



TITLE VI PROGRAM

JANUARY 2020

San Mateo County Transit District (SamTrans)

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SAN MATEO COUNTY TRANSIT DISTRICT

(SAMTRANS)

TITLE VI PROGRAM

PREPARED FOR:

FEDERAL TRANSIT ADMINISTRATION
REGION IX

PREPARED BY:

SAN MATEO COUNTY TRANSIT DISTRICT

JANUARY 2020

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I: INTRODUCTION

The San Mateo County Transit District's (hereinafter "SamTrans" or the "District") Title VI Program provides information and analysis bearing upon compliance with Title VI of the 1964 Civil Rights Act regarding transit services and related benefits. The purpose of Title VI is to ensure that "no person shall, on the ground of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." (42 U.S.C. § 2000d.)

Since 1972, the Federal Transit Administration (FTA) has required applicants for and recipients of Federal assistance to provide assessments of compliance as part of the grant approval process. The FTA has the responsibility to ensure that federally supported transit services and related benefits are distributed in a manner consistent with Title VI including as related to Environmental Justice and access for individuals who have Limited English Proficiency. This Title VI Program conforms to the FTA's Title VI Circular 4702.1B, effective October 2012.

As a federal grant recipient, the District is required to maintain and provide to FTA information on its compliance with Title VI regulations. At a minimum, it must conduct periodic compliance assessments to ensure that the level and quality of transit services is provided in a nondiscriminatory manner, that full and fair participation in public transportation decision-making occurs without regard to race, color, or national origin, and to ensure meaningful access to transit-related programs and activities by persons with limited English proficiency. SamTrans is required to submit a Title VI Program every three years and to document that services and benefits are provided in a non-discriminatory manner. This document covers the period from 2016 through 2019

SamTrans, as required under Circular 4702.1B, has included the following information in its Program:

1. Discussion and attachments pertaining to general Title VI requirements.
 - a. Title VI Notice to Public
 - b. Title VI Complaint Procedures
 - c. List of Investigations, Complaints, or Lawsuits
 - d. Public Participation Plan
 - e. Language Assistance Plan
 - f. Membership of Non-elected Committees
 - g. Sub-recipient Monitoring
 - h. Board Meeting Minutes
 - i. Construction Projects
 - j. Additional Information upon Request
2. Discussion and attachments pertaining to Title VI requirements for transit operators.
 - a. Service Standards and Policies
 - b. Demographic and Service Profile
 - c. Demographic Ridership and Travel Patterns
 - d. Monitoring Program Results
 - e. Public Engagement for Policy Development
 - f. Title VI Equity Analyses
3. All other required submittals.

II: GENERAL REQUIREMENTS

This chapter responds to the general reporting information required of all Federal Transit Administration (FTA) grantees on a triennial basis. The information is required under U.S. Department of Transportation (DOT) regulations.

1. Title VI Notice to Public

A copy of the District's notice to the public that it complies with Title VI and a list of locations where the notice is posted, contained in Appendix A.

2. Title VI Complaint Procedures

The District responds to any and all lawsuits or complaints that allege discrimination on the basis of race, color, or national origin with respect to service or other transit benefits. SamTrans makes its procedures for filing a complaint available to members of the public. A copy of the District's Title VI procedures for filing a complaint, sample complaint form and complaint process and consumer reports process overview are contained in Appendix B.

3. List of Investigations, Complaints, or Lawsuits

Appendix C contains a list of any Title VI investigations conducted by entities other than FTA, lawsuits, or complaints naming the District that allege discrimination on the basis of race, color, or nation origin. In keeping with the Circular, the list includes the date the investigation was requested or the lawsuit or complaint was filed; a summary of the allegation(s); the status of the investigation, lawsuit, or complaint; and actions taken by the District in response to the investigation, lawsuit, or complaint.

4. Public Participation Plan

A summary of public outreach and involvement activities undertaken in last three years and description of steps taken to ensure that minority and low-income persons had meaningful access to these activities is contained in various portions of this Compliance Report, including the District's Public Participation Plan in Appendix D and the LAP Plan in Appendix E.

5. Language Assistance Plan

The District's current Language Assistance Plan for providing language assistance for persons with Limited English Proficiency based on the DOT LEP Guidance is contained in Appendix E.

6. Membership of Non-elected Committees

The Citizens Advisory Committee (CAC) is composed of 15 representatives from various segments of the community and acts in an advisory capacity to the SamTrans Board. It is the only relevant organization for community relations outside of SamTrans internal departments. Responsibilities include providing input on the needs of current and potential transit users. The Citizens Advisory Committee has direct liaison to the Board of Directors through the Community Relations Committee and shall assist the SamTrans Board of Directors in any manner the Board deems appropriate.

The purpose of the CAC is to help the San Mateo County District plan a transportation system that is safe, efficient, cost-effective, energy efficient, environmentally responsible, and responsive to the needs of the broadest range of citizens and transit users in San Mateo County. SamTrans firmly believes that the people who use a transportation system, or are affected by it, should have a voice in deciding the “where,” the “what,” and the “when” regarding SamTrans operations.

In recognition of the importance of SamTrans fixed-route bus service in our multi-modal system, the focus of the CAC is on issues of direct concern to users of fixed-route bus service. Members of the CAC may concurrently represent the concerns of other constituent groups as they relate to fixed-route bus service. Members of the CAC need not be citizens of the United States. When making appointments to the CAC, the Board may give preference to residents of the County of San Mateo if such preference would result in more informed membership.

The CAC meets on the last Wednesday of each month at 6:30 p.m. in the SamTrans administrative office, 1250 San Carlos Ave. in San Carlos. All meetings are open to the public.

Fifteen members are appointed-at-large for three-year terms, representing and divided among the following constituencies:

- Bus Riders – Representing the diverse population of both San Mateo County and SamTrans fixed-route ridership.
- Multi-modal Riders – Representing the riders who use SamTrans fixed-route service to connect to another one of the available transit modes. Examples include bus-to Caltrain riders, bus-to-BART riders, and bus-to-bus riders.
- Community – Representing community interests which also interact with SamTrans fixed-route service.

An annual four-week recruitment is held in March and April to fill the vacancies on the CAC. In the event there are a significant number of unexpected vacancies, such as at the current time, staff will hold an off-cycle recruitment to fill the vacancies at the Board’s direction if terms expire.

SamTrans is proactive with respect to recruiting new CAC members, including individuals from traditionally underserved communities, from San Mateo County and all applications are kept on file.

Ads are sometimes placed in the papers of record in San Mateo County, with language-specific ads placed in the Asian Journal (Mandarin), El Observador (Spanish), and Half Moon Bay Review (bilingual English/Spanish). Onboard take-ones (which have been found to be the best method for customers to receive information) are provided in English and sometimes Spanish. SamTrans also provides English language in the following forms:

- News release.
- Postings at city halls around the county.
- Board and CAC meeting announcements.

Every person who submits an application to fill vacancies is interviewed by the Community Relations Board Subcommittee, which is comprised of three members of the Board of Directors. The same questions are asked of each candidate and an ultimate decision is based on qualifications and responses to interview questions.

The following table illustrates the current membership of the SamTrans Citizens Advisory Committee.

Exhibit 1: Current (2016) CAC Membership List

Race	Representing
White	Bus Riders
White	Multimodal Riders
White	Bus Riders
White	Community Riders
Asian	Bus Riders
Hispanic	Community Riders
White	Multimodal Riders
Hispanic	Bus Riders
Asian	Bus Riders
White	Bus Riders
White	Bus Riders
White	Bus Riders
VACANCY	Multimodal Riders
VACANCY	Multimodal Riders
VACANCY	Community Riders

7. Sub-recipient Monitoring

SamTrans was not responsible over the last reporting period for any sub recipients and will not be taking any sub recipients in the future reporting period. However, below are the procedures for sub recipients.

As the primary recipient, SamTrans is responsible for ensuring its sub-recipients are in compliance with applicable regulations, including Title VI. First, SamTrans is responsible for providing its sub-recipients with sufficient technical assistance to ensure they can adequately maintain compliance with Title VI. Chapter III, Section 11 of Circular 4702.1B indicates the following:

Primary recipients should assist their sub-recipients in complying with DOT's Title VI regulations, including the general reporting requirements. Assistance shall be provided to the sub-recipient as necessary and appropriate by the primary recipient. Primary recipients should provide the following information to sub-recipients; such information, forms, and data may be kept in a central repository and available for all sub-recipients:

- a) Sample notices to the public informing beneficiaries of their rights under DOT's Title VI regulations, procedures on how to file a Title VI complaint, and the recipient's Title VI complaint form.*
- b) Sample procedures for tracking and investigating Title VI complaints filed with a sub-recipient, and when the primary recipient expects the sub-*

recipient to notify the primary recipient of complaints received by the sub-recipient.

- c) Demographic information on the race and English proficiency of residents served by the sub-recipient. This information will assist the sub-recipient in assessing the level and quality of service it provides to communities within its service area and in assessing the need for language assistance.*
- d) Any other recipient-generated or obtained data, such as travel patterns, surveys, etc., that will assist sub-recipients in complying with Title VI.*

SamTrans staff have available all items listed above and provide them upon request to sub-recipients. SamTrans' sub-recipients are aware of their responsibilities with respect to Title VI and meet with the sub-recipients as needed to ensure they understand their obligations and have the resources necessary to meet them.

SamTrans responsibilities with respect to monitoring its sub-recipients are outlined in Chapter III, Section 12 of Circular 4702.1B:

In accordance with 49 CFR 21.9(b), and to ensure that sub-recipients are complying with the DOT Title VI regulations, primary recipients must monitor their sub-recipients for compliance with the regulations. Importantly, if a sub-recipient is not in compliance with Title VI requirements, then the primary recipient is also not in compliance.

- a) In order to ensure the primary and sub-recipient are in compliance with Title VI requirements, the primary recipient shall undertake the following activities:*
 - (1) Document its process for ensuring that all sub-recipients are complying with the general reporting requirements of this circular, as well as other requirements that apply to the sub-recipient based on the type of entity and the number of fixed route vehicles it operates in peak service if a transit provider.*
 - (2) Collect Title VI Programs from sub-recipients and review programs for compliance. Collection and storage of sub-recipient Title VI Programs may be electronic at the option of the primary recipient.*
 - (3) At the request of FTA, in response to a complaint of discrimination, or as otherwise deemed necessary by the primary recipient, the primary recipient shall request that sub-recipients who provide transportation services verify that their level and quality of service is provided on an equitable basis. Sub-recipients that are fixed route transit providers are responsible for reporting as outlined in Chapter IV of this Circular.*
- b) When a sub-recipient is also a direct recipient of FTA funds, that is, applies for funds directly from FTA in addition to receiving funds from a primary recipient, the sub-recipient/direct recipient reports directly to FTA and the primary recipient/designated recipient is not responsible for monitoring*

compliance of that sub-recipient. The supplemental agreement signed by both entities in their roles as designated recipient and direct recipient relieves the primary recipient/designated recipient of this oversight responsibility. See Appendix L for clarification of reporting responsibilities by recipient category.

SamTrans conducts regular monitoring check-ins with the sub-recipient across the life of any specific projects. In addition to the regular check ins (2-3 across the life of the project), SamTrans will also conduct a final close-out session with the sub-recipients in addition to monitoring sessions associated with any FTA Triennial Review. There is an initial meeting with the sub-recipients to discuss their requirements related to Title VI wherein the sub-recipients are informed of their responsibilities and provided with the information and resources (such as complaint forms and notices) necessary to maintain compliance with Title VI.

Each sub-recipient monitoring session includes (but is not limited to) a review of the following:

- Review of the relevant elements of the circular.
- Review of any complaints received to date.
- Results of any investigations completed to date.
- Documentation of public notices.
- Analysis of current service levels and their equitable distribution.
- Title VI Program review.
- Discussion of any recent outreach to LEP populations.

8. Board Meeting Minutes

The Resolution evidencing the Board's adoption of this Title VI Program will be included in Appendix F.

9. Construction Projects

SamTrans has undertaken no construction projects during this reporting period. For any District construction projects that require documentation under Title VI Circular 4702.1B, an environmental justice analysis will be prepared and submitted separately as allowed under the circular.

10. Additional Information upon Request

At the discretion of FTA, information other than that required by the circular may be requested. FTA has not requested such information, and none has been provided at this time.

III: REQUIREMENTS OF TRANSIT OPERATORS

This chapter responds to the specific reporting information required of all transit operators who are Federal Transit Administration (FTA) grantees on a triennial basis. The information is required under U.S. Department of Transportation (DOT) regulations.

1. Service Standards and Policies

A copy of the District's major service change policy, disparate impact policy, disproportionate burden policy and system-wide service standards and policies, as well as evidence of the Board's adoption in March 2013, can be found in Appendix G.

2. Demographic and Service Profile

SamTrans regularly evaluates demographic information as part of any proposed service or fare change, as required by the FTA. SamTrans conducted demographic analysis using Census data for this Program submission. The results are included in Appendix H.

3. Demographic Ridership and Travel Patterns

SamTrans conducts statistically-valid samples of passengers every three years. The survey questions include queries regarding race/ethnicity and household income, among many others. A copy of the SamTrans' most recent survey analysis is contained in Appendix I.

4. Monitoring Program Results

The results of SamTrans' most recent analysis of its service standards and policies adopted in March 2013 can be found in Appendix J.

5. Public Engagement for Policy Development

A summary of the public engagement process utilized to develop and vet SamTrans' major service change, disparate impact, and disproportionate burden policies and service standards and policies can be found in Appendix K.

6. Title VI Equity Analyses

SamTrans has conducted two fare and service equity analyses across the review period. Each equity analysis revealed the proposed action would not result in a disparate impact or disproportionate burden on minority and low income passengers. Complete copies of all fare and service equity analyses conducted by the District during the review period are included in Appendix L.

A. TITLE VI NOTICE TO PUBLIC

The SamTrans Notice to the Public regarding Title VI rights is included below. It is posted at several highly visible locations around SamTrans Administrative headquarters at 1250 San Carlos Avenue, San Carlos, CA. In addition, ad cards with a similar notice are on all SamTrans fixed routes. SamTrans will post the Title VI Notice on the website and rider guides for paratransit.

SamTrans will ensure that Safe Harbor languages are reflected for the Title VI Notice.

Title VI Rights

SamTrans and Caltrain operate their programs and services without regard to race, color or national origin in accordance with Title VI of the Civil Rights Act of 1964. For information on their Title VI programs, please call 1-800-660-4287 (TTY 650-508-6448) or visit www.samtrans.com/titlevi or www.caltrain.com/titlevi.

Any person who believes they have been discriminated against based on race, color or national origin with regard to transit services delivery has the right to file a complaint within 180 days of the alleged incident. Complaint forms are available at the phone numbers and websites noted above. You also may file a complaint with the Federal Transit Administration through its Office of Civil Rights, Title VI Program Coordinator, East Building, 5th floor-TCR, 1200 New Jersey Ave., SE, Washington DC 20590.

SamTrans y Caltrain están comprometidos a garantizar que toda persona goce de la distribución equitativa de servicios e instalaciones sin importar la raza, color, u origen nacional, en conformidad con el Título VI del Acta de Derechos Civiles de 1964. Para la información sobre sus programas Title VI, por favor llame 1-800-660-4287 (TTY 650-508-6448) o visite www.samtrans.com/titlevi o www.caltrain.com/titlevi.

Cualquier persona que se sienta víctima de discriminación por motivos de raza, color u origen nacional en relación con la prestación de servicios de transporte tiene el derecho de presentar una queja dentro de los 180 días del supuesto incidente. Formularios de quejas están disponibles en los números de teléfono y páginas web mencionada. También puede presentar quejas al Federal Transit Administration through its Office of Civil Rights, Title VI Program Coordinator, East Building, 5th floor-TCR, 1200 New Jersey Ave., SE, Washington DC 20590.



للتترجمة، اتصل علي 1.800.660.4287

Թարգմանության համար
զանգահարե՛ք 1.800.660.4287.

如需翻譯，請電 1.800.660.4287.

Pour traduction, appelez au 1.800.660.4287

Übersetzung unter 1 800 660 4287.

અનુવાદ માટે, 1.800.660.4287 પર ફોન કરો.

לתרגום יש להתקשר לטלפון 1.800.660.4287

अनुवाद के लिए, 1.800.660.4287 पर कॉल करें।

Per traduzioni chiamare 1.800.660.4287.

翻訳のご用命は、+1.800.660.4287
までお電話ください。

번역을 원하시면, 1.800.660.4287번으로
전화하십시오.

សម្រាប់សេវាកម្មបកប្រែ សូមទាក់ទងជាមួយ
ភ្នាក់ងារលេខ 1.800.660.4287

برای ترجمه، با شماره 1.800.660.4287 تماس بگیرید.

Para tradução, ligue para 1.800.660.4287.

Po tłumaczenie proszę dzwonić na 1.800.660.4287.

Если вам нужны услуги
переводчика, обращайтесь по
телефону 1-800-660-4287.

Za prevodjenje nazovite 1.800.660.4287.

Para sa Paglubad-Ligwat, magtawag sa
1.800.660.4287.

สำหรับการแปลภาษา โทร 1.800.660.4287.

ترجمہ کے لیے، 1.800.660.4287 پر کال کریں۔

Cần dịch thuật, xin gọi 1.800.660.4287.





TITLE VI RIGHTS

SamTrans operates its programs and services without regard to race, color or national origin in accordance with Title VI of the Civil Rights Act of 1964. Any person who believes they have been discriminated against based on race, color or national origin with regard to transit services delivery has the right to file a complaint within 180 days of the alleged incident. You may download a complaint form at www.samtrans.com/titlevi or request one by calling 1-800-660-4287 (TTY 650-508-6448).

1.800.660.4287 اتصل على
如需翻譯,請電 1.800.660.4287.

अनुवाद के लिए, 1.800.660.4287 पर कॉल करें।
翻訳のご用命は、+1.800.660.4287 までお電話ください。
번역을 원하시면, 1.800.660.4287 번으로 전화하십시오.
بذريعتك تسمى 1.800.660.4287 شماره با ترجمه عبرا

Если вам нужны услуги переводчика, обращайтесь по телефону 1-800-660-4287.

Para traducción lláma al 1.800.660.4287
Para sa pagsasalín sa ibang wika, tumawag sa 1.800.660.4287
Cần dịch thuật, xin gọi 1.800.660.4287.

