td>
<td>Service Reductions / Route Changes</td>
<td>261</td>
<td>5%</td>
</tr>
<tr>
<td>21</td>
<td>Events / Contests</td>
<td>11</td>
<td>&lt;1%</td>
</tr>
</tbody>
</table>

*(Multiple codes accepted on this question)*

Note: The coding of respondent comments is intended to provide a department-specific or subject-specific listing of comments. Consequently, the comments identified with each code above may be either positive or negative. A compilation of the actual comments has been compiled in a separate report.
Appendix D:
INTERVIEWER TRAINING INSTRUCTIONS
SAMTRANS ONBOARD SURVEY
October 2012
Interviewer Instructions

INTERVIEWER NAME: ________________________________

PROJECT OVERVIEW This project is a passenger survey for San Mateo County Transit District. It is an onboard self-administered questionnaire to be distributed on SamTrans buses. The questionnaires will be handed out and collected on board various bus routes. The field work will start October 2, 2012 and continue through the end of October. In most cases, one surveyor (interviewer) will be used per sampled route.

GENERAL GUIDELINES
• Please be punctual. You should be at the designated bus stop where your shift starts 15 minutes prior to the scheduled bus arrival time.
• All interviewers should bring a watch. You may also consider wearing clothes with pockets since you will have to carry a good deal of material.
• All surveyors must wear their ID badges and have a valid photo ID at all times while surveying.
• Please act professionally at all times.
• The average number of passengers will vary significantly by run and time of day. You will be provided with pencils for use by passengers who need them.
• If appropriate, please identify yourself to the driver and explain that you will be surveying the bus.
• If asked what the purpose of the survey is, you may tell passengers that the study will be used in making transit decisions by SamTrans, and that the San Mateo County Transportation District is interested in their opinion.

SAFETY
Working on a moving bus can be challenging at times. Your safety and the safety of the passengers around you is your NUMBER 1 CONCERN. You must hold on to a handrail or bar at all times when you are standing or walking on the bus! Allow passengers the time to find a seat or a safe place to stand before offering them a survey. Do not block passengers entering or exiting the bus.

BEGINNING OF SHIFT - As you leave for your shift, you must have:
• Your backpack
• SamTrans bus schedule(s)
• Caltrain Schedule
• Clipper Card
• System authorization letter
• Survey badge
• Photo ID
• Surveyor Shift Assignment Sheet
• Apron
• Pencils
• Questionnaires (English and Spanish) – take a minimum of 150 English and 50 Spanish; for Routes 390/391 (or if you may be surveying an extra run), take more
• Completed Questionnaire Envelope(s)
• Survey control sheets
• Rubber bands
• Interviewer Instructions (this document)
• Clipboard
• A watch
• Time sheet and travel log
DISTRIBUTION OF QUESTIONNAIRES
Distributing (and collecting) questionnaires from passengers is your primary task on this project. For each of your runs, you should strive to get the questionnaire into the hands of every (or nearly every) passenger. Your approach as a surveyor will make a tremendous difference in whether or not riders agree to do the survey.

BEGINNING OF SHIFT
Your surveyor shift assignment sheet will include guidelines on the location, time, and routes you are responsible for surveying on each day. In general, the schedule is set up so you will work shifts of about 6 hours each, plus travel time. In most cases, you will survey one bus for about the first half and another bus for the second half. (This helps allocate time on each route to be covered.)

SURVEY CONTROL SHEET (Yellow Card)
It is very important that you enter information accurately on your survey control sheet. A separate survey control sheet (small yellow card) will be used for each run. A run is one trip on one bus from the boarding point to the end of the line or the point at which you exit the bus.

<table>
<thead>
<tr>
<th>AT THE START OF EACH RUN YOU SHOULD ENTER ON SURVEY CONTROL SHEET (Yellow Card):</th>
</tr>
</thead>
<tbody>
<tr>
<td>• The current date and day</td>
</tr>
<tr>
<td>• Route number of the bus just boarded</td>
</tr>
<tr>
<td>• Your last name</td>
</tr>
<tr>
<td>• Run ID (the Run ID# from your surveyor shift assignment sheet + Run ID letter – A, B, C, etc.)</td>
</tr>
<tr>
<td>• The specific location where you are boarding the bus to start the run (“Boarded Bus At”)</td>
</tr>
<tr>
<td>• The time the run started (time you boarded the bus)</td>
</tr>
</tbody>
</table>

Run ID
- Each route for a given shift will have an assigned Run ID# which is indicated on your surveyor shift assignment sheet and on the Master Schedule.
- Each individual run will be identified by the Run ID, which consists of the Run ID# plus a Run ID letter – i.e. ‘A’ for the first run on that route, ‘B’ for the second run, etc. It is essential that all questionnaires distributed to passengers have the correct Run ID (Run ID# + Run ID letter). You will need to write this in before you begin surveying.

