Customer Experience Survey
Key Findings

Community Relations Committee
July 5, 2017
Agenda Item #7

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Objective

- Support SamTrans planning in choosing the priorities for future investments

Methodology

- Online survey
  - February 27 – March 20, 2017
  - Opt-in, not statistically valid
  - Various outreach methods
  - Current riders
  - Former riders
  - Non-riders

- Response
  - 1,182 respondents, including incompletes
  - 68% of these completed the survey
Current Riders

• Trip characteristics
  - Have been riding SamTrans for more than three years (59%)
  - Ride at least 3 days a week (52%)
  - Adult riders (62%)
  - Pay with Clipper cash value (40%), cash (26%) and Clipper SamTrans Monthly Pass (13%)
  - Travel to work (40%), school (21%) and social/recreational purposes (20%)
Value of Service

• Current riders: rating of 4 or 5 (64%)

How would you rate the value of SamTrans service relative to the amount you pay on a scale of 1-5, where 5 is Great Value for the Money, and 1 is Poor Value for the Money.

Results – Former Riders
Former Riders

- **Trip characteristics**
  - More than three years since last rode SamTrans (55%)
  - Rode less than once a month (55%)
  - Adult fare category (75%)
  - Used cash tickets (61%)
  - Traveled to work (40%)

Reasons for not riding

- **Schedule change (19%)**
  - What was the reason you stopped riding SamTrans (check all that apply)
    - Cost
    - Unreliable schedule
    - Overcrowding on the bus
    - Schedule change doesn’t match my trip needs
    - Lack of onboard or bike rack space
    - Safety
    - Lack of luggage rack
    - Trip length
    - Change in employment location or status
    - Other (please specify)
Value of Service

- Average rating former rider (3.2) and non-rider (2.9)

What is your perception of SamTrans' value of service relative to its cost? 5 is Great Value for the Money, and 1 is Poor Value for the Money.

Results – All Respondents
Service Ratings

- Top ratings for more frequent service

Please indicate how important each of the following is to you on a scale of 1-5, where 5 is very important, and 1 is not at all important.

<table>
<thead>
<tr>
<th>Service Rating</th>
<th>Non-riders</th>
<th>Former riders</th>
<th>Current riders</th>
</tr>
</thead>
<tbody>
<tr>
<td>In general, more frequent service</td>
<td>3.6</td>
<td>3.1</td>
<td>2.9</td>
</tr>
<tr>
<td>Replace low ridership bus routes with Transportation Network Companies (e.g. Uber or Lyft. SamTrans fare would apply)</td>
<td>3.3</td>
<td>3.1</td>
<td>2.9</td>
</tr>
<tr>
<td>More service on holidays</td>
<td>3.6</td>
<td>3.1</td>
<td>2.9</td>
</tr>
<tr>
<td>More frequent weekend, mid-day or late evening service</td>
<td>3.5</td>
<td>3.5</td>
<td>3.7</td>
</tr>
<tr>
<td>More express services (inter-community with limited stops)</td>
<td>3.5</td>
<td>3.7</td>
<td>3.7</td>
</tr>
<tr>
<td>Expanded evening service after 10:30pm</td>
<td>2.1</td>
<td>2.4</td>
<td>2.9</td>
</tr>
</tbody>
</table>

Service Rankings

- Top three rankings
  1. In general, more frequent service
  2. More express services (intercommunity with limited stops)
  3. More frequent weekend or midday service
Communication and Payment Ratings

• Top ratings for real-time information based on vehicle location

Please indicate how important each of the following is to you on a scale of 1-5, where 5 is very important, and 1 is not at all important.

<table>
<thead>
<tr>
<th>Service</th>
<th>Non-riders</th>
<th>Former riders</th>
<th>Current riders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanded Clipper retail locations</td>
<td>3.2</td>
<td>3.7</td>
<td>3.9</td>
</tr>
<tr>
<td>Smartphone app with mobile ticketing</td>
<td>4.1</td>
<td>4.4</td>
<td>4.4</td>
</tr>
<tr>
<td>Printed schedules available on the buses</td>
<td>3.1</td>
<td>3.6</td>
<td>3.7</td>
</tr>
<tr>
<td>SamTrans website (<a href="http://www.samtrans.com">www.samtrans.com</a>)</td>
<td>4.1</td>
<td>4.2</td>
<td>4.2</td>
</tr>
<tr>
<td>Paper handouts with information about service changes or modifications</td>
<td>2.2</td>
<td>2.3</td>
<td>2.3</td>
</tr>
<tr>
<td>Real time information based on vehicle location</td>
<td>4.4</td>
<td>4.5</td>
<td>4.6</td>
</tr>
<tr>
<td>Schedule timetable information available on a smartphone app</td>
<td>4.4</td>
<td>4.2</td>
<td>4.2</td>
</tr>
</tbody>
</table>

Communication and Payment Rankings

• Top three rankings
  1. Real time information based on vehicle location
  2. Schedule timetable information available on a smartphone app
  3. SamTrans website (www.samtrans.com)
Enjoyment and Comfort
Ratings

• Seating comfort and bus stop amenities most popular

Please indicate how important each of the following is to you on a scale of 1-5, where 5 is very important, and 1 is not at all important.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Non-riders</th>
<th>Former riders</th>
<th>Current riders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seating comfort</td>
<td>3.8</td>
<td>3.6</td>
<td>3.5</td>
</tr>
<tr>
<td>Openable bus windows</td>
<td>2.9</td>
<td>2.9</td>
<td>2.9</td>
</tr>
<tr>
<td>Onboard Wi-Fi</td>
<td>3.1</td>
<td>3.1</td>
<td>3.1</td>
</tr>
<tr>
<td>Onboard luggage racks</td>
<td>2.7</td>
<td>2.7</td>
<td>2.7</td>
</tr>
<tr>
<td>More hanging loops to hold while standing</td>
<td>2.5</td>
<td>2.5</td>
<td>2.5</td>
</tr>
<tr>
<td>More bus stop amenities (shelter, bench, trash can)</td>
<td>2.8</td>
<td>2.8</td>
<td>2.8</td>
</tr>
<tr>
<td>More bike storage on buses (bike rack or on board)</td>
<td>2.7</td>
<td>2.7</td>
<td>2.7</td>
</tr>
<tr>
<td>Allowing food and drinks on board</td>
<td>2.6</td>
<td>2.6</td>
<td>2.6</td>
</tr>
</tbody>
</table>

Enjoyment and Comfort
Rankings

• Top three rankings
  1. Seating comfort
  2. Onboard Wi-Fi
  3. More bus stop amenities (shelter, bench, trash can)
Demographics

- Survey respondents
  - Female (59%) male (36%)
  - Ages mostly between 19-64 (67%)
    - 51% of former riders aged 55 or older
  - 31% earn $74,999 or less
    - 59% of non-riders earn $100,000 or more
  - Top ethnicities are White/Caucasian (56%), Hispanic/Latino (11%) and Chinese (9%)
  - Speak English (98%), Spanish (11%), Chinese (8%)
  - Top five cities: Pacifica, Redwood City, San Mateo, San Francisco, Half Moon Bay

Access to a car

- 69% of current riders have access to a car
Next Steps

• Use information to:
  - Inform ongoing customer experience priorities

• Report
  - www.samtrans.com/surveys

Thank you!
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