B. TITLE VI COMPLAINT PROCEDURES

COMPLAINT PROCESSING AND INVESTIGATION PROCEDURE

Title VI Complaint Processing Procedure

The San Mateo County Transit District (SamTrans) and the Peninsula Corridor Joint Powers Board (Caltrain) operates its programs and services without regard to race, color or national origin in accordance with Title VI of the Civil Rights Act of 1964. SamTrans and Caltrain are committed to ensuring that no person shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any SamTrans or Caltrain program or activity, on the basis of race, color, national origin, English language proficiency or economic status. Any person who believes they have been discriminated against based on race, color or national origin with regard to transit services delivery has the right to file a complaint within 180 days of the alleged incident. You may download a complaint form below or request one by calling 1-800-660-4287 (TTY 650-508-6448).

As part of SamTrans goal to incorporate environmental justice into its mission and ongoing activities, although low-income populations are not a protected class under Title VI, SamTrans is prepared to receive complaints related to low-income status through the Title VI process.

SamTrans - <http://www.samtrans.com/riderinformation/TitleVI.html>

Caltrain - www.caltrain.com/riderinfo/TitleVI.html

Receipt of Consumer Complaint Which Includes Allegation of Discrimination

Customer Service Center

1. Receive the complaint, follow standard procedures for entering the Consumer Report into the IndustrySafe database system.
2. Check the discrimination box in IndustrySafe for all Consumer Reports that mention race, color, or national origin, or make a claim of discrimination.
3. Route all Consumer Reports that are marked discrimination to the designated recipients for routine investigation as well as send to the Title VI Administrator for review.
4. If the Title VI Administrator finds a potential Title VI violation, send Title VI Complaint Form and Cover letter to complainant.
5. If complainant is unable to complete a written form, staff may fill out the form on complainant's behalf.

Title VI Administrator

1. Review all incoming IndustrySafe reports marked as discrimination for potential Title VI claims.
2. Discrimination allegations based on age, sex, gender or disability are not Title VI and can be eliminated from the Title VI Procedure.
3. If the discrimination complaint is a potential Title VI violation:
 - a. Advise Customer Service through IndustrySafe to send the customer a Title VI complaint form.
 - b. Notify any Contract Operator (if applicable) of the potential for a Title VI claim.
 - c. Email request to Superintendent, manager, or contractor to retain a copy of any video recording. Video can also be requested through IndustrySafe
4. If the discrimination complaint is not a potential Title VI violation, advise Customer Service through IndustrySafe that the complaint does not include a potential Title VI violation.

5. Title VI Administrator shall maintain a log of consumer complaints that are potential Title VI claims.

Receipt of Title VI Discrimination Complaint Form

Title VI Administrator

- 1) Create Title VI complaint file.
- 2) Document and Record into log into Title VI Complaint Form Received Database
 - a. Title VI Complaint Form must be received within 180 days of alleged incident. If no investigation is initiated, clearly document the reason.
- 3) Make determination whether the Title VI Discrimination Complaint Form contains a valid Title VI concern.
 - a. If a Title VI investigation is warranted, begin investigation
 - b. If a Title VI investigation is not warranted, clearly document the basis for the determination and close file. Inform complainant that a Title VI investigation is not warranted.
- 4) Inform complainant that a formal Title VI investigation is being conducted or that their complaint is not covered by Title VI. This must be done within 10 working days of receipt of the completed and signed Title VI Discrimination Complaint Form.
- 5) Notify Contract Operator of Title VI investigation in writing, including request for documentation.
- 6) Notify Transit Police of Title VI investigation in writing, including request for documentation if complaint is related to alleged fare evasion, the receipt of a citation, or other incident that involved Transit Police.
- 7) If the complaint implicates a transit employee, notify appropriate management, base superintendent and assistant superintendent.

Contract Operator

1. Assist Title VI Administrator with investigation, as necessary.
2. If the Title VI complaint implicates a transit employee, provide employee's training records to the Title VI Administrator.
3. If the Title VI complaint implicates a transit employee, provide summary of complaint history regarding the employee to the Title VI Administrator.
4. If the Title VI complaint implicates a transit employee, provide summary of any disciplinary actions that have occurred as a result of customer complaints to the Title VI Administrator.

Transit Police

1. Assist Title VI Administrator with investigation, as necessary.
2. Provide a summary of citation records associated with the incident if complaint is related to the issuance of a citation or any other Transit Police involvement.
3. Provide summary of Transit Police response to the scene of an incident, if permissible.

Investigation of Complaint

1. The Title VI Administrator shall interview employees, complainant, and witnesses, obtain statements from witnesses, copies of records and other evidence needed to ascertain the validity of the allegations raise in the complaint. Any failure to cooperate with the investigation should be documented.
2. The Title VI Investigation Report should be submitted to the Civil Rights Manager within 30 working days of receipt of the Title VI Discrimination Complaint Form for review.
3. The Title VI Investigation Report must include names and titles of all who are contacted about the incident, any evidence reviewed (such as video recordings) and all other relevant information.
4. The report shall state why the incident was or was not a case of discrimination
5. If a violation of Title VI is found, recommend appropriate corrective action.

6. If the Title VI Administrator is unable to complete the investigation within 30 working days, the Title VI Administrator shall notify the Civil Rights Manager and document the reason(s) why the investigation requires more than 30 working days to complete.
7. The Title VI Administrator shall review Investigation Report with appropriate management, including the Civil Rights Manager and the appropriate Chief Operating Officer, and/or Contract Operator. Discuss findings and/or recommended corrective action.
8. The Civil Rights Manager shall issue a Determination Letter, notifying the Complainant of the findings, along with their right to appeal and information regarding the appeal process. Complainant will be notified of findings within 60 days of receipt of Title VI Discrimination Complaint Form.
9. The Title VI Administrator shall provide a summary of the Title VI Investigation Report to the Executive Office.
10. Update complaint file and log in the Title VI spreadsheet.

Appeal

1. Complainant has 10 days after receipt of determination letter to appeal findings to the Deputy General Manager/CEO. Request for appeal must be submitted in writing to the Deputy General Manager/CEO and shall sufficiently detail any items the claimant feels were not fully understood or otherwise incorrectly decided by the Civil Rights Manager
2. Deputy General Manager/CEO will notify the Complainant in writing of the determination of the issues raised in the appeal within 10 calendar days of the submittal of the appeal.

Complaint to Federal Transit Administration

1. Complainant will be notified that they may also file a complaint with the Federal Transit Administration within 180 days of alleged discrimination through its Office of Civil Rights, Title VI Program Coordinator, East Building, 5th floor-TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

SAMTRANS TITLE VI DISCRIMINATION INVESTIGATOR FORM**SECTION 1 - CASE INFORMATION (from Title VI Administrator)**

Title VI Complaint Form Number: _____

Consumer Report & Folder Number (if it exists): _____

Complainant Name: _____ Investigator Name: _____

Investigator Work _____

Location: _____ Investigation _____

Completion Due Date _____

SECTION 2 – PREVIOUS INVESTIGATION

Has this incident/complaint been investigated previously? ____Yes ____No

[If you answered "no" to this question, go to Section 3.]

Was the previous investigation conducted with the discrimination charge in mind?

____Yes ____No

[If you answered "no" to this question, go to Section 3.]

Did the previous investigation result in a finding that discrimination was involved?

____Yes ____No

Please explain why discrimination was not involved, if not previously documented:

SECTION 3 – INVESTIGATION

Date & time of incident: _____

Names, ID (if applicable) and title of employee accused of discrimination

Name: _____ Title: _____ ID# _____

Name: _____ Title: _____ ID# _____

Name: _____ Title: _____ ID# _____

Location of incident (including vehicle information): _____

Was there a determination that discrimination was involved? ____Yes ____No

If yes, what corrective action was taken?

If it was determined there was no discrimination, how was that determination made?

Was the complainant contacted? ____Yes ____No

If yes, was complainant satisfied with the resolution of the issue/incident?

____Yes ____No ____Unknown



Re: SamTrans Title VI Discrimination Complaint Form

Dear SamTrans Customer:

Title VI of the Civil Rights Act of 1964 requires that “No person in the United States shall, on the ground of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.”

SamTrans is committed to ensuring that no person shall be excluded from the equal distribution of its services and amenities because of race, color or national origin as protected by Title VI, as amended. If you believe you have been subjected to discrimination under Title VI, you may file a written complaint. Please complete the enclosed form to initiate a formal complaint and investigation process. The form is available in accessible and alternative formats, such as large print, TDD and Spanish. Your completed form should be returned to us at:

SamTrans Title VI Administrator
San Mateo County Transit District
1250 San Carlos Ave. – P.O. Box 3006
San Carlos, CA 94070

This form must be filed within 180 calendar days of the alleged discriminatory incident. After the form is submitted, you will be contacted within 10 business days of our receipt of the form. A lead investigator will be assigned to the complaint. If you or another person identified as the primary contact for the complaint does not get confirmation of receipt of the complaint form within 10 business days, please contact us through our website (www.samtrans.com) or by phone at 1-800-660-4287 (TTY 650-508-6448).
SamTrans Title VI Administrator

Español al otro lado



Ref.: SamTrans - Formato de Queja de Discriminación del Título VI

Estimado SamTrans al Cliente:

El Título VI del Acta de Derechos Civiles de 1964 solicita que "Ninguna persona en los Estados Unidos debe, por cuestiones de raza, color o origen nacional, ser excluida de participación, dejar de recibir algún beneficio o ser discriminada bajo cualquier programa o actividad que reciba asistencia financiera federal".

SamTrans está comprometido a garantizar que ninguna persona sea excluida de la distribución equitativa de servicios y comodidades por cuestiones de raza, color o origen nacional tal como lo establece el Título VI según la enmienda. Si usted cree que ha sido discriminado bajo el Título VI puede presentar una queja por escrito. Por favor llene el formulario adjunto para iniciar una queja formal y un proceso de investigación. El formulario está disponible en formatos accesibles y alternativos, como los impresos, TDD y en español. Una vez que llene su formulario envíelo a:

SamTrans, Title VI Administrator
San Mateo County Transit District
1250 San Carlos Ave. – P.O. Box 3006
San Carlos, CA 94070-1306

El formulario debe presentarse dentro de 180 días calendario a partir del incidente de discriminación. Una vez que entregó el formulario, será puesto en contacto en los dentro de los siguientes 10 días hábiles a partir de su recepción. Se le destinar a un investigador para la queja. En caso de que usted o otra persona identificada como el contacto principal para la queja no reciba la confirmación de recepción en los siguientes 10 días hábiles, póngase en contacto en nuestro sitio web (www.samtrans.com) o llámenos al 1-800-660-4287 (TTY 650-508-6448).

SamTrans, Administrador de Título VI

English on other side

TITLE VI DISCRIMINATION COMPLAINT FORM

SamTrans is committed to ensuring that no person shall be excluded from the equal distribution of its services and amenities because of race, color or national origin. Any person who believes they have been discriminated against based on one of these categories may file a complaint. Complaints must be filed within 180 calendar days of the incident.

Within 10 working days of receipt of your completed complaint form, SamTrans will contact you to confirm receipt of your complaint form and begin an investigation (unless the complaint is filed with an external entity first or simultaneously). The investigation may include discussion(s) of the complaint with all affected parties to determine the nature of the problem. The investigation generally will be conducted and completed within 60 days of receipt of a complete complaint form. Based upon all information received, an investigation report will be submitted to the SamTrans Chief Operating Officer, Bus. The complainant will receive a letter stating the SamTrans' final decision by the end of the 60-day time limit.

Please complete the information below and send to:

SamTrans, Title VI Administrator
1250 San Carlos Ave. – P.O. Box 3006
San Carlos, CA 94070-1306
or: titlevi@samtrans.com

SECTION 1 - CONTACT INFORMATION

Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: (Home) _____ (Cell) _____ (Work) _____
[Please note if any of the phone numbers are for a TDD or TTY.]
E-mail: _____@_____

SECTION 2 – FILING FOR ANOTHER PERSON

Are you filing this complaint on your own behalf? _____Yes _____No

[If you answered "yes" to this question, go to Section 3.]

If not, please supply the name and relationship of the person for whom you are filing the complaint:

Please explain why you have filed for a third party. _____

Please confirm that you have obtained the permission of the aggrieved party if you are filing on behalf of a third party. _____Yes _____No

SECTION 3 – DISCRIMINATION COMPLAINT

Which of the following describes the reason you believe the discrimination took place? Was it because of your:

_____Race _____Color _____National Origin

Please describe the Race, Color or National Origin of the aggrieved party _____Date _____ and time the alleged discrimination took place: Date ____/____/____Time _____a.m. / p.m.

Where did the alleged discrimination take place? Specific vehicle information is helpful (e.g. vehicle number).

Is there a person you can identify who discriminated against the aggrieved party?

Name: _____

In your own words, describe the alleged discrimination. Explain what happened and who you believe was responsible. Please use additional sheets if necessary.

SECTION 4 – PREVIOUS OR EXISTING COMPLAINTS AND LAWSUITS

Have you previously filed a Title VI discrimination complaint with SamTrans?

____ Yes, for this incident ____ Yes, for a different incident ____ No

Have you filed this complaint with any other agencies or a court?

____ Federal Agency ____ State Agency ____ Local Agency

____ Federal court ____ State court

____ Other (please specify): _____

Have you filed a claim or lawsuit regarding this complaint? Yes ____ If No ____

yes, please provide a copy of the complaint form and note court where filed:

____ Federal Court ____ State Court

Please provide contact person information for the agency/court where the complaint was filed.

Name / Office: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number _____

SECTION 5 – SIGNATURE

Please sign below to attest to the truthfulness of the above. You may attach any written materials or other information that you think is relevant to your complaint.

Complainant's Signature

Date

Note: A complaint also may be filed with: Federal Transit Administration, Office of Civil Rights, Attention: Title VI Program Coordinator, East Building, 5th Floor – TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

ID# _____

10/1/2019

SamTrans – Formulario de Queja Discriminación según el Título VI

SamTrans está comprometido a garantizar que ninguna persona sea excluida de la distribución equitativa de servicios y instalaciones por cuestiones de raza, color o origen nacional. Cualquier persona que se sienta víctima de discriminación en alguna de las categorías anteriores puede presentar una queja. Las quejas deben presentarse dentro de los 180 días calendario a partir del incidente.

Dentro de los siguientes 10 días hábiles de recepción del formulario de queja, SamTrans le contactará para confirmar la recepción de su queja y comenzará una investigación (a menos que la queja sea presentada ante una entidad externa antes o simultáneamente). La investigación puede incluir debate(s) acerca de la queja con todas las partes afectadas para determinar la naturaleza del problema. Por lo general, la investigación se llevará a cabo dentro de los 60 días siguientes a partir de la recepción del formulario de queja completo. En base a toda la información captada, se entregará un reporte de investigación a un delegado del CEO de SamTrans. El reclamante recibirá una carta con la decisión final de SamTrans al finalizar los 60 días del tiempo límite.

Proporcione la información solicitada a continuación y envíela a:

SamTrans, Title VI Administrator
1250 San Carlos Ave. – P.O. Box 3006
San Carlos, CA 94070-1306
o: titlevi@samtrans.com

SECCION 1 - INFORMACIÓN DE CONTACTO

Nombre: _____
Dirección: _____
Ciudad: _____ Estado: _____ Código de área: _____
Teléfono: (Casa) _____ (Teléfono móvil) _____
(Trabajo) _____
[Señale si alguno de los números telefónicos son TDD o TTY].
Correo electrónico: _____@_____

SECCION 2 -- LLENADO DEL FORMULARIO PARA OTRA PERSONA

¿Está llenando este formulario para una queja propia? ☐ Si ☐ No

[Si la respuesta es "sí", vaya a la Sección 3].

Si la respuesta es "no", proporcione el nombre y su relación con la persona para quien llena el formulario:

Explique la razón por la que presenta la queja como tercera persona. _____

Confirme que cuenta con el permiso de la parte agraviada para presentar esta queja como tercera persona. ☐ Si ☐ No

SECCION 3 -- QUEJA DE DISCRIMINACIÓN

¿Cuál de las siguientes razones describe mejor el motivo de su queja? Fue por su:

☐ Raza ☐ Color ☐ Origen nacional

Describa la raza, color u origen nacional de la parte agraviada _____

Fecha y hora de la supuesta discriminación: Fecha ____/____/____ Hora ____ a.m. / p.m.

¿Dónde sucedió la supuesta discriminación? Es de utilidad especificar la información del vehículo (por ejemplo, el número del mismo). _____

¿Identifica a alguna persona que haya discriminado a la parte agraviada? _____

Nombre: _____ # de ID _____

Describe la supuesta discriminación con sus propias palabras. Explique lo que pasó y mencione a quién considere responsable. Utilice más hojas si así lo necesita.

SECCION 4 -- QUEJAS ANTERIORES O EXISTENTES Y DEMANDAS

¿Cuenta con alguna queja previa sobre discriminación según el Título VI con SamTrans?

____ Sí, por este incidente ____ Sí, por otro incidente ____ No

¿Ha llevado esta queja a alguna otra agencia o a una corte?

____ Agencia federal ____ Agencia estatal ____ Agencia local

____ Corte federal ____ Corte estatal

____ Otro (especifique): _____

¿Ha presentado alguna queja o demanda respecto a esta queja en particular? Sí ____ No ____

Si así lo hizo, proporcione una copia del formulario de la queja y señale la corte donde la presentó:

____ Corte federal ____ Corte estatal

Por favor proporcione la información de contacto de la persona que lo atendió en la agencia/corte donde presentó la queja.

Nombre / Oficina: _____

Dirección: _____

Ciudad: _____ Estado: _____ Código de área: _____

Número telefónico _____

SECCIÓN 5 -- FIRMA

Por favor firme a continuación para dar fe de la veracidad de lo anterior. Puede agregarse cualquier escrito adicional o bien información que considere relevante al reclamante.

Firma del reclamante

Fecha

Nota: Una queja también puede presentarse a: Federal Transit Administration, Office of Civil Rights, Atención: Title VI Program Coordinator, East Building, 5th Floor – TCR, 1200 New Jersey Ave., SE, Washington, DC 20590.