You must write the Run ID on ALL questionnaires distributed on every run.

In order to be sure every questionnaire you distribute is properly numbered, you will need to pre-number questionnaires BEFORE entering the bus. If you exhaust all of the pre-numbered questionnaires, you MUST write the RUN ID on EVERY questionnaire you distribute – BEFORE they are in the passengers’ hands.
Review the Surveyor Shift Assignment sheet, and based on the Average Route Ridership, pre-number English questionnaires as follows:

- **Light ridership** = pre-number at least 10
- **Moderate ridership** = pre-number at least 30
- **High ridership** = pre-number at least 50

You may wish to pre-number additional questionnaires if your run is during morning or evening rush hour. Since passenger volume varies, you may need additional questionnaires, so be prepared to add the Run ID if necessary.

Unused surveys with the Run ID written in can be reused – cross out the prior Run ID and write in the correct Run ID.

**NOTE:** The RUN ID should be written in the space on the questionnaire that says “Route ID” in the LOWER right hand corner of the front page.

**PROCEDURE FOR DISTRIBUTING QUESTIONNAIRES**

Attempt to distribute surveys to all passengers who appear to be 13 or older. All riders traveling in a group should be given a questionnaire.

Do not distribute questionnaires to:

- Passengers who appear to be under 13 years of age
- Employees of the transit system
- Passengers who tell you that they have already participated in this survey on a previous trip (within the last week or so). But do include passengers that may have participated in other previous surveys.
- Sleeping passengers

As you hand out surveys, give a short introduction about the survey. Be easygoing and friendly. Do not ask riders if they want to fill out the survey, rather, use a positive approach. Phrases we have found to work well include: “We need your opinions on this SamTrans survey.” If they hesitate you might add: “We want to know what you think.”

Be sure to tell the patrons to fill in all pages of the survey. Check surveys as you collect them.

Instruct passengers to return completed surveys to you.

Passengers who do not have the time or inclination to complete the questionnaire on board have the option of completing it later and mailing it in. Mention this option as a last resort. We have found that when a potential respondent takes the questionnaire home with him/her, they are less likely to complete and return the questionnaire.

If time permits, offer assistance to patrons who are blind or unable to fill out the survey (you will need to excuse yourself to hand out questionnaires to new riders boarding the bus).

Keep a tally of all non-responses (passengers under 13, refusals, already participated, etc.) on your survey control sheet.
DEFINITIONS (SURVEY CONTROL SHEET CATEGORIES)

- LANGUAGE BARRIER: Spanish speaking passengers who refuse a questionnaire are tallied as “refusals” since we have a Spanish instrument. Only passengers who speak a language other than Spanish or English are tallied as Language Barrier.
- LEFT BUS: this is a non-response where the surveyor was unable to offer a questionnaire because of the short distance of the rider’s trip. If a rider refuses because of time constraints, it is important to point out the mail back option.

After surveys are distributed, walk through the bus every few minutes and watch for people who may have questions or are finished. Try to collect as many completed surveys as possible. Be polite: “I’ll take the survey if you are done.” Or “I can take that for you.” Attempt to collect every survey you distribute.

AT THE END OF EACH BUS RUN
On the Survey Control Sheet enter:
- Location where you exited the bus
- The time that the run ended.
- The total number of questionnaires DISTRIBUTED for both English and Spanish.
- The total number of questionnaires RETURNED. RETURNED QUESTIONNAIRES ARE DEFINED AS ALL QUESTIONNAIRES COLLECTED ON THIS PARTICULAR RUN.
- All returned surveys and the completed survey control sheet should be rubber banded together and placed in the “Completed Questionnaire” envelope. Please IMMEDIATELY complete the information on the front of this envelope for that run (e.g. RUN ID, # of Questionnaires Distributed, etc.)
- For unused questionnaires with RUN IDs written on them:
  * Cross out the RUN IDs of the run you just finished
  * Write in the new RUN ID (number and letter)
  * You will then reuse these questionnaires on the next run
- You may have several bundles of completed surveys per route for a given shift. If the envelope becomes too full, use additional envelope(s) and label each (i.e. “envelope 1 of 2”, “envelope 2 of 2”, etc).
As an example, a Survey Control Sheet may look like this at the end of a shift:

<table>
<thead>
<tr>
<th>SAMTRANS ONBOARD STUDY</th>
<th>CCG 99630</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey Control Sheet</td>
<td></td>
</tr>
</tbody>
</table>

**OCT 2012** | **DATE** 10 / 19/2012 | **DAY OF WEEK** Fri | **Route #** 112 |

**INTERVIEWER (L. NAME)** Canapary | **RUN ID(#/Letter)** 21D |

**BOARDED BUS AT:** Colma BART | **TIME** 11:15 am |

**EXITED BUS AT:** Linda Mar Park & Ride | **TIME** 12:02 pm |

**English Questionnaires Distributed:** Total # dist: 26 | Total # RETURNED: 25 |

**Spanish Questionnaires Distributed:** Total # dist 10 | Total # RETURNED: 8 |

**TOTAL NUMBER:** Distributed: 36 | Returned: 32 |

**NON-RESPONSE TALLY**

<table>
<thead>
<tr>
<th>REFUSALS</th>
<th>[12]</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>LANGUAGE BARRIER</th>
<th>Korean, Russian</th>
<th>[2]</th>
</tr>
</thead>
</table>

| CHILD (UNDER 13) | [ ] |

| SLEEPING         | [ ] |

| LEFT BUS         | [ ] |

| ALREADY PARTICIPATED | [ ] |

<table>
<thead>
<tr>
<th>OTHER (specify)</th>
<th>ST Employee</th>
<th>[1]</th>
</tr>
</thead>
</table>

| TOTAL            | [15] |

Please use hash marks (example: //). Only one tally per patron. At the end of each trip write in number totals in the brackets of each box.

**NOTES**

Flat tire near Serramonte, 10 minute delay (use back of sheet if necessary)
AT THE END OF THE SHIFT
Each route will have a separate Completed Questionnaire Envelope. Make sure that all completed work from all the runs you have done that day for a given route are placed in the appropriate “Completed Questionnaire Envelope” (blue label). Make sure that all the information requested is filled out, including:
1. Day and Date
2. Number of questionnaires in envelope (# of all English, # of all Spanish, Total English and Spanish)
3. Run ID# listed on Surveyor Shift Assignment Sheet for that route
4. Route number (the bus number SamTrans assigns to that route)
5. Start time (the beginning time listed on your first survey control sheet for that route)
6. Start location (listed on the surveyor shift assignment sheet for that route)
7. Your last name (Interviewer Name)
8. Run ID (# and Letter) for each run completed, as well as the number of questionnaires distributed, the number completed/returned, and the non-responses for each (from survey control sheet)
9. Any unusual happenings that may have affected passengers’ experience on this shift

END OF SHIFT – CHECK-IN
It is very important to check in and return all completed work as soon as possible. For the first two days you work on this project, check in immediately after your shift.
○ If you are on a morning or day shift, this means returning to CC&G as soon as your shift is complete.
○ If you are on an evening shift, this means returning to CC&G the next day AND ALLOWING SUFFICIENT TIME to review your work from the previous day before you head to that day’s shift.
Once you are told you do not have to check in (generally after the first 2 shifts), it is still very important to return work soon after completing a shift. Remember, CC&G’s building is open 24/7. Drop off work within 24 hours after completing a shift. Materials can be left in the wooden trunk outside the office if the office is not open. Supplies will be available right outside the office at all times.
As an example, a Completed Questionnaire envelope may look like this at the end of a shift:

**SAMTRANS ON-BOARD STUDY**

**Completed Questionnaire Envelope**

(October 2012)

<table>
<thead>
<tr>
<th>Date</th>
<th>10/19/2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day:</td>
<td></td>
</tr>
<tr>
<td>Monday</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td></td>
</tr>
<tr>
<td>Wednesday</td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td></td>
</tr>
<tr>
<td>Friday</td>
<td>✓</td>
</tr>
<tr>
<td>Saturday</td>
<td></td>
</tr>
<tr>
<td>Sunday</td>
<td></td>
</tr>
</tbody>
</table>

