Purpose

- Understand attitudes, behaviors and barriers to riding SamTrans
  - Riders (ridden SamTrans within last 6 months)
  - Former riders (ridden but not within last 6 months)
  - Non-riders (never ridden SamTrans)
- Increase ridership
- Improve customer experience
Methodology

• Focus groups and telephone surveys
  – Four focus groups (3 English, 1 Spanish)
  – 664 completed surveys (625 English, 39 Spanish)
• San Mateo County residents
• Conducted by Corey, Canapary and Galanis
Focus Groups

• Topics:
  - Amenities
  - Communications
  - Service
  - Fare Payment
Telephone Interview Results
<table>
<thead>
<tr>
<th>Demographics</th>
<th>4+ years living in San Mateo County</th>
<th>Gender (Male)</th>
<th>Household Income</th>
<th>Ethnicity</th>
<th>Average age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riders</td>
<td>92%</td>
<td>54%</td>
<td>$96,192</td>
<td>White (44%) Hispanic (23%) Asian (17%)</td>
<td>46</td>
</tr>
<tr>
<td>Former Riders</td>
<td>96%</td>
<td>49%</td>
<td>$112,428</td>
<td>White (58%) Hispanic (23%) Asian (12%)</td>
<td>48</td>
</tr>
<tr>
<td>Non-Riders</td>
<td>81%</td>
<td>46%</td>
<td>$143,525</td>
<td>White (59%) Hispanic (13%) Asian (12%)</td>
<td>50</td>
</tr>
</tbody>
</table>
## Primary Trip

<table>
<thead>
<tr>
<th></th>
<th>Primary Destination (Work)</th>
<th>Travel time less than 30 minutes</th>
<th>Primary mode of transit (Car)</th>
<th>Access to a car</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riders</td>
<td>64%</td>
<td>56%</td>
<td>48%</td>
<td>86%</td>
</tr>
<tr>
<td>Former Riders</td>
<td>70%</td>
<td>66%</td>
<td>80%</td>
<td>99%</td>
</tr>
<tr>
<td>Non-Riders</td>
<td>67%</td>
<td>64%</td>
<td>71%</td>
<td>98%</td>
</tr>
</tbody>
</table>
Attitudes Towards SamTrans

- All Segments

Rate the following statements

- Trip planning is confusing
- Takes too long
- Less expensive

Agree (5-4) (3)
- 37%

(3)
- 61%

Disagree (1-2)
- 27%

- 16%

DON'T KNOW
- 15%

- 8%

N=664
Interest In Potential Services

- All Segments

Would ride more if SamTrans added...

- Express routes
- Free Wi-Fi

N=664
Interest In Potential Service

- **Rider Segment**

  Preference for accessing real-time SamTrans bus information

  - Mobile App: 68%
  - Calling a Phone Number: 14%
  - Text Message Sent to You: 8%
  - Website: 6%
  - Email Sent to You: 3%
  - Don't Know: 1%

  N=79
Willingness to Ride SamTrans

- Former and non-rider segments
  - 28% would consider riding SamTrans
  - 70% of the above would ride even if trip duration increased

Willing to ride SamTrans if trip duration increased by...

Current trip duration

- 0 mins: 1%
- Less than 10 mins: 10%
- 10 to 20 mins: 31%
- 21 to 30 mins: 58%
- 31 to 45 mins: 4%
- 45 to 60 mins: 12%
- More than 60 mins: 3%
- Don't know: 1%

N=106
Next Steps

• Report available:  
  [www.samtrans.com/surveys](http://www.samtrans.com/surveys)

• US-101 Express Bus Feasibility Study
• Mobile app
• Wi-Fi on buses
Thank you!

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