2/25/13

C. LIST OF COMPLAINTS AND INVESTIGATIONS

The following exhibit provides information on the complaints received across the review period by the customer service department and Title VI Administrator. All complaints on the list below have been resolved through previous standard internal processes (investigation, re-training, discipline, etc.). There have been no Title VI lawsuits filed against the District.

Exhibit 1: List of Complaints from 10/2016- 10/2019

No Complaint Forms were received in 2016 and 2019

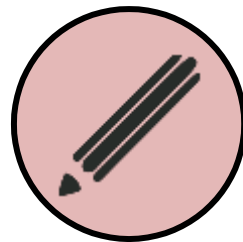
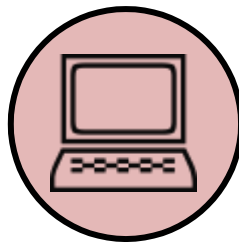
Record ID	Date Filed	Date Closed	Description	Status	Finding
673295	1/12/2018	7/4/2018	Alleges that Operator 9910 treats complainant disrespectfully, and always demands Ready Wheels card.	C	Complainant not interested in Title VI Investigation. Forwarded complainant's request to speak with Supervisor regarding bus operator.
676095	1/31/2018	8/1/2018	Claims that driver refuses to make stop at her request, even though driver will make stops for other passengers.	C	Customer service contacted complainant, issue resolved and complainant no longer wishes to pursue complaint.
680017	3/19/2018	9/15/2018	Pass up by operator complainant believes possible because he is Chinese.	C	Reviewed. Bus operator passed up complainant. Corrective action taken.
680443	3/24/2018	9/20/2018	Complainant alleges operator made a male passenger disembark the bus and threaten to call the police on another passenger when the passenger boarded before a handicapped passenger. Complainant believes the passenger was discriminated against because the operator prefers Asian passengers.	C	Reviewed video does not show incident.
681383	4/3/2018	9/30/2018	Complainant alleges pass up by operator based on race discrimination.	C	No video, DVR erased when replaced for maintenance.
670877	12/4/2017	5/30/2018	Caller said that he was waiting for the bus with another passenger who was a woman. He said that when the bus pulled up, the bus driver allowed the woman on the bus but closed the door on him. The caller was very upset and said he was discriminated against. .	C	Closed
672154	12/27/2017	1/22/2017	Customer said this operator denied him boarding. Customer said this was not the first time this operator did not allow him to ride the bus, and customer feels it might be racially motivated. Customer said the most recent incident happened on the 121 on 12/14/2017 between 3:00 PM and 4:00 PM at the bus stop across from the Daly City Police Department	C	The Complainant's allegation of race-based discrimination is not supported by the evidence. Operator's failure to contact Radio Control before denying Complainant access to the bus has been addressed by management.

D. PUBLIC PARTICIPATION PLAN

The following document is SamTrans' Public Participation Plan (PPP), updated in advance of this Program submission.

San Mateo County Transit District | **SamTrans**

PUBLIC PARTICIPATION PLAN





PUBLIC PARTICIPATION PLAN

AUGUST 2013

REVISED DECEMBER 2019

Prepared by:

**San Mateo County Transit District
Operations Planning Department**

1250 San Carlos Ave,
San Carlos, CA 94070

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INTRODUCTION

The San Mateo County Transit District owns and operates SamTrans' fixed route bus service, as well as the complementary ADA & non-ADA paratransit vehicles and shuttles in San Mateo County, California. As the county's mobility manager, the District also facilitates interagency cooperation aimed at maximizing transit availability. The District's staff also administers other agencies: the San Mateo County Transportation Authority and Caltrain, the commuter rail service owned by the Peninsula Corridor Joint Powers Board (JPB), serving San Francisco, San Mateo, and Santa Clara Counties. SamTrans staff is also responsible for outreach on the San Mateo Express Lanes Joint Power Authority. The JPB is also a recipient of FTA financial assistance and maintains its own Title VI program, including a separate Public Participation Plan for its programs and activities.

PURPOSE OF THE PUBLIC PARTICIPATION PLAN

Public participation is the process through which stakeholders can partake directly in agency decision-making, and express their concerns, desires, and values. SamTrans' planning process and the Public Participation Plan (PPP) serves as a roadmap to ensure the public has sufficient access to information and can provide meaningful input into decisions made regarding the future of transit service in San Mateo County. The PPP was originally developed in 2013 and each revision of the PPP has been informed by SamTrans' experience with the public, research conducted by staff, and insights provided by peer agencies with the goal of improving how SamTrans interacts with its customers on a daily basis, as well as in larger, intermittent service planning efforts.

This document discusses the strategies used to attain feedback for the public participation plan and the process of creating the public participation plan. This plan is to be used when SamTrans embarks upon service planning or other activities in which public participation plays a critical role in a successful outcome.

TITLE VI

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal financial assistance.

One critical concern addressed by Title VI is the language barrier that Limited English Proficiency (LEP) persons face with respect to accessing information about and using transit service. Transit operators must ensure this group has adequate access to the agency's programs and activities, meaning that public participation opportunities should also be accessible to those who have a limited understanding of English (spoken and/or written).

EXECUTIVE ORDER 12898

SamTrans recognizes the importance of reaching out to and including traditionally under-represented populations (e.g. racial and ethnic minorities, low-income individuals, and persons with limited English proficiency) in decision-making. The PPP has been designed to be inclusive of all populations in the SamTrans service area and includes a detailed public participation process, clear goals, and a variety of public participation methods to provide information and invite the public to give input throughout decision-making processes, and performance measures and objectives.

Purpose of the PPP:

1. **To inform the public** about regional transportation issues and planning processes
2. **To establish the process** through which the public can express concerns, desires, and values
3. **To reach a wide range of San Mateo County's residents and workers**, and increase the participation of under-represented populations
4. **To ensure the District's programs and activities** reflect the community values
5. **To improve service outcomes** based on public input

The PPP is based on the following core values of the District:

- Integrity
- Customer focus
- Respect
- Quality
- Teamwork
- Leadership
- Accountability

Service District Profile

SamTrans community and rider demographics and characteristics are viewed to establish a context for the outreach and engagement techniques to be used. The 446 mile area serves San Mateo County with some routes to San Francisco and Palo Alto. While this section uses profiles of demographics based on the Title VI program, other underserved groups, such as youth, seniors or refugee communities, may also be considered for unique targeted engagement. A full description with statistics and recommendations on the needs of individual with Limited English Proficient is included in Appendix E, the SamTrans Language Assistance Plan.

Race and Ethnicity in the Community

The SamTrans service area is a diverse district with almost half of the population identifying as people of color. Table 1 provides a racial and ethnic breakdown of the service area population in San Mateo County. Data categories from the ACS 2017 5 Year Estimate survey was pulled to compare to the 2018 Ridership Survey categories for comparison.

Table 1: Race and Ethnicity in the Community (San Mateo County)

Race/Ethnicity	Percentage
WHITE/CAUCASIAN	52%
ASIAN	28%
HISPANIC/LATINO	25%
CHINESE	11%
FILIPINO	10%
INDIAN/PAKISTANI	3%
BLACK/AFRICAN AMERICAN	2%
VIETNAMESE	1%
PACIFIC ISLANDER	1%
AMERICAN INDIAN/ALASKAN NATIVE	0%

Table B02001 ACS 5 Year Estimate 2017

Race and Ethnicity in the SamTrans Ridership

The SamTrans Ridership is also diverse. The ridership data is taken from onboard surveys conducted every three years. The survey conducted in 2018 found that the majority of riders identify as Hispanic/Latino/a. Riders that identified as Filipino/a are almost twice the San Mateo County average population. This also applies to ridership identifying as Black/African American.

Table 2: Race and Ethnicity in the Ridership

Race/Ethnicity	Percentage
HISPANIC/LATINO	32%
FILIPINO	25%
WHITE/CAUCASIAN	21%
CHINESE	8%
BLANK	7%

BLACK/AFRICAN AMERICAN	7%
ASIAN	4%
OTHER (UNSPECIFIED)	1%
PACIFIC ISLANDER	1%
INDIAN/PAKISTANI	1%
VIETNAMESE	1%
MIDDLE EASTERN	1%
AMERICAN INDIAN/ALASKAN NATIVE	0%
MIXED (UNSPECIFIED)	0%

Income and Economic Characteristics

Table 4 presents information about household income in the SamTrans Service Area. Similarly, specific categories were pulled to compare with 2018 Triennial Customer Survey

Table 4: SamTrans Service Area House Hold Incomes

Income	Percentage
Less Than 10K	2%
\$10,000-\$24,999	5%
\$25,000 to \$29,999	2%
\$30,000 to \$39,999	5%
\$40,000 to \$49,999	5%
\$50,000 to \$74,999	11%
\$75,000 to \$99,999	11%
\$100,000 or More	60%

Table B19101 Family Income in the Past 12 months ACS 2017 5 Year Estimates

Household income alone, without family size does not indicate any economic or financial hardship. Federal guidelines require SamTrans to identify how many low income individuals are served by SamTrans by comparing household income and size to the federal poverty rate. Currently, “low income” is defined as 200% of the federal poverty rate. By this definition, a couple making less than 32,000 and a four person household making less than 50,000 would qualify as low income. It should also be noted that compared to the rest of the United States using the same poverty guideline, the median household income in San Mateo is over 115,000¹ based on a household of four people. The increased cost of living may not categorize individuals as low income per the poverty rate, but individuals may still be in poverty given the local cost of living.

¹ 2017 San Mateo County Income Limits, County of San Mateo Department of Housing

<https://housing.smcgov.org/sites/housing.smcgov.org/files/2017%20Income%20and%20Rent%2006%2019%2017.pdf>

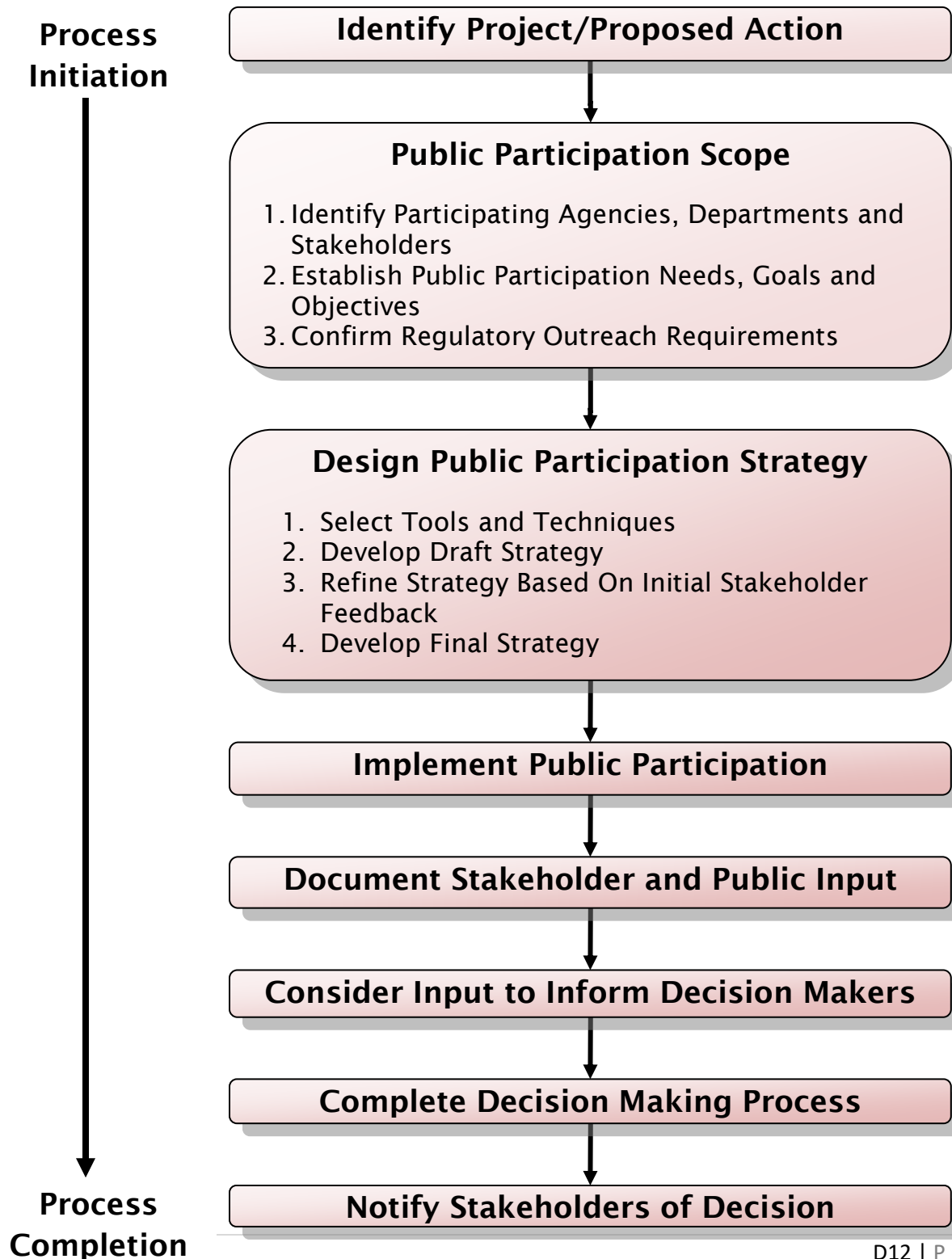
Table 5: Sam Trans Ridership Household Income

Income	Percentage
Less Than 10K	16%
\$10,000-\$24,999	13.50%
\$25,000 to \$29,999	7.10%
\$30,000 to \$39,999	8.40%
\$40,000 to \$49,999	6.10%
\$50,000 to \$74,999	7.90%
\$75,000 to \$99,999	4.90%
\$100,000 or More	7.70%

SamTrans 2018 Customer Service Data

The majority of ridership, while representing a smaller portion of the population of San Mateo County, identified salaries that may be below the federal poverty rate and below the average median household in San Mateo County. Understanding priorities and access to information for this demographic may better shape engagement strategies.

PUBLIC PARTICIPATION PROCESS



PUBLIC PARTICIPATION PROCESS CONSIDERATIONS

When SamTrans prepares to embark on a public engagement process, staff develops a strategy based on considerations such as the target audience or impacted populations, the complexity of the issues involved, the range of potential outcomes and the severity of potential positive and/or negative effects. In addition, the Language Assistance Plan is consulted to ensure that members of limited-English populations are reached.

Each project requires involvement of a different mix of participating agencies, departments and stakeholders. Smaller projects may require involvement from one or two entities while larger projects may require involvement from multiple agencies, internal departments and various stakeholders from the community.

It is important to clearly define the project goals and objectives early in the public participation process to gauge needed outreach, evaluate potential impacts and engage appropriate stakeholders.

The outreach required to inform the target audience or impacted populations can vary depending on the size and scope of the project. Most often, outreach is conducted with the following individuals and groups:

- Transit customers
- Individuals or groups affected by a transportation project or action
- Individuals or groups that believe they are affected by a transportation project or action
- Traditionally under-served and/or under-represented communities
- Residents or commuters to/from affected geographic areas
- Prospective transit customers
- Government agencies
- Employers and Business Organizations
- Community-based organizations
- Non-governmental organizations

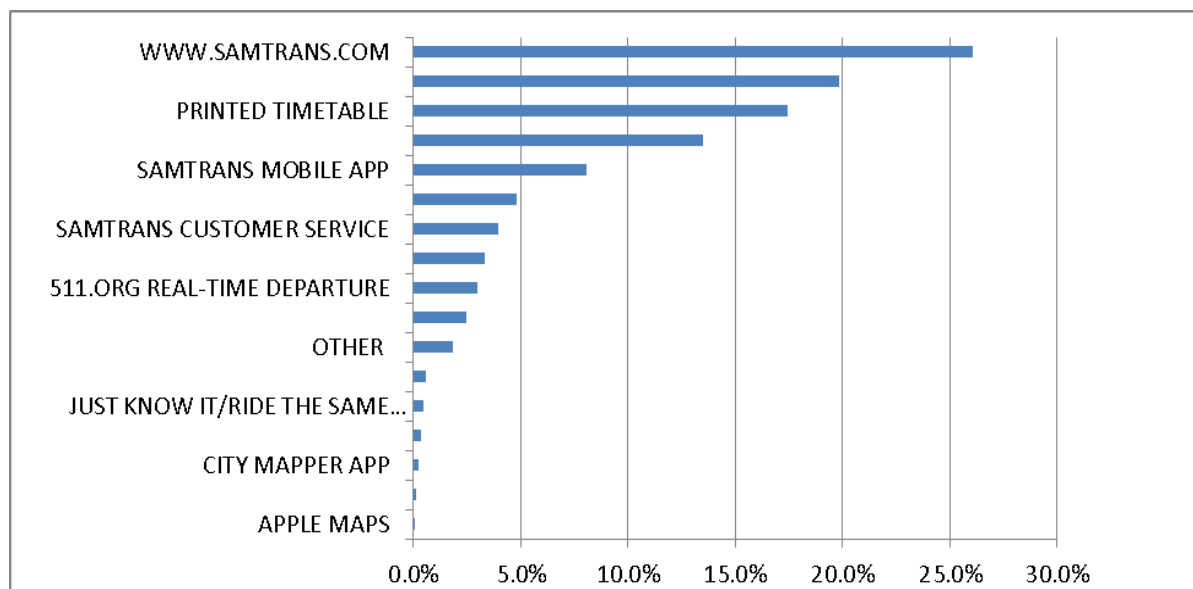
Projects and programs can include numerous federal, state, regional and local agencies, and the regulatory outreach requirements can vary significantly. A considerable amount of coordination may be required to ensure all regulatory requirements are met and all stakeholders are informed.

Public participation tools or strategies employed can vary depending on the project scope. Often times, a combination of many tools will be required. When choosing the appropriate tools, several factors should be considered such as:

- The number and type of stakeholders
- The geographic region of the project
- Jurisdictional requirements
- Available budget and resources
- Communication and language requirements
- Ethnic or specialized media available for targeted groups.
- Interpretation/Translation Needs
- Non- language based options such as graphic based or sound based communication
- Desired outcome and results
- Effectiveness of public outreach
- Issues or concerns stakeholders will consider most pertinent

Outreach tools are selected in part based on survey results related to how passengers typically prefer to get information about our services. This chart displays the different ways in which riders responded to the SamTrans survey.

