Purpose

• Determine who our customers are
  − Demographics
  − Trip Purpose
  − Frequency of use
  − Origin and Destination
• Measure whether we are meeting their needs
  − Customer satisfaction
  − Information access
Methodology

• Onboard survey - October 2015
  − 50 routes (weekday)
  − 24 routes (weekends)
  − Peak and off-peak schedules
• Response
  − 6,430 completed surveys
  − 67% response rate

Changes Since Last Survey

• SamTrans Service Plan
  • August 2013: weekday ECR service (weekend ECR was implemented prior to the October 2012 survey)
  • January 2014: system-wide changes, including redesign of bus stop signs adding bus stop ID to access real-time departures information
• Day Pass decreased from 3 to 2.5 times the one-way fare
  • January 2014: pilot program
  • July 2015: adopted as permanent change
Results

Usage

• The majority of customers ride 5+ days a week and make a round-trip
Access to a Car

- 61% of riders don’t own or have access to a car

![Bar chart showing access to a car](chart1)

Longevity

- Nearly half have been riding for more than 3 years

![Bar chart showing longevity](chart2)
Trip Purpose

- Most customers commute to work or school

Not all the options were included in the graphic and the results were combined due to slight modifications to the questions through the years.

Payment Type

- Customers continue to move from cash to Clipper cash value

Questions were slightly modified through the years due to the introduction of new fare media.
Number of Buses

- More than half of all customers need only one bus for their trip

![Bar chart showing the number of SamTrans buses used for one-way trips]

System Access

- Most walk to the bus stop

![Bar chart showing how customers get to the bus stop]

[Image of bus route with data]
System Egress

- Most walk from the bus stop

After you get off this bus, how will you get from the bus stop to your final destination?

Customer Satisfaction

- Above average scores across all 12 attributes
- Most attributes rated higher or about the same as 2012
- Rated overall experience 4.23, compared to 2012 when the overall rating was 4.21
- Long-time riders and respondents completing the Spanish version of the survey are more satisfied
  - More than 3 years 4.25
  - Spanish version 4.26
15

* 2015 On-time performance and Frequency statistically significant change from 2012

16

* 2015 "Value for the Money" statistically significant change from 2012

**In 2015, SamTrans introduced a bus wash reduction program to conserve water
Sources for Information

- An equal share get information from the website or a printed timetable

<table>
<thead>
<tr>
<th>Sources for bus schedule and real-time departure*</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.samtrans.com">www.samtrans.com</a></td>
<td>35%</td>
</tr>
<tr>
<td>Printed timetable</td>
<td>35%</td>
</tr>
<tr>
<td>Google maps</td>
<td>15%</td>
</tr>
<tr>
<td>511.org schedule information</td>
<td>6%</td>
</tr>
<tr>
<td>SamTrans Customer Service</td>
<td>6%</td>
</tr>
<tr>
<td>Call or text 511 for real-time departure</td>
<td>6%</td>
</tr>
<tr>
<td>511.org real-time departure</td>
<td>5%</td>
</tr>
</tbody>
</table>

*multiple responses allowed

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Access to the Internet

- Most have access to the Internet (90%) generally at home or on their cell

Where do you access the Internet?

*multiple responses allowed*
Barriers to Using Clipper

- Nearly half (46%) use a Clipper card

Are there any barriers to using a Clipper card? (multiple responses accepted)

- Had a bad experience with Clipper
- Don’t understand how to use it
- Limited vendors
- Don’t know about it/have never heard of it
- Don’t use it enough/don’t need it
- Prefer to pay as I go
- No barriers

Demographics
Age

- The average age is 36 years
- The largest age range continues to be 18-24
- The highest growth is among the 65 and older

Gender

- Respondents are split between male and female with 11% choosing not to respond
Employment

- Nearly one-third are employed full time

What is your current employment status?

Income

- The average income is $40,000

What is your household yearly income?
Residence

- The majority reside in San Mateo county

Languages

- More than two-thirds speak English at home
Ethnicity

- One-third of customers are Hispanic/Latino

Which of the following best describes your ethnic background?

Communications Focus Groups
Background

- Goal: Improve customer communications regarding access to information about routes, schedules, and fares to encourage increased ridership.
- Four focus groups – May 2016
  - Frequent Riders
  - Non-Frequent Riders
  - Non-Riders
  - Spanish-speaking (mix of frequency)

Key Findings

- Apps and mobile website access are emerging as preferred methods of accessing information
- Non-riders are willing to try SamTrans, particularly if it goes someplace fun and they get a free ride or two
- Possible use of ride sharing services for routes with low ridership received positive feedback
Next Steps

- Customer Experience Task Force
- Fare Study
- New Technologies
- Full Report available online- www.samtrans.com/surveys