**Number of Questionnaires in Envelope**

<table>
<thead>
<tr>
<th>English</th>
<th>Spanish</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>109</td>
<td>25</td>
<td>134</td>
</tr>
</tbody>
</table>

---

**Interviewer Name**

Canapary

**Run ID#** 21 | **Route#** 112 | **Start Time** 6:30 AM/PM | **Start Location** Colma BART

<table>
<thead>
<tr>
<th>Run ID (#/Letter)</th>
<th># Questionnaires Distributed</th>
<th># Completed/Returned Questionnaires</th>
<th># of Non-Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run 21A</td>
<td>81</td>
<td>78</td>
<td>16</td>
</tr>
<tr>
<td>Run 21B</td>
<td>22</td>
<td>19</td>
<td>4</td>
</tr>
<tr>
<td>Run 21C</td>
<td>5</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>Run 21D</td>
<td>36</td>
<td>32</td>
<td>15</td>
</tr>
<tr>
<td>Run</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Run</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Run</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**

On run B, near Linda Mar, two passengers got into a screaming match, both left at next stop.
On run D, the bus got a flat tire near Serramonte Shopping Center. The bus was delayed approx twenty minutes while it was changed.
• Under our contract with SamTrans, the badge/access letter which allows you to ride Caltrain and SamTrans free of charge may only be used when working on this study. Any misuse will be embarrassing to all and is cause for immediate dismissal.
• As representatives of CC&G and SamTrans, interviewers are expected to act professionally at all times.
• Professional ‘business casual’ attire is a must. Your overall appearance should be neat and professional. This also means:
  o Long trousers and collared shirts for men (jacket optional).
  o For women, slacks and a blouse/shirt are acceptable. Skirts or dresses may also be worn.
  o Wear comfortable, closed toed shoes. You will be standing/walking most of your shift.
  o NO t-shirts, sweatshirts/sweat pants/other workout wear, open-toed shoes, or denim.
  o NO clothing with logos/messages prominently displayed.
• All surveyors must wear their name badge while surveying, and have a valid photo ID at all times. Notify CC&G immediately if your name badge is lost so that it can be replaced immediately.
• All survey data collected is confidential and must be treated with care. Any sharing or use of data is cause for immediate dismissal and may result in criminal charges.
• You will be provided with a Clipper card for travel to/from home, your shifts, and CC&G. This card is to be used to travel to/from your shifts and/or CC&G to drop off/pick up items ONLY.
• Backpacks, aprons, and other materials used on this project should be returned to CC&G at the end of the study.

SCHEDULE
• You will receive a schedule for the project today. Prior to leaving training, it is your responsibility to review the schedule and be sure you can make ALL shifts as currently assigned. If you cannot make any shift, notify Carol immediately. Once you leave training today, you are responsible for all shifts assigned.
• Once the fieldwork begins, it is important to adhere to the shifts as assigned. If you cannot make an assigned shift, please notify CC&G immediately.
• Starting shifts late or missed shifts may be cause for dismissal.

CONTACT INFORMATION

COREY, CANAPARY & GALANIS RESEARCH
  Supervisor – Elizabeth Grant
  Project Manager – Carol Anne Carroll
  CC&G 800 Number is 1 (800) 877-1201
  The regular office number is 415-397-1200

Outside of normal office hours, contact:
  Jon Canapary, 415-577-2428

SAMTRANS
  Agency Contact – Christiane Kwok (Market Research Specialist – SamTrans)
  (650) 508-7926

NOTES
Appendix E:
SAMTRANS ROUTES SELECTED TO SAMPLE
<table>
<thead>
<tr>
<th>Rt #</th>
<th>Route Type</th>
<th>Geo. Class.</th>
<th>Overall Ridership Density</th>
<th>Approximate Number of Half-Shifts Sampled</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>Regular</td>
<td>North</td>
<td>Moderate</td>
<td>5</td>
</tr>
<tr>
<td>16</td>
<td>School</td>
<td>North</td>
<td>Light</td>
<td>2</td>
</tr>
<tr>
<td>17</td>
<td>Regular</td>
<td>North</td>
<td>Moderate</td>
<td>3</td>
</tr>
<tr>
<td>24</td>
<td>School</td>
<td>North</td>
<td>Light</td>
<td>2</td>
</tr>
<tr>
<td>35</td>
<td>School</td>
<td>North</td>
<td>Light</td>
<td>1</td>
</tr>
<tr>
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