Exhibit 13: Information Channels for SamTrans Riders (Customer Survey 2018)



PUBLIC PARTICIPATION STRATEGIES

The following chapter includes strategies for ensuring the public has access to the information it needs to participate in future SamTrans planning and policy development efforts. In designing outreach and public strategies, SamTrans uses traditional and social media, and other tools identified below.

SamTrans' preferred strategies are community centered – meeting community members and populations in their environments. In order to message and engage the diverse range of community members, flexibility is key in order to tailor an approach to the audience. Strategies listed below may be changed in order to reflect such changing needs.

OUTREACH TOOLS & STRATEGIES

1. Earned Media: Radio, Television, Newspaper, Online Publications

Publicizing public participation opportunities and outreach information through radio, television, and newspaper media that serve both English-speaking and language-specific audiences can help spread the word about these events. Ethnic media sources, in particular, serve as a helpful way to reach minority groups. Some local news or radio shows and local publications are considered to be good sources of information for events in the immediate area. In all cases, SamTrans should tailor its message to the appropriate audience of the media used and ensure that the media provide contact information so that audiences can reach the agency for comments and questions. When appropriate, SamTrans should also attempt to provide a multilingual spokesperson to address a non-English speaking audience.

SamTrans uses its blog, *Peninsula Moves*, to highlight events, updates, and announcements in greater detail for the region. Readers access articles pertaining to the San Mateo County Transit District's multi-modal transit agencies at one website. Blog articles are written by SamTrans staff and take an in depth look into a variety of topics that affect both riders and non-riders.

2. Social Media

Currently, SamTrans posts notices and announcements on the agency's website (www.samtrans.com), uses Facebook, Twitter, Instagram, YouTube, and other social media outlets, and sends information via e-mail to customers on an opt-in basis.

Social media platforms allow users to have direct interaction with agency representatives for immediate interaction. Being relatively easy to use and less costly than other strategies, SamTrans is able to be creative and current with important information. In working with community partners

and government entities, social media posts are easy to share and reach a wider audience. Live webcasting on these platforms allow staff receive and answer questions in real time. For smart phones, third party applications can work similar to the SamTrans website and social media, providing fast update to stakeholders.

3. Live Webcasts and Virtual Town halls

SamTrans allows viewing of public hearings via its website. Board Meetings for SamTrans are held the first week of every month and videos are archived for interested community members. SamTrans will provide language assistance when requested as per its language assistance plan. SamTrans also plans to have videos captioned in English to increase accessibility.

Virtual Town halls on the Youtube platform are live webcasts that allow SamTrans employees to share recent developments and allow viewers to directly ask questions and receive immediate responses. This allows community members to view the content at any location and at any time. SamTrans will explore how to provide language assistance during virtual town halls to increase participation for individuals with limited English proficiency. Options may include 1) Written translations of the presentation, 2) Dubbed language versions, or 3) Language captioning.

4. Mobile App

SamTrans launched its mobile app in September 18, 2018 to provide time table information, trip planning, and ticket purchasing for smartphone users. Mobile apps are an increasingly popular way for community members to get real-time information, bus statuses, and SamTrans will continue to modify and improve the app to provide the most current information and needs, such as parking, for rides. Currently, the app is available in 4 different languages- English, Tagalog, Mandarin, and Spanish. The app will also provide a notification element to alert users of potential service changes.

5. On-Board Information Resources

Many riders and community members reasonably expect to find information about public participation methods pertaining to projects or service plans at their bus stations and on vehicles. Providing written and printed information on buses is an efficient way to convey messages about potential service or fare changes, or other planning efforts. Printed material include hand-outs, seat drop flyers, and pamphlets that are also translated in the community's targeted languages. SamTrans also uses visual messaging and audio announcements. SamTrans will continue to explore how visual and audio announcements can be made in other languages.

6. Customer Service Center and Dedicated Project Hotlines

The public can call in to SamTrans' call center or, if available, a dedicated project hotline both to receive information and to give comments and input. The customer service number is easily accessible and is provided on all SamTrans materials and on the website. Customer Service Representatives also provide outreach assistance at transit fairs, community meetings, and other public events.

The SamTrans Customer Service Center can handle calls in numerous languages through the use of the Language Line. Customer Service Representatives are on duty weekdays from 7 a.m. to 7 p.m. and on weekends and holidays from 8 a.m. to 5 p.m. The Customer Service Center also is equipped

with Hearing-Impaired Equipment (TTY) services and access to a telephonic interpretation service.

7. Printed Materials

In addition to on-board printed information, SamTrans can publicize public participation opportunities and outreach information via print materials (such as newsletters, flyers, and posters). This method of outreach can be expensive, but effective. Printed materials related to service changes or the need for public participation can also be found at bus shelters. Crucial information should be translated into the languages identified as spoken and/or written by the target populations in the service area. If all information cannot be translated, notices should be provided that describe where translation/interpretation services can be obtained.

8. Surveys

SamTrans conducts full-scope on-board passenger surveys every 3 years. Issue-specific surveys may be used in certain circumstance, such as part of the outreach process for the planning project. Surveys can be conducted in person, in print, and/or through online means. Printed surveys may have a low response rate. Telephone surveys may be more effective but are often costly. Internet surveys are the easiest of the three options for the agency to conduct, but only reach those with internet access, which may skew the results. Any survey must include adequate and appropriate translations.

9. One-On-One Interviews/Direct Stakeholder Interactions

In certain contexts, SamTrans staff can interview specific stakeholders to collect information or gain insight on their perspectives. Interviews can be used to obtain information from various demographics within the service area.

10. Targeted Focus Groups

SamTrans can also host small discussion groups that are made up of targeted participants with an unbiased facilitator. Focus groups can provide in-depth information about potential impacts of a potential program or project, or a fare or service change on a specific group or geographic region. The benefit of a focus group is that it can be conducted in a specific language, allowing participants to directly express their opinions and concerns.

11. Public Workshops/Open Houses

Public workshops are commonly used allowing for a more hands-on approach than focus group meetings. These public meetings allow for larger groups to directly talk to SamTrans staff and provide their feedback. Workshops are a way to give out information to a broad segment of the population, as well as receive feedback on planning efforts. Such meetings are broadly advertised and open to all stakeholder groups and interested individuals.

An open house format allows a large number of participants to receive information at their own pace, with no strict time period in which they have to arrive at and leave from the location. Information stations can include table top displays, maps, photographs, visualizations, and more. Staff is on hand to respond to questions and comments. Workshops and open houses should be scheduled at times and locations that are convenient and accessible for minority, low income, and LEP communities. Staff follow

12. Direct Mail/Letters

Direct mail can be an effective way to communicate information to a specific geographic region or demographic. Mailers can provide specific information regarding a project/program or can be an effective tool to notify people about an upcoming event or activity. The use of direct mail can be costly depending on the number of targeted recipients.

13. Special Events

SamTrans can host a special event to promote, announce or kick-off a specific program or project, service, or activity. Special events can be open to specific demographics or for the general public. Effective promotion of these events can attract a large number of people and can be a good tool in highlighting organizational achievements.

14. Government Meetings

Government meetings are the most formal form of public meetings, in which official statements are presented by individual attendees and their comments are recorded. Time limits are often necessary to permit all interested persons to speak. Hearings allow each individual's perspectives and opinions to be heard by all in attendance. SamTrans can provide updates on its projects and programs at all levels of government – local, state and federal – by attending and presenting information at regularly scheduled government meetings, where appropriate. Possible government meetings include city and town councils, planning and public works commissions, state legislative committees and federal hearings.

15. Pop-Up Engagement

SamTrans engages riders and non-riders at areas with pedestrian foot traffic such as transit hubs, school campuses, or at shopping centers throughout San Mateo County. This allows staff to interact with a diverse segment of the population within their own community. Information stations, surveys, and fliers can be disseminated while also allowing staff to receive feedback and comments.

16. Community Based Organizations (CBOs) Interactions

In the past 3 years, SamTrans has developed mutually beneficial and unique relationships with community based organizations focused on equitable and environmental change. San Mateo County Labor Council and various chambers of commerce have also provided invaluable feedback and partnership for planning initiatives. SamTrans will continue to coordinate with and inform community based organizations, educational institutions, and other civic organizations about programs and activities to specifically engage minority, low-income and LEP communities. SamTrans presents information and obtains feedback at these organizations' own meetings and community sponsored events. CBOs have also presented at board meetings on specific initiatives with SamTrans staff, such as the Youth Mobility Plan.

The Language Assistance Plan is consulted when reaching out to the populations served by CBOs. An updated list is maintained by the Government Affairs Team of the Communications Department and is available upon request.

17. Advisory Committees and Groups

The SamTrans Citizens Advisory Committee (CAC) is composed of 15 representatives from various segments of the community and acts in an advisory capacity to the SamTrans policy board. The CAC meets once a month and all meetings are open to the public. The CAC secretary is responsible for comments to the committee.

Stakeholder committees are also formed to provide input and guidance on initiatives affecting specific communities. These may consist of advocacy groups, large and small employers, and other interested community representatives. Members are often representatives of organizations that work with and advocate for such populations. SamTrans 2018 Mobility Plan for Older Adults and People with Disabilities partner with over 20 organizations for their stakeholder committee.

Technical Advisory Committees are convened for transportation initiatives and will involve city, county, and partner agency staff with specific knowledge and expertise to provide guidance and input.

18. Ambassador Program

SamTrans will explore how to elevate its ambassador programs to promote SamTrans services and improve customer experience. Ambassadors will be key outreach staff. A goal would be for multilingual ambassadors to engage a variety of audiences. The Ambassador program would allow riders to voice any opinions at promotional events, but also inform audiences of added benefits to taking SamTrans.

INFORMATION DISSEMINATION

SamTrans employs a number of methods to inform the public of policy changes, such as fare and service changes, in a timely manner. SamTrans utilizes the following methods of information dissemination:

- Issues news releases
- Distributes “Take One” notices on buses
- Posts flyers on bus shelter information boards
- Places ads in local newspapers
- Posts on SamTrans website
- Informs local employee commute coordinators
- Discusses changes with its advisory committee
- Announcements on blogs and in depth discussion
- Fact Sheets via email, website, or in person meeting
- Facebook and Twitter Status updates
- Social Media posts for third party sharing
- Update Mobile App with notices
- Posting of Meeting Notices at SamTrans Office
- Posts in ethnic retail stores and places of worship/congregation
- Utilizing ethnic media such as radio, news print or online sites

All SamTrans information lists the toll-free number of the SamTrans Customer Service Center, which can handle calls in numerous languages through the use of multilingual staff and the Language Line. SamTrans will explore the use of taglines on materials to ensure that LEP individuals are able to access information.

FUTURE PUBLIC PARTICIPATION TECHNIQUES

SamTrans uses many public outreach tools to encourage engagement in the decision-making process. In addition, tools are used to ensure inclusion of low-income, LEP, disabled, and minority populations. Based on survey data and outreach efforts, some new ideas to consider when implementing/updating the PPP will include:

- Expanding outreach efforts to include social media and traditional media in various languages so that higher participation for outreach events can be achieved. The placement of traditional media at bus stops and on buses may be especially critical toward outreach participation.
- Improving communication with targeted organizations to assure that more LEP individuals participate in outreach efforts, including community-based organizations and faith-based groups.
- Providing a short survey regarding LEP needs on buses in various languages for LEP individuals who cannot make it to outreach meetings.
- Providing future Customer Service Surveys if necessary. Currently, Customer Service can operate surveys in over 200 languages by using the Language Line.
- Discussing new ways to reach communities with key stakeholder representatives.
- Use new media to inform community about specific topics/ issues that are not traditionally connected in a news release, such as a podcast.
- Define and develop metrics of success for the variety of engagement and communication strategies.

Specific Strategies Used to Better Engage Underserved Populations

- Work closely with county commissions and agencies to identify ethnic and community based organizations.
- Leverage existing relationships with community based organizations and government agencies by holding workshops and events in community spaces.
- Building mutually beneficial relationships with new community based organizations that primarily serve low income and historically marginalized communities.
- Creating accessible online and in person events that conform to SamTrans' Language Access Plan.

SUMMARY OF OUTREACH EFFORTS

SamTrans promotes the use of PPP for its public participation activities to ensure participation from LEP, minority, and low-income populations. Since the last Title VI submission, SamTrans has conducted community outreach through rider surveys, public notices, direct mailers, website, earned media, social media, radio, television, on-board information resources, and paid advertising. Other means of gathering feedback include website and blog postings, email blasts and e-newsletter blasts to stakeholder groups, posted fliers and onboard take ones.

SamTrans targeted its outreach and sought input from underserved communities, including LEP, low income and minority populations, in the last three years by translating mailers and notifications in other languages when needed, offering interpreter services for public meetings and over the telephone through the language assistance hotline, holding meetings after regular work hours and in low-income and minority communities, and collaborating with community based organizations. Brochures and fact sheets were also translated to provide more in-depth information.

A list of the types of projects or policies for which SamTrans has conducted public outreach to solicit public input in the past three years is provided below. Reimagine SamTrans will be ongoing until the next Title VI Program Update in 2021.

- Get us Moving San Mateo/ Measure W
- On Demand/ Micro Transit in Pacifica
- FCX Foster City
- Reimagine SamTrans
- Mobility Plan for Older Adults and People with Disabilities
- SamTrans Mobile App
- Connect Redwood City
- Youth Mobility Plan
- SamTrans Electric Bus Launch Activities

Additional details of the specific public outreach events are available upon request.

The public has participated in all of these outreach efforts by attending Board of Directors, Citizens Advisory Committee and other meetings, public hearings, and public events; submitting written comments and e-mails; calling the Customer Service Center; responding to surveys, and providing input via social media. Feedback collected from these public outreach events allowed SamTrans to better design and implement our programs, services and policies.

Based on the information collected at these meetings, we can continue to assess the effectiveness of our outreach tools and strategies, and incorporate feedback from LEP and minority communities, to strengthen our program or service evaluations, ensure the community is aware of key-decision making activities, and regularly update the community on the status of issues and projects and identify additional opportunities for community input.

C. LIST OF COMPLAINTS AND INVESTIGATIONS

The following exhibit provides information on the complaints received across the review period by the customer service department and Title VI Administrator. All complaints on the list below have been resolved through previous standard internal processes (investigation, re-training, discipline, etc.). There have been no Title VI lawsuits filed against the District.

Exhibit 1: List of Complaints from 10/2016- 10/2019

No Complaint Forms were received in 2016 and 2019

Record ID	Date Filed	Date Closed	Description	Status	Finding
673295	1/12/2018	7/4/2018	Alleges that Operator 9910 treats complainant disrespectfully, and always demands Ready Wheels card.	C	Complainant not interested in Title VI Investigation. Forwarded complainant's request to speak with Supervisor regarding bus operator.
676095	1/31/2018	8/1/2018	Claims that driver refuses to make stop at her request, even though driver will make stops for other passengers.	C	Customer service contacted complainant, issue resolved and complainant no longer wishes to pursue complaint.
680017	3/19/2018	9/15/2018	Pass up by operator complainant believes possible because he is Chinese.	C	Reviewed. Bus operator passed up complainant. Corrective action taken.
680443	3/24/2018	9/20/2018	Complainant alleges operator made a male passenger disembark the bus and threaten to call the police on another passenger when the passenger boarded before a handicapped passenger. Complainant believes the passenger was discriminated against because the operator prefers Asian passengers.	C	Reviewed video does not show incident.
681383	4/3/2018	9/30/2018	Complainant alleges pass up by operator based on race discrimination.	C	No video, DVR erased when replaced for maintenance.
670877	12/4/2017	5/30/2018	Caller said that he was waiting for the bus with another passenger who was a woman. He said that when the bus pulled up, the bus driver allowed the woman on the bus but closed the door on him. The caller was very upset and said he was discriminated against. .	C	Closed
672154	12/27/2017	1/22/2017	Customer said this operator denied him boarding. Customer said this was not the first time this operator did not allow him to ride the bus, and customer feels it might be racially motivated. Customer said the most recent incident happened on the 121 on 12/14/2017 between 3:00 PM and 4:00 PM at the bus stop across from the Daly City Police Department	C	The Complainant's allegation of race-based discrimination is not supported by the evidence. Operator's failure to contact Radio Control before denying Complainant access to the bus has been addressed by management.

E. LANGUAGE ASSISTANCE PLAN

The following document is SamTrans' Language Assistance Plan (LAP), updated in advance of this Program submission.

¿CÓMO ESTÁS?

आप कैसे हैं?

你好!

samTrans



SamTrans

LANGUAGE ASSISTANCE PLAN

AUGUST 2016

REVISED OCTOBER 2019

LANGUAGE ASSISTANCE PLAN

AUGUST 2013

REVISED December 2019

Prepared by:

San Mateo County Transit District
Operations Planning Department
1250 San Carlos Avenue,
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INTRODUCTION

ABOUT SAMTRANS

The San Mateo County Transit District (District) owns and operates SamTrans fixed route bus service and complementary ADA and non-ADA paratransit and shuttles in San Mateo County, California. As the county's mobility manager, the District also facilitates interagency cooperation aimed at maximizing transit availability. The District's staff also administers two other agencies: the San Mateo County Transportation Authority and Caltrain, the commuter rail service owned by the Peninsula Corridor Joint Powers Board serving San Francisco, San Mateo, and Santa Clara Counties.

OVERVIEW

The first section in this document describes the purpose of the Language Assistance Plan (LAP). The second section in this document provides the four-factor Limited English Proficient (LEP) analysis (as outlined by the Department of Transportation (DOT)) used to identify LEP needs and assistance measures. The four-factor LEP analysis includes:

- **Factor 1:** The number or proportion of LEP persons in the service area who may be served or are likely to encounter a SamTrans program, activity, or service.
- **Factor 2:** The frequency with which LEP persons come in contact with SamTrans programs, activities, or services.
- **Factor 3:** The nature and importance of programs, activities, or services provided by SamTrans to the LEP population.
- **Factor 4:** The resources available to SamTrans and overall cost to provide LEP assistance.

The third and final section discusses the implementation of the Language Assistance Plan, which includes methodologies for identifying LEP individuals, providing services, establishing policies, monitoring the LAP, and recommendations for future LAP implementations.

PURPOSES OF THE LANGUAGE ASSISTANCE PLAN

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal financial assistance. One critical concern addressed by Title VI is the language barrier that Limited English Proficiency (LEP) persons face with respect to accessing information about and using transit service. Transit operators must ensure that this group has adequate access to the agency's programs and activities, including public participation opportunities.

Executive Order 13166, titled "Improving Access to Services for Persons with Limited English Proficiency," forbids funding recipients from "restricting an individual in any way in the enjoyment of any advantage or privilege enjoyed by others receiving any service, financial aid, or other benefit under the program," or from "utilize[ing] criteria or methods of administration which have the effect of subjecting individuals to discrimination because of their race, color, or national origin, or have the effect of defeating or substantially impairing accomplishment of the objectives of the program as respects to individuals of a particular race, color, or national origin."

FTA Circular 4702.1B was developed by the Federal Transit Administration (FTA) and details the administrative and reporting requirements for recipients of FTA financial assistance to comply with Title VI and related executive orders including on LEP.

The United States Department of Transportation (DOT) published guidance that directed its recipients to ensure meaningful access to the benefits, services, information, and other important portions of their programs and activities for LEP customers. Given the diversity of San Mateo County's population and SamTrans ridership, it is critical to provide language assistance. SamTrans' language assistance plan (LAP) includes a four factor analysis and implementation plan that complies with the requirements of DOT LEP guidance.

FOUR FACTOR ANALYSIS

FACTOR 1:

The number or proportion of LEP persons in the service area who may be served or are likely to encounter a SamTrans program, activity or service.

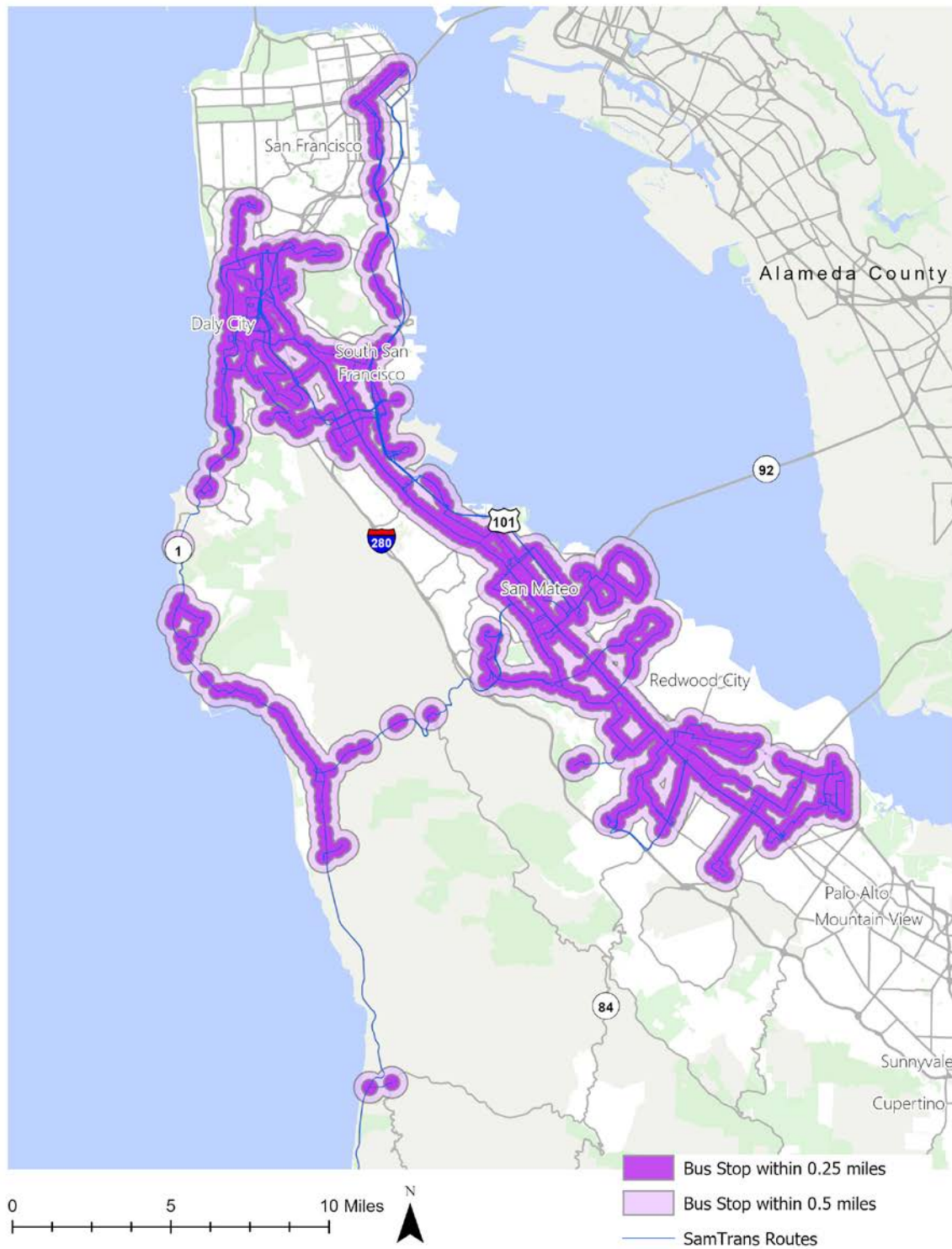
The first step in the Language Assistance Plan development process is to quantify the number of persons in the service area who do not speak English fluently and would benefit from the Language Assistance Plan. SamTrans looks at riders and non-riders in San Mateo County as the eligible service population. The following exhibit illustrates SamTrans current fixed-route system map along with a ½-mile boundary corresponding with the reasonable distance a customer could be expected to walk to access a SamTrans bus. Please note the District's complementary paratransit service – Redi-Wheels – covers the entirety of the county (not just within the ADA-mandated radius of fixed-route alignments).

Data Sources

A variety of data were consulted to determine the most prevalent languages, spoken in the service area, as well as those that may benefit from language assistance. This included:

- American Community Survey 2017 5-year sample of languages of people that speak English less than "Very Well"
- The United Census (census tract)
- California Department of Education (English Language Learners) for 2018/2019
- 2018 SamTrans Triennial Customer Survey

Exhibit 1: SamTrans Service Area & Walking Distance from Bus Stops



ANALYSIS OF CENSUS DATA

To identify the concentrations of LEP populations within San Mateo County and the SamTrans fixed-route service area, staff analyzed Census data from the American Community Survey (ACS) 2017 Five-year Estimates. Exhibit 2 illustrates the breakdown – by language – of the estimated number of San Mateo County residents who speak English “very well” or less than “very well.” For the purposes of this analysis, staff focused on those residents indicating the spoke English less than “very well.” There are approximately 130,000 residents in the county who indicated they speak English less than “very well,” representing 18 percent of the populace.

In developing this Language Assistance Plan, SamTrans has paid particular attention to the federal Department of Justice (DOJ) guidelines regarding the “Safe Harbor Provision” for translation of written materials. FTA Circular 4702.1B states the following with respect to the Safe Harbor Provision:

The Safe Harbor Provision stipulates that, if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient’s written translation obligations. Translation of non-vital documents, if needed, can be provided orally. If there are fewer than 50 persons in a language group that reaches the five percent (5%) trigger, the recipient is not required to translate vital written materials but should provide written notice in the primary language of the LEP language group of the right to receive competent oral interpretation of those written materials, free of cost.

These safe harbor provisions apply to the translation of written documents only. While it does not apply for oral interpretation, SamTrans aims to provide meaningful access through competent oral interpreters where oral language services are needed and are reasonable. A recipient may determine, based on the Four Factor Analysis, that even though a language group meets the threshold specified by the Safe Harbor Provision, written translation may not be an effective means to provide language assistance measures. For example, a recipient may determine that a large number of persons in that language group have low literacy skills in their native language and therefore require oral interpretation. In such cases, background documentation will be provided to the FTA upon request.

Based on these guidelines, eleven language groups have more than 1,000 persons in San Mateo County who speak English less than “very well” and thus require translation of vital documents¹:

- Spanish
- Chinese
- Tagalog
- Hindi
- Russian
- Korean
- Japanese
- Persian
- Arabic
- Vietnamese
- Portuguese

While some of these groups represent a modest percentage of the county’s population (Persian-speakers who speak English less than “very well” represent less than one-fifth of 1 percent of the county’s population), they do constitute a count of at least 1,000 persons and thus qualify based on the Safe Harbor Provision. It is SamTrans’ responsibility to ensure these groups have access to vital documents translated into their language so they can participate in a meaningful way in SamTrans’ decision-making process and stay informed regarding SamTrans’ business activities. “Vital” written documents include complaint forms, written notices of important legal rights, documents that are critical for obtaining services and benefits, documents identifying upcoming fare and service changes, and notices advising LEP individuals of free language assistance. These documents must be translated into the identified languages from Factor One in the previous section and Factor Two for Title VI compliance.

SamTrans currently translates most materials into Spanish, which is the only language group that constitutes a share of more than the 5% Safe Harbor Threshold. Information such as schedule changes, Micro Transit programs, and paratransit programs have historically been translated in dominant languages in the community. These often include Chinese and Tagalog. Outreach efforts have also included oral translation or written materials in Chinese and Tagalog. Community members requiring information in other languages or to provide input can also access oral interpretation services via the customer service interpretation hotline.

¹ The language group "Nepali, Marathi, or other Indic languages" has 1,034 persons who speak English less than "very well." Due to the fact that this is an aggregated category consisting of several linguistic groups, and the total number of persons who speak English less than "very well" does not substantially exceed the 1,000 threshold, the District has concluded that there is no LEP population speaking any single language within this category that qualifies under the Safe Harbor provision.

Exhibit 2: County-wide LEP Populations by Language

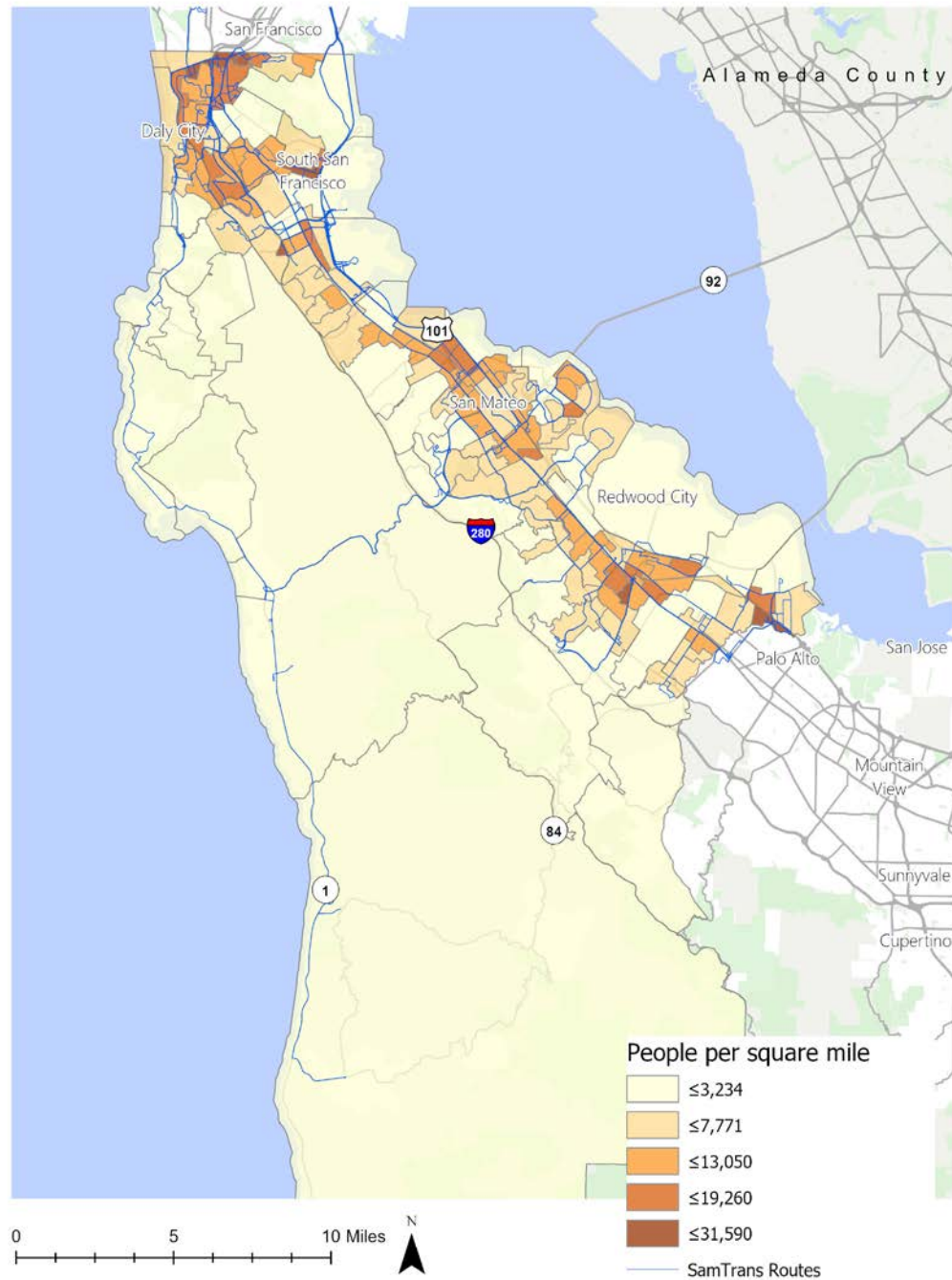
Language	Total SM Area	Speak English "Very Well"	Speak English less than "Very Well"	% of total speaking English less than " Very Well"
Spanish:	136434	77559	58875	8.1%
Chinese (incl. Mandarin, Cantonese):	62244	33631	28613	3.9%
Tagalog (incl. Filipino):	49957	30822	19135	2.6%
Hindi:	14071	10607	3464	0.5%
Russian:	6771	4180	2591	0.4%
Korean:	6729	4513	2216	0.3%
Japanese:	4416	2463	1953	0.3%
Other languages of Asia:	3832	2236	1596	0.2%
Persian (incl. Farsi, Dari):	3577	2309	1268	0.2%
Vietnamese:	3302	2084	1218	0.2%
Arabic:	3398	2189	1209	0.2%
Portuguese:	3306	2170	1136	0.2%
Nepali, Marathi, or other Indic languages:	2484	1450	1034	0.1%
Italian:	4295	3441	854	0.1%
Ilocano, Samoan, Hawaiian, or other Austronesian languages:	7470	6625	845	0.1%
French (incl. Cajun):	3714	3197	517	0.1%
German:	3923	3619	304	0.0%
Greek:	1347	1061	286	0.0%
Other Indo-European languages:	1605	1336	269	0.0%
Thai, Lao, or other Tai-Kadai languages:	633	374	259	0.0%
Punjabi:	1077	880	197	0.0%
Yiddish, Pennsylvania Dutch or other West Germanic languages:	861	670	191	0.0%
Malayalam, Kannada, or other Dravidian languages:	875	687	188	0.0%
Other and unspecified languages:	865	678	187	0.0%
Armenian:	540	359	181	0.0%
Urdu:	1082	904	178	0.0%
Amharic, Somali, or other Afro-Asiatic	533	355	178	0.0%
Tamil:	1511	1335	176	0.0%
Telugu:	1824	1662	162	0.0%
Polish:	1147	997	150	0.0%
Gujarati:	736	588	148	0.0%
Ukrainian or other Slavic languages:	1145	1015	130	0.0%
Bengali:	1190	1076	117	0.0%
Serbo-Croatian:	545	473	72	0.0%
Hebrew:	1215	1215	0	0.0%
Yoruba, Twi, Igbo, or other languages of Western Africa:	266	266	0	0.0%
Swahili or other languages of Central, Eastern, and Southern Africa:	225	225	0	0.0%
Haitian:	112	112	0	0.0%
Hmong:	0	0	0	0.0%
Khmer:	0	0	0	0.0%
Navajo:	0	0	0	0.0%
Other Native languages of North America:	0	0	0	0.0%
Totals	339257	209363	129897	17.8%

Additional data points were also analyzed using the American Community Survey (ACS) 5 year sample (2013-2017) to help understand the percentage of the community that may be affected by language barriers. The Census defines a “linguistically isolated” household as one in which no member over the age of 14 speaks English only or the household members may face significant language barriers because they may not be able to rely on an adult relative who speaks English well to provide language assistance. Exhibit 3 shows that approximately 9% of all households in San Mateo County are linguistically isolated, compared to 11.10% in 2016. Averages may not add to 100% due to sampling variance.

Exhibit 3: Linguistically Isolated Households in San Mateo County

Linguistically Isolated Households in San Mateo	Estimated Average
All households	9.00%
Households Speaking--	
Spanish	21.90%
Other Indo-European languages	13.10%
Asian and Pacific Island languages	19.60%
Other languages	10.30%

Exhibit 4: San Mateo County Total Population



To illustrate the concentrations of LEP persons within the service area, staff developed the following maps (Exhibits 5-13) for 9 of the 11 language groups falling within the Safe Harbor Provision. Data for Persian and Portuguese on a Census Tract level was unavailable for mapping, but these languages still fall within the 1,000 population threshold.

Exhibit 5: San Mateo County Arabic Speakers by Census Tract

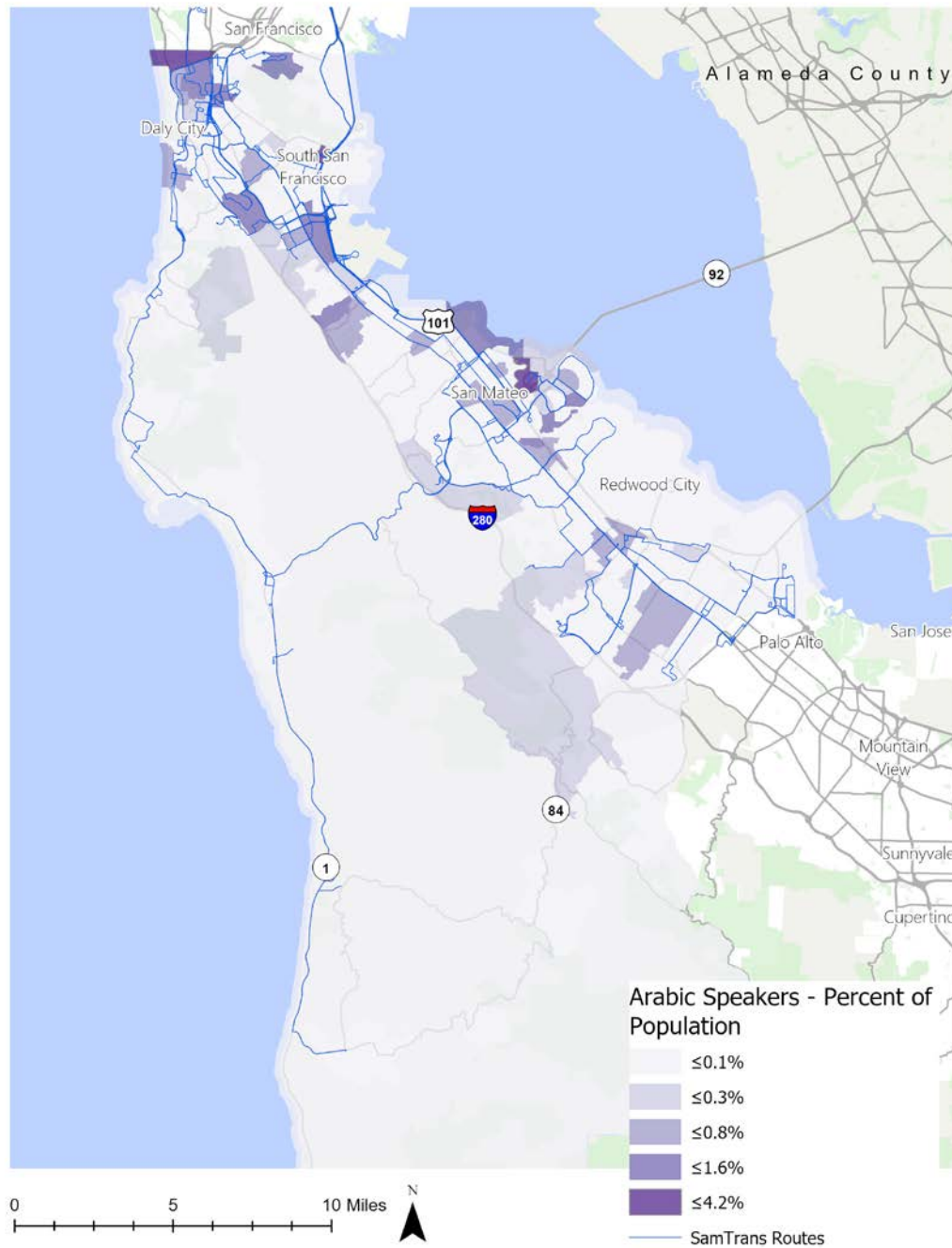


Exhibit 6: San Mateo County Chinese Speakers by Census Tract

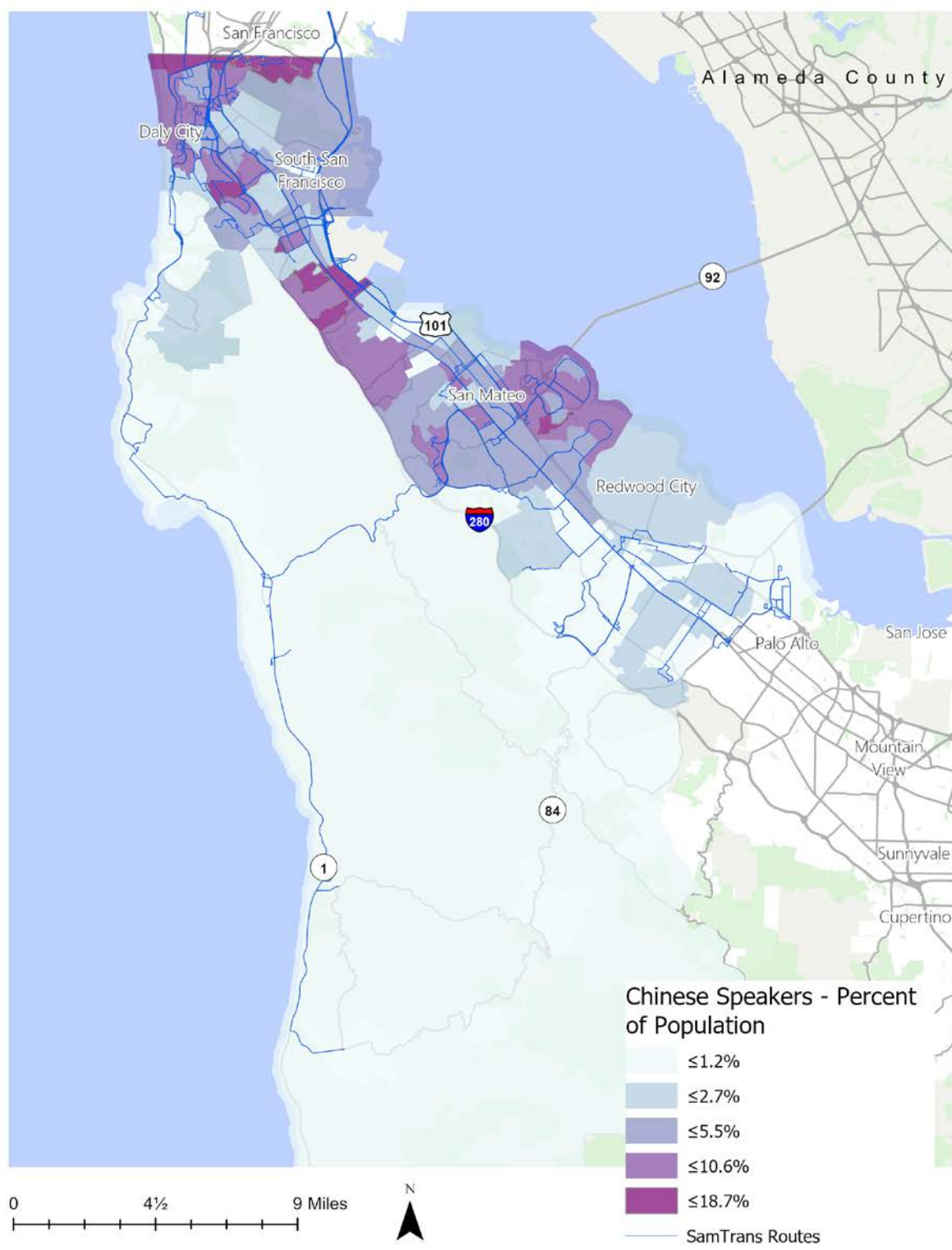


Exhibit 7: San Mateo County Hindi Speakers by Census Tract

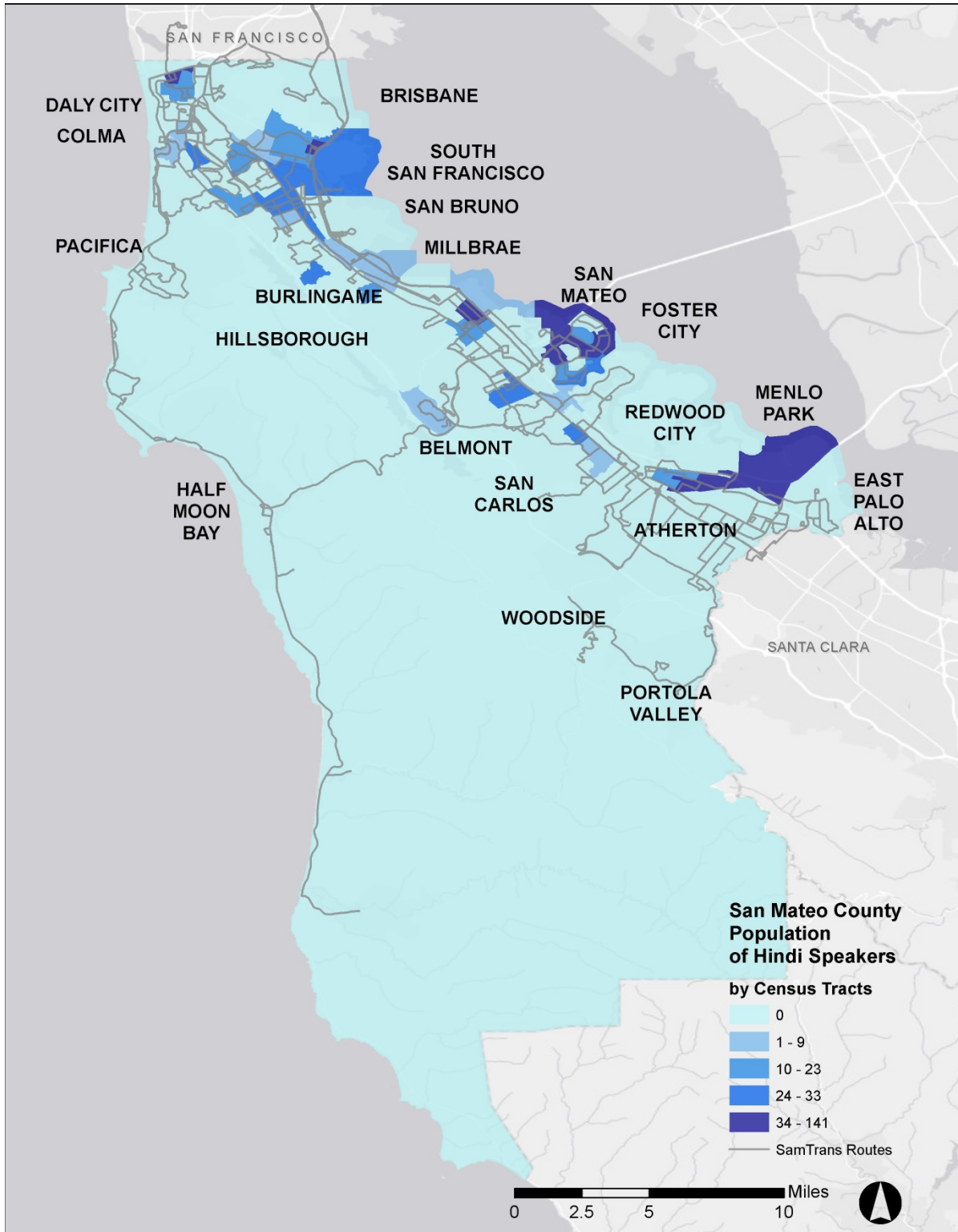


Exhibit 8: San Mateo County Japanese Speakers by Census Tract

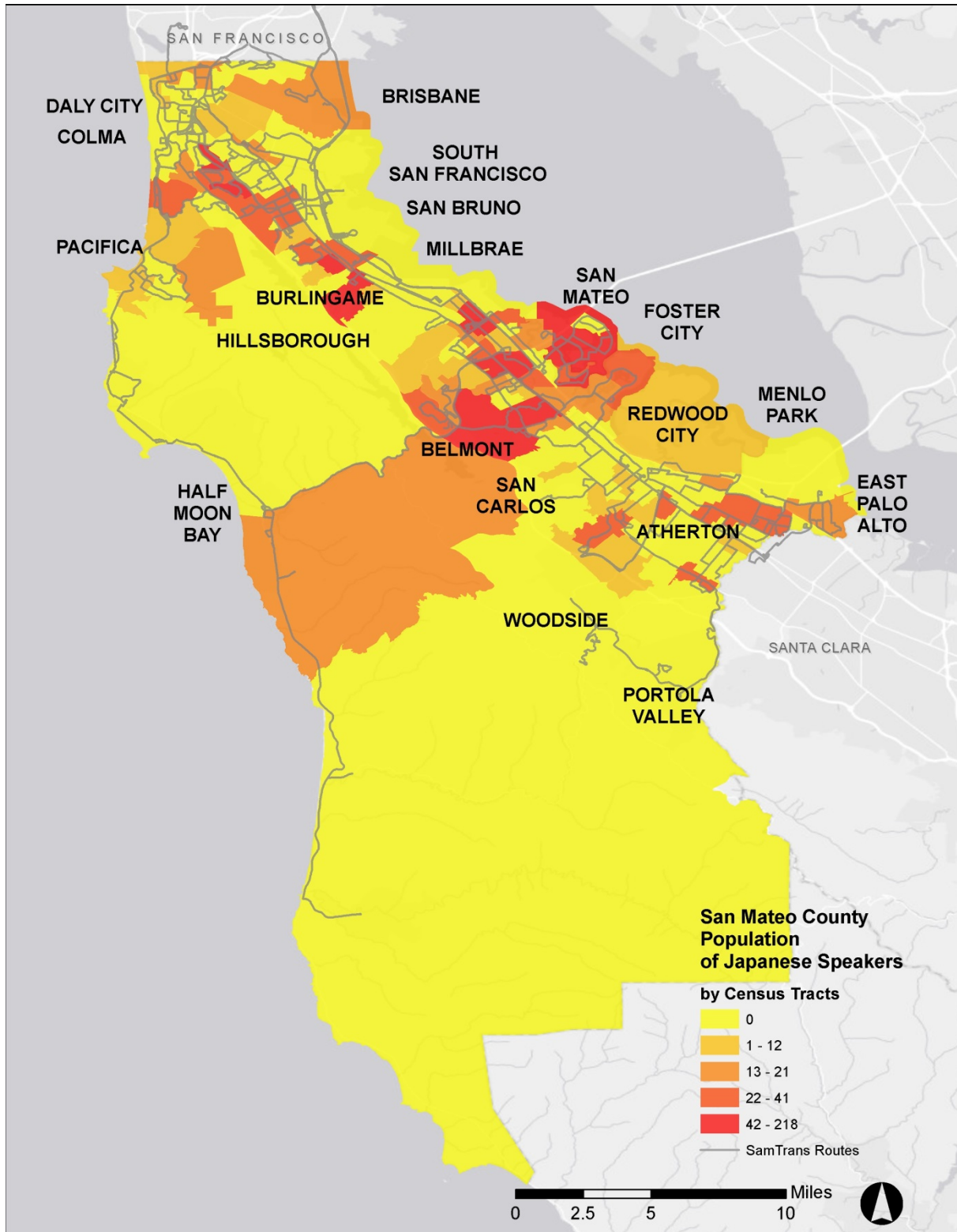


Exhibit 9: San Mateo County Korean Speakers by Census Tract

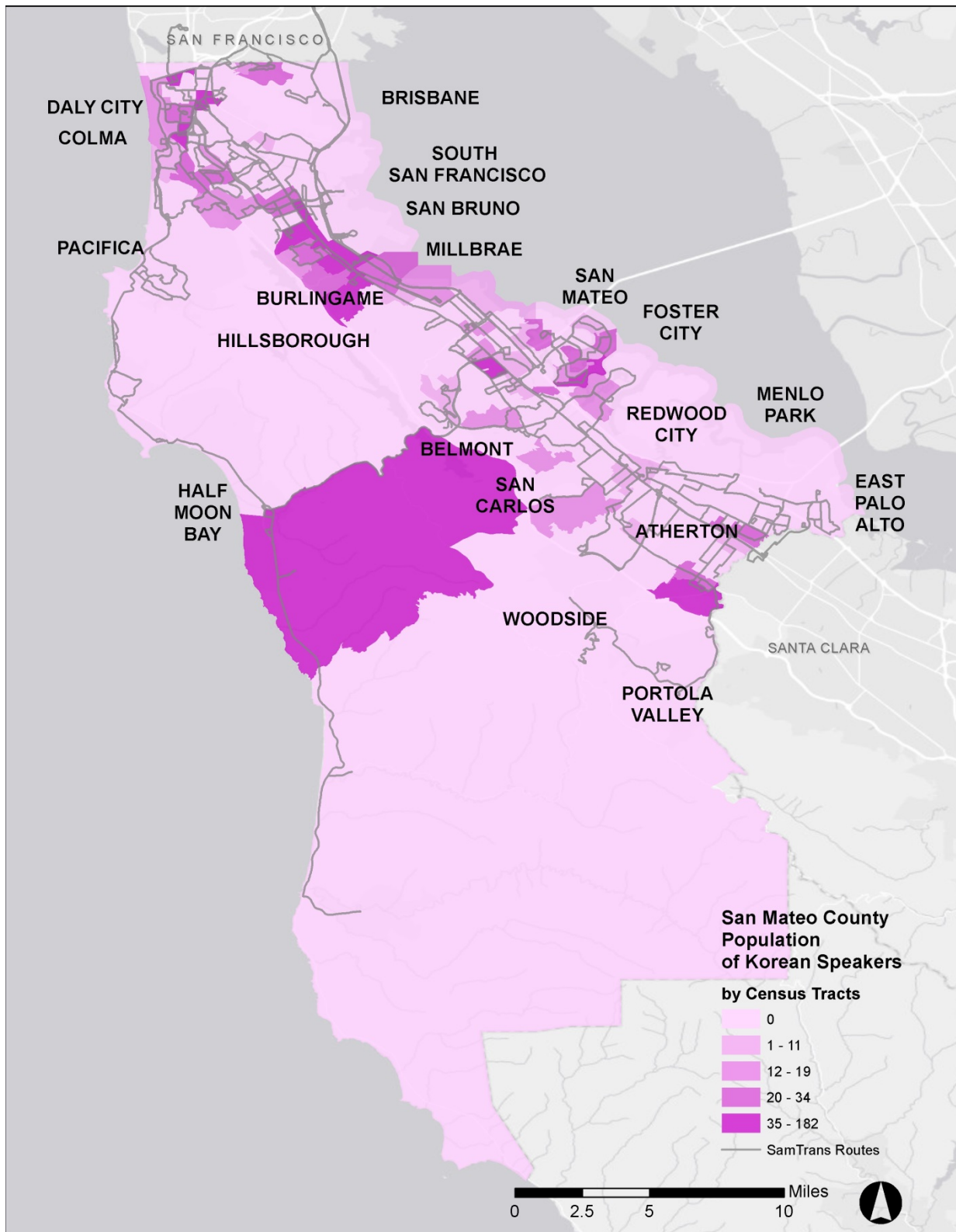


Exhibit 10: San Mateo County Spanish Speakers by Census Tract

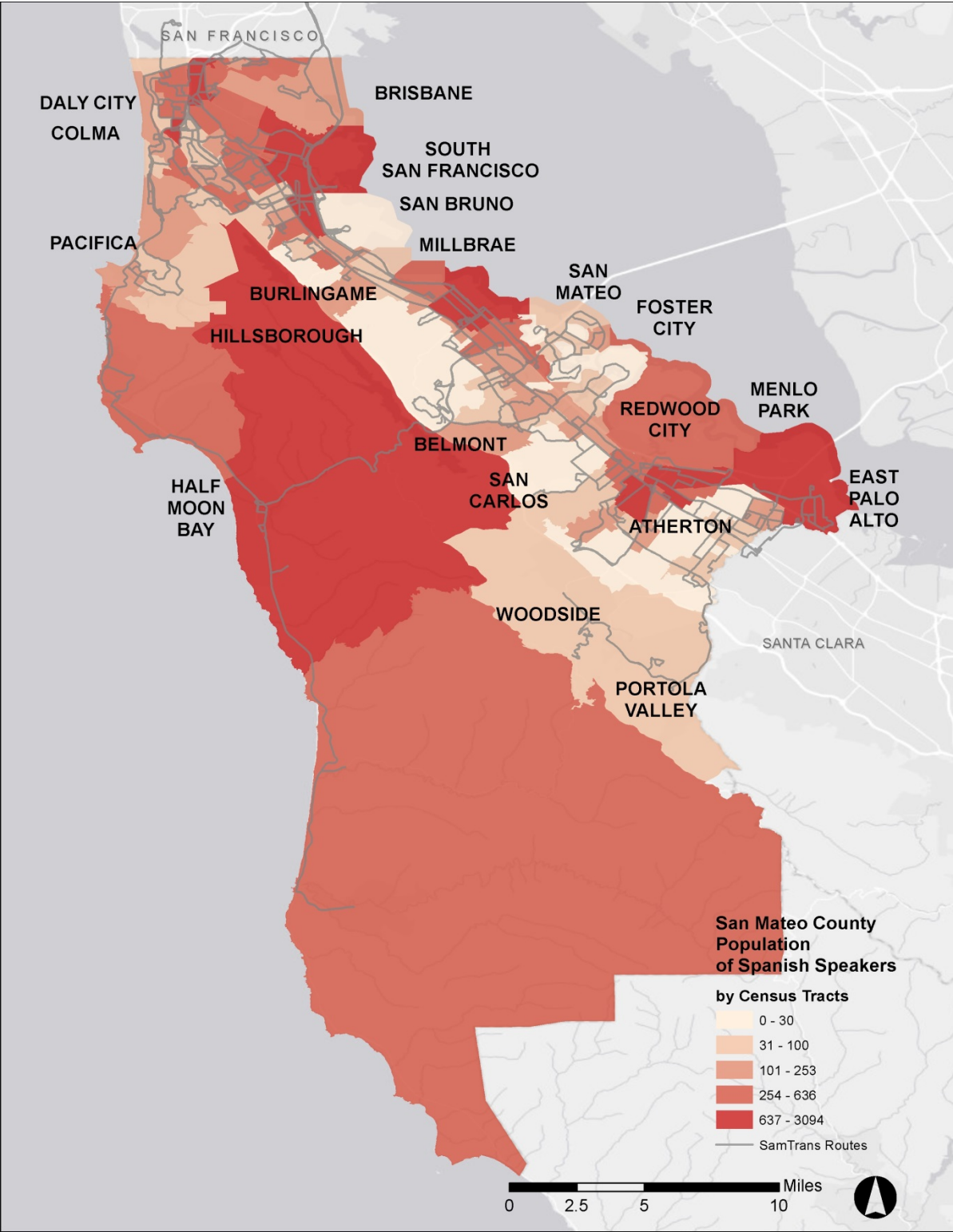


Exhibit 11: San Mateo County Tagalog Speakers by Census Tract

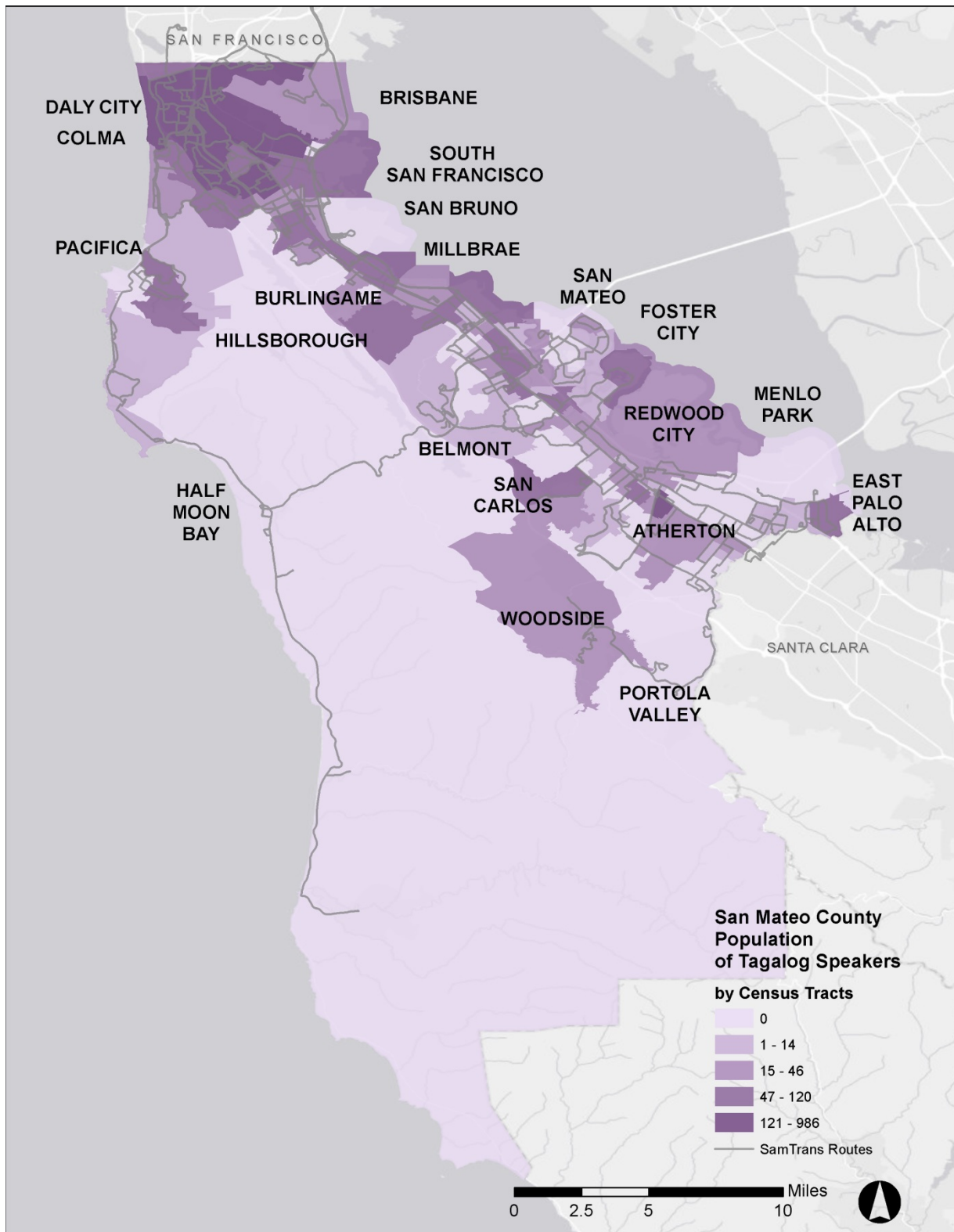


Exhibit 12: San Mateo County Vietnamese Speakers by Census Tract

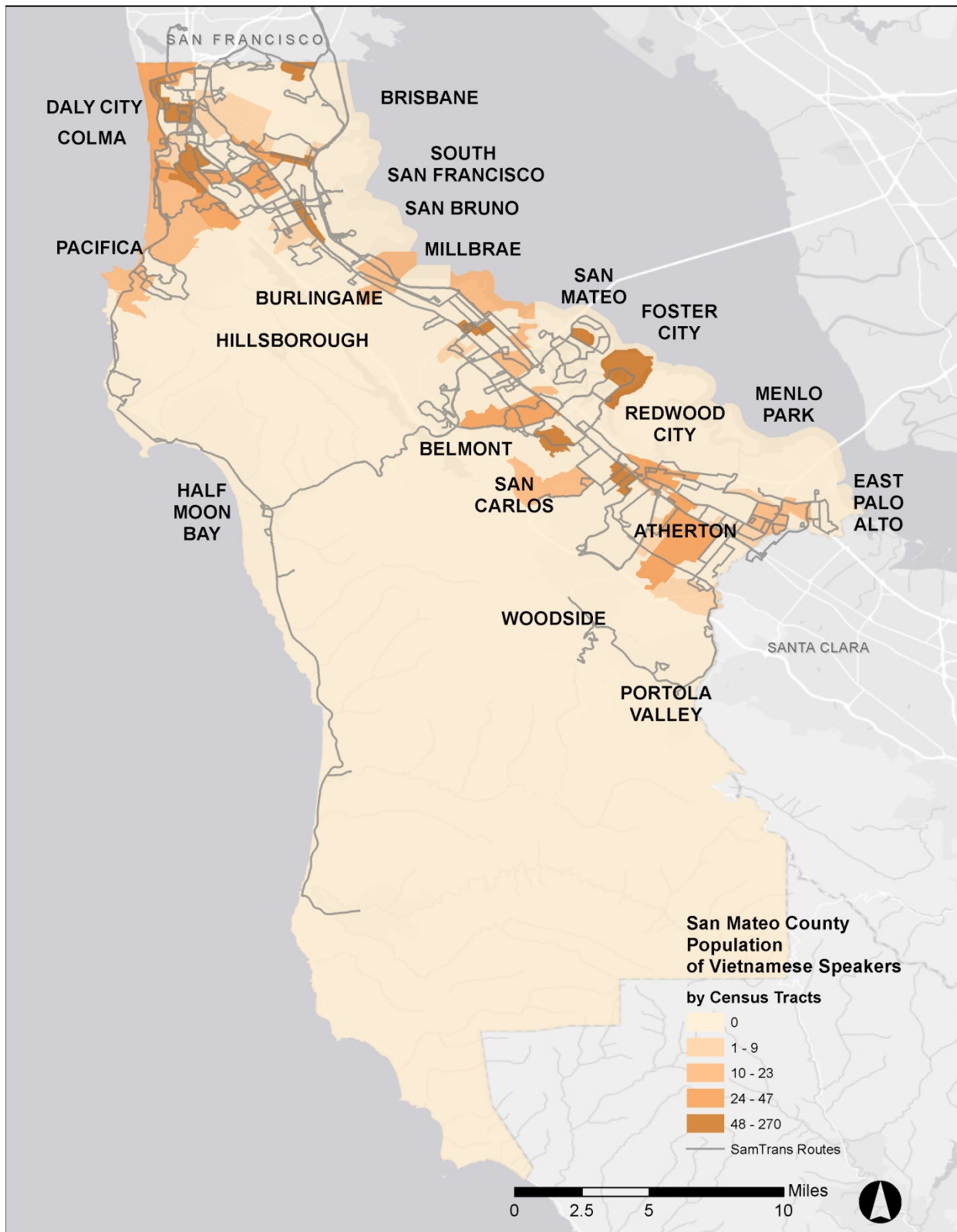
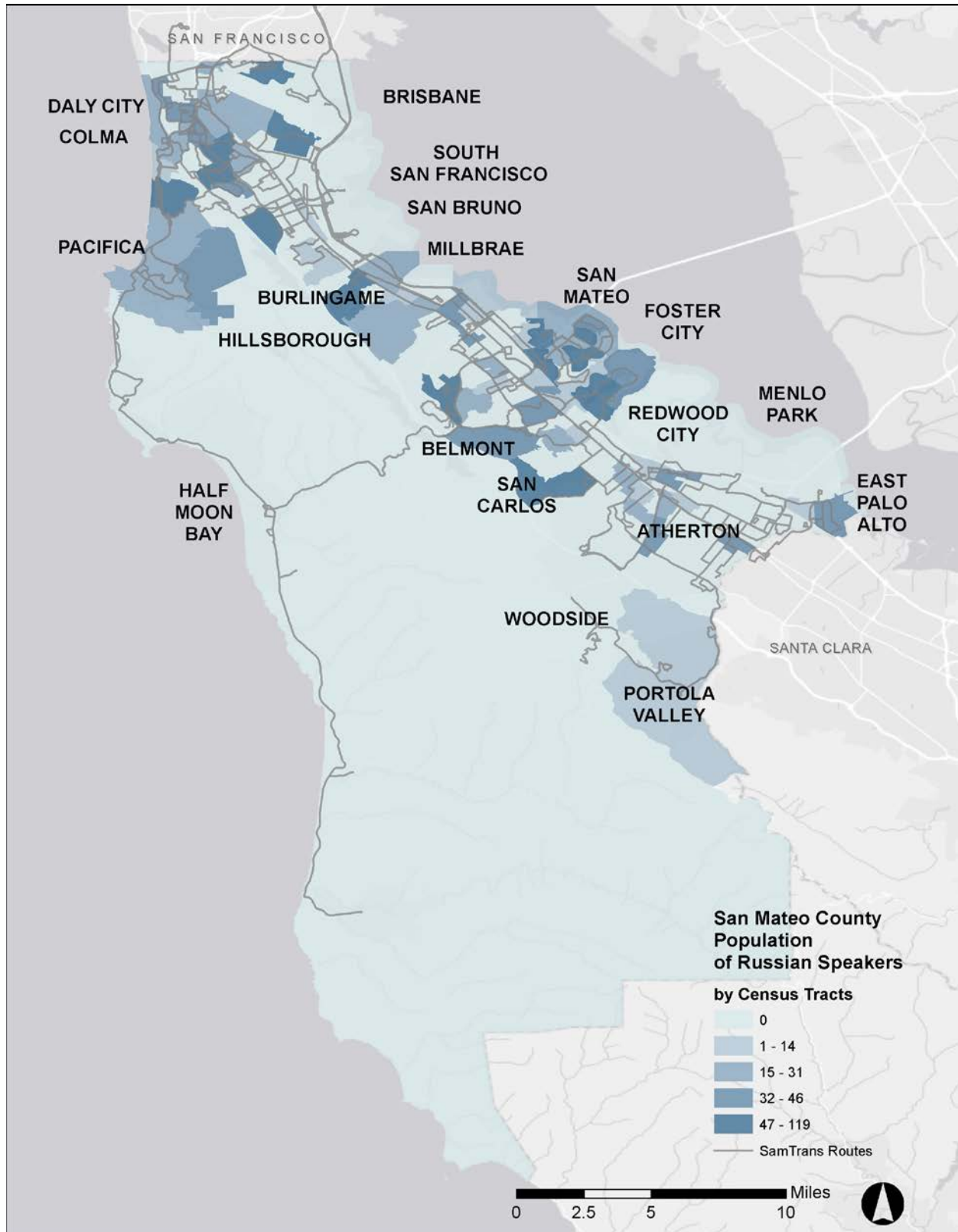


Exhibit 13: San Mateo County Russian Speakers by Census Tract



ANALYSIS OF CALL CENTER DATA

To supplement information gathered via the U.S. Census, SamTrans analyzed the number of calls coming through its call center which occurred in a language other than English. These numbers indicate the number of calls used by customer service staff through language line. SamTrans and Caltrain use the same call center for customer service, so it should be noted that these calls are not specifically from bus riders. The vast majority of calls in a given year are in Spanish, with the next largest group in Mandarin and approximately two calls a month in Cantonese. While the Census and Customer Service Data indicate that Tagalog is the second largest language spoken at home in San Mateo, Mandarin is the second highest language used by callers requesting for assistance or information at SamTrans.

Exhibit 14: Requests from Language Line for Interpreters

Language	Number of calls in 2019
SPANISH	1325
MANDARIN	241
CANTONESE	56
RUSSIAN	32
HINDI	12
TAGALOG	7
VIETNAMESE	7
KOREAN	7
BURMESE	6
FARSI	6
ARABIC	5
JAPANESE	4
INDONESIAN	2
PORTUGUESE	1
THAI	1
TURKISH	1

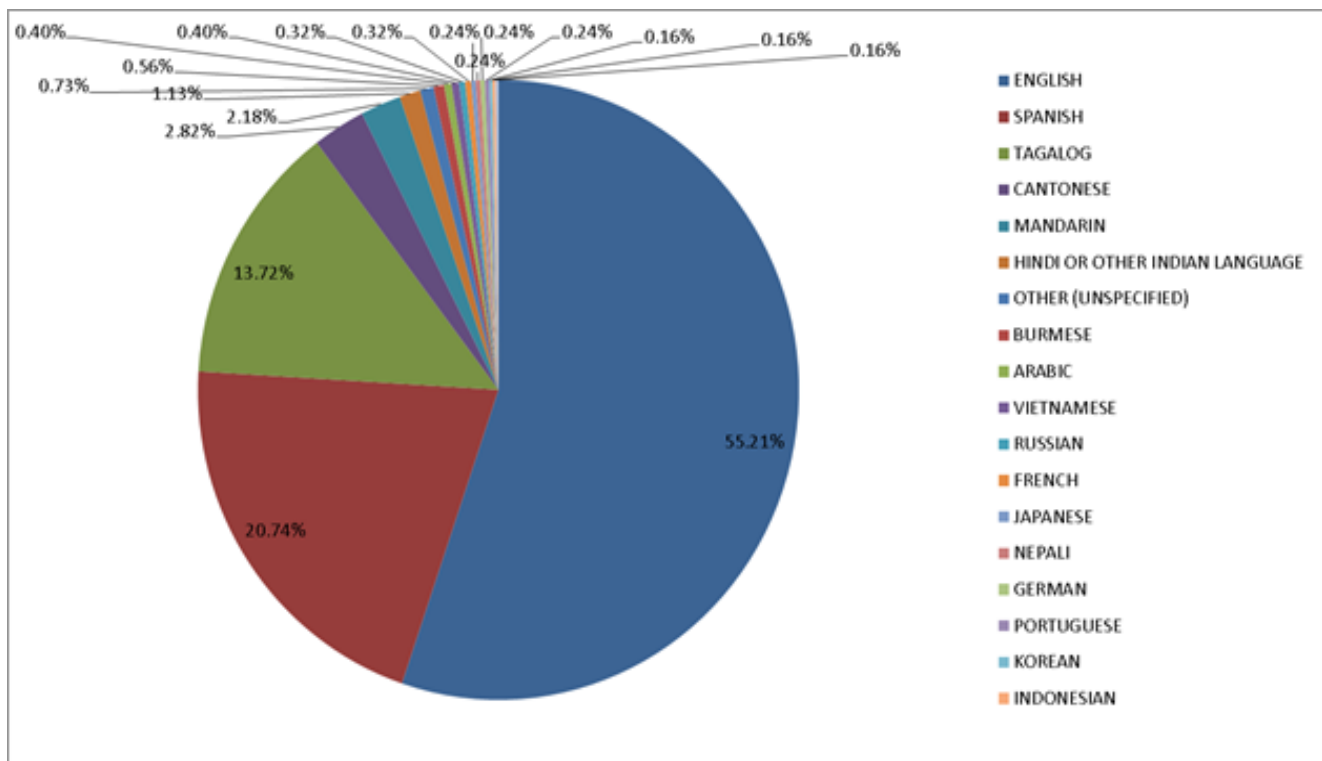
ANALYSIS OF CUSTOMER SURVEY DATA

SamTrans conducts a comprehensive survey of its customers across every route in the system every three years. The most recent survey was conducted in November 2018 and garnered 4,229 responses to the question: *What languages are regularly spoken at home?* It is critical to note the triennial survey is focused entirely on customers while the Census tracks all county residents. Not only does the survey capture only those who are bus riders, but it also captures those who may live outside of San Mateo County.

Exhibit 15 illustrates the top 19 languages spoken by customers according to the triennial survey. The survey results, while generally consistent with the Census data with respect to the most common languages spoken at home (a proxy for those who speak English less than “very well”), differs with respect to some degree. Survey respondents indicated a lower degree of English as their primary language spoken at home than the Census results (55.21 percent of survey respondents versus 70.2 percent according to Census estimates). Spanish and Tagalog are also spoken as a primary language more often among SamTrans customers than among county residents as a whole. There is a steep drop from Tagalog at 14 percent of respondents to Cantonese (2.82 percent) and Mandarin (2.18 percent) speakers.

Historically, the survey data has driven SamTrans’ approach toward translation given it is a more accurate representation of the languages actually spoken among SamTrans’ core customers. However, this ignores a critical point: the lack of translation of certain documents in languages other than Spanish, Tagalog, and Chinese may represent a barrier to entry for some potential customers who speak English less than “very well” but do not speak one of those three languages.

Exhibit 15: Customer Language Usage



Analysis of English Language Learner Data in San Mateo

According to guidelines set forward by the FTA, the LEP analysis should also review alternate and local sources of data. For this analysis, the California Department of Education DOE 2018/2019 Census of English Language Learners provides an overview of the primary languages of the English learners in the service area. The English Language Learner survey is collected among students and the not population as a whole. However, it does provide another means of cross-checking census data analyses. This survey reflects that Spanish, Tagalog, Cantonese and Mandarin are the most common, with Spanish and Tagalog above the 5% Threshold.

Exhibit 16: Number of English Language Learners in San Mateo

Language	Number of ELL	Percentage of ELL
Spanish	13936	68.9%
Filipino/Tagalog	1412	7.0%
Cantonese	833	4.1%
Mandarin	688	3.4%
Arabic	567	2.8%
Portuguese	393	1.9%
Japanese	363	1.8%
Russian	331	1.6%
Other English	273	1.4%
Tongan	190	0.9%
Hindi	162	0.8%
Korean	143	0.7%
Burmese	132	0.7%
French	81	0.4%
Turkish	70	0.3%
Samoan	61	0.3%
Farsi	46	0.2%
Urdu	46	0.2%
Hebrew	39	0.2%
Punjabi	39	0.2%
German	34	0.2%
Telugu	34	0.2%
Illocano	29	0.1%
Thai	28	0.1%
Tamil	27	0.1%
Polish	25	0.1%
Gujarati	20	0.1%
Dutch	19	0.1%
Italian	19	0.1%
Cebuano	18	0.1%
Khmer	16	0.1%
Bengali	15	0.1%
Greek	14	0.1%
Kannada	13	0.1%
Swedish	12	0.1%
Serbo-Croatian	11	0.1%

Factor 1 Findings:

Factor 1 of the LEP plan was undertaken to assess the proportion of LEP individuals that may encounter or use SamTrans service. A number of data sources were used as a way to inform the conclusions, including the American Community Survey (census), the California Department of Education English Language Learners, and information from the most recent SamTrans Market Segmentation Survey and 2018 Triennial Survey. Additionally data on the existing interpretation and translation services provided through SamTrans customer service department was also viewed to verify the top languages (Exhibit 15). The findings reveal the following about languages spoken in the SamTrans service area that will inform the Language Access Plan

- 11 distinct languages qualify under the “Safe Harbor Provision” for written materials. While there are languages grouped together that may fall into the Safe Harbor category, the 11 represent individual languages that are within the 5% or 1000 threshold.
- Spanish, Chinese, (Mandarin and Cantonese) and Tagalog are consistently among the top 3 languages spoken at home and represented throughout the ridership. Based on the 2017 ACS Data, there is a lower percentage of Tagalog speakers that speak English less than very well in the San Mateo County compared to the last 2016 Title VI Program. However, among ridership, there is a substantial portion that speaks Tagalog at home.
- Chinese and Spanish are the most requested languages for interpretation, which is consistent with the ACS 2017 data. These communities may have the greatest need for translated resources for accessing information about SamTrans.
- As compared to previous years, Persian language has increased as one of the Safe Harbor languages. The Burmese language was not identified in the 2019 program, but may also indicate a growing population in the SamTrans service area.

FACTOR 2:

The frequency with which LEP persons come in contact with SamTrans programs, activities or services.

SAMTRANS SYSTEM DESCRIPTION

SamTrans provides bus service throughout San Mateo County. SamTrans' service area – extending from Palo Alto in the south to San Francisco in the north – is geographically and ethnically diverse, containing both dense urban cores and rugged rural landscapes with residents from a wide array of different backgrounds. These factors, along with its large 446-square-mile service area, make SamTrans' service area unique. To serve the region in Fiscal Year 2018, SamTrans operated 312 fix route buses and 67 paratransit vehicles over 71 different routes and carried approximately 13 million passengers.

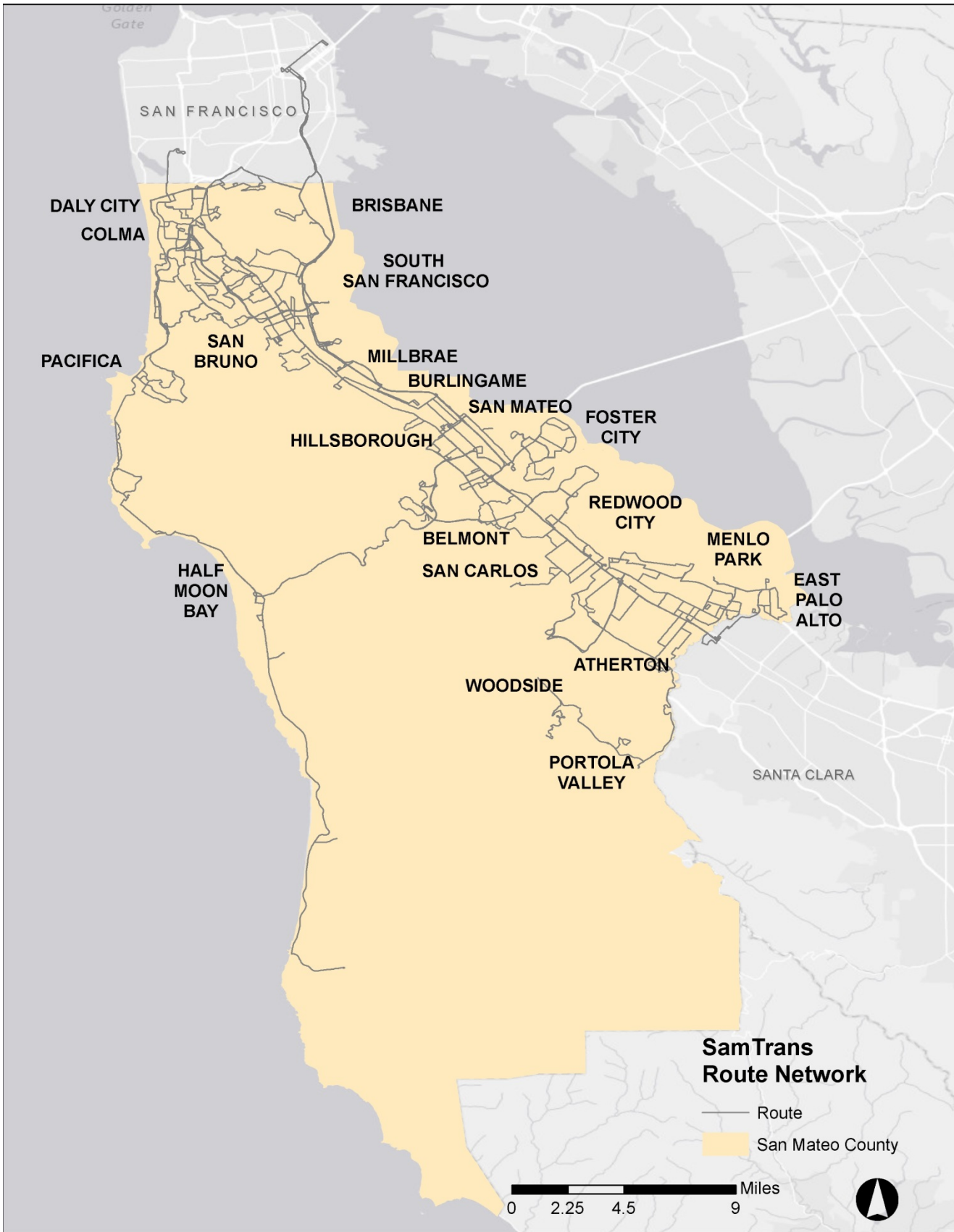
SamTrans fixed-route services are generally split into the following categories:

- Coastside
- Community
- Local
- Multi City

Each route category serves a specific purpose, appealing to different markets or geographic areas within the county. The 38 community routes are designed to serve more rural areas or specific trip purposes with highly targeted alignments and schedules. The 21 local routes generally serve a well-defined area or community, focusing on links to major transit centers and regional rail stations. The nine Multi-city Routes serve as long-line routes, mostly in the South County. They serve a diverse assortment of cities, trip generators, and multimodal transit centers. Finally, the Coastside routes are serviced by two fixed routes buses. SamTrans is currently piloting an On Demand service for residents in the Coastside area.

The following exhibit illustrates SamTrans' current route network.

Exhibit 17: SamTrans Route Network



In addition to the fixed routes, SamTrans provides Paratransit and On Demand services for San Mateo residents. To access these services, an individual must arrange for a vehicle for a pre scheduled pick and drop off. SamTrans coordinates pick up and drop offs with CBOs that provide Adult Day Care programs. Rider guides on how to arrange for service has been translated into Chinese and Spanish. Staff provides outreach to senior homes with interpreters to provide information about the service.

Assessing the frequency with which the LEP population comes in contact with SamTrans programs, activities, and services helps the agency to determine which languages need to be considered for language services. Generally, “the more frequent the contact, the more likely enhanced language services will be needed.”² Strategies that serve an LEP person on a one-time basis will be very different than those that may serve LEP persons on daily basis. For purposes estimating the frequency of contact with LEP individuals, SamTrans reviewed the programs and services, and analyzed data from the following sources:

- SamTrans 2018 Triennial Customer Survey
- Calls to Customer Service Number and Language Line Use
- SamTrans website
- Sam Trans App
- SamTrans 2018 Market Segmentation Survey

As noted in Factor 1, English speaking riders make up about half of SamTrans ridership with other half composed of a wide range of languages. Knowing this helps inform the frequency that non-English speaking riders come in contact with SamTrans Services. The onboard survey also surveyed the level of English proficiency for ridership where 12% of the riders surveyed stated they did not speak English at all.³

² Implementing the Department of Transportation’s Policy Guidance for Recipients’ Responsibilities to Limited English Proficient (LEP) Persons- A Handbook for Public Transportation Providers, 2007

³ (SamTrans 2018 Triennial Customer Survey table Q22)

Using the survey data, it appears that a little less than half of SamTrans riders are LEP based on the sample size.

Exhibit 18– Frequency of SamTrans usage by Riders who Speak English Less than “Very Well” (2018 SamTrans Triennial Survey)

Frequency	5+ WEEK	3-4 WEEK	1-2 WEEK	<1 WEEK
Percentage	48.59%	44.75%	41.43%	39.10%

App Data

SamTrans’ mobile application was first used to purchase passes and tickets for riding the bus. It now enables users to trip plan and navigate. It will also provide Park and Ride features as new versions are updated and released.

After launching the app in September 2018, Non English Speakers account for 13% of new users. Spanish users account for 8% of new users. Similar to the Census data and ELL Data, Spanish is the predominant non English language used on the app (26,459 sessions) with Simplified Chinese being used at a much lower rate (4,357 sessions). While most session languages are within the Safe Harbor languages, German and French are identified as being highly used. Mobile applications are increasingly being used to access transportation in a real time manner. It is anticipated that there will be frequent interaction between LEP users and the mobile application and SamTrans will continue to monitor how to ensure the application becomes more user friendly for LEP populations.

The SamTrans Mobile applications is done by a contractor. Each month, a report is generated that identifies the languages downloaded for use.

Website

The SamTrans website is the main source of information for SamTrans Riders (see Table Exhibit 20). However, most of the users based on Google Analytics shows that 94% use the website in English. Even with Google Translate available on the website, the website usage among LEP is less frequent compared to other modes. This may be due to inaccuracies in Automated Translation or how the website is formatted to allow the user to know of available language assistance. Given the high use in English, it is not reflective of the population of the county of ridership.

CBO CONTACTS

To supplement data from the Census, onboard surveys, and SamTrans' call center regarding language usage in San Mateo County and among our customers, staff identified and contacted a number of Community-Based Organizations (CBOs). These CBOs were identified based on their intimate ties with populations in the county which are considered language-isolated or disenfranchised for cultural, language, or income-related reasons. SamTrans worked with CBO staff to understand the needs and challenges faced by the populations they serve. SamTrans also worked through the CBO staff to hold a series of focus groups with the populations being served each respective organization. A detailed description of findings from the focus groups can be found under the Factor 2 section.

The following is a list of the focus groups SamTrans conducted with CBOs to develop this Language Assistance Plan. With the Comprehensive Operational Analysis occurring over the next three years, there will be additional engagement with CBOs.

Exhibit 19: CBOs Contacted Creating the LEP Plan

Public Advocates San Francisco, CA	Chicana Latina Foundation Burlingame, CA	Lady of Pillar Catholic Church Half Moon Bay, CA
Urban Habitat Oakland, CA	Zawaya San Mateo, CA	Shared Housing Program/Human Investment Project A, Belmont, CA
Transform Oakland, CA	Sikh Gurdwara of San Francisco San Mateo, CA	Bayshore Child Care Services Daly City, CA
San Mateo Chamber of Commerce Millbrae, CA	Pars Equality Center Menlo Park, CA	Family Crossroads/Shelter Network of San Mateo County Menlo Park, CA
Japanese Chamber of Commerce San Mateo, CA	Youth United for Community Action (YUCA) East Palo Alto, CA	Daly City Friendship Center/Mental Health Association of San Mateo County Redwood City, CA
Organization of Chinese Americans San Mateo, CA	Peninsula Interfaith Action San Carlos, CA	Daly City Youth Health Center Daly City, CA
San Bruno Chinese Church/Chinese School San Bruno, CA	Catholic Charities Resettlement Program San Mateo, CA	Our Second Home Daly City, CA
Chinese Progressive Association San Francisco, CA	Chicana Latina Foundation Burlingame, CA	Daly City Community Service Center Daly City, CA
Northern Peninsula Mandarin School San Mateo, CA	Zawaya San Mateo, CA	Skyline College Language and Arts Division San Bruno, CA

Filipino Community Center San Francisco San Francisco, CA	Sikh Gurdwara of San Francisco San Mateo, CA	Samaritan House San Mateo, CA
College of San Mateo San Mateo, CA	Pars Equality Center Menlo Park, CA	North Peninsula Neighborhood Services South San Francisco, CA
Asian Pacific Islander American Public Affairs Association Bay Area Hayward, CA	Youth United for Community Action (YUCA) East Palo Alto, CA	College Track East Palo Alto East Palo Alto, CA
Indo American Chamber of Commerce Berkeley, CA	Peninsula Interfaith Action San Carlos, CA	Japanese American Community Center San Mateo, CA 94401
Catholic Charities Resettlement Program San Mateo, CA 94403	Puente De La Costa Sur Pescadero, CA	Nuestra Casa East Palo Alto, CA
Language Pacifica Menlo Park, CA	Yaseen Foundation Belmont, CA	Jordanian American Association South San Francisco, CA
Persian American Society San Mateo, CA	First Filipino American United Church of Christ San Bruno, CA	Vietnamese Community Center San Francisco, CA
San Mateo Immigrant Services San Mateo, CA	Tahirih Justice Center San Bruno, CA	Bay Area Legal Aid San Mateo, CA

Many of these partnerships have lasted for many Language Access Plan updates. The feedback from community based organizations has decreased since 2013, but SamTrans has engaged these organizations through outreach and engagement through public participation. As SamTrans begins its Comprehensive Operational Analysis, SamTrans plans to incorporate the views of more CBOs serving LEP populations.

Factor 2 Findings:

Factor 2 of the LEP plan allows SamTrans to identify how frequent riders and non-riders engage with SamTrans. While many online modes of information sharing are used for real time information, the current data shows a lower engagement among LEP riders. Reasons for this could include a) websites and apps are not optimized for non-English language usage, b) material for LEP individuals is difficult to find on the website and c) riders prefer telephone or paper than online information sources.

From the 2018 SamTrans Market Segmentation report, a Spanish focus group was asked specific questions on how SamTrans can better serve the Latino/a and/or Hispanic community. The feedback included that better Spanish translation are needed for the webpage. The focus group attendees appreciated when they could communicate with the driver in Spanish. They suggested more campaign outreach be done via radio, newspaper or TV.

SamTrans can improve on its outreach to other communities to gain community specific information. For example, partnering with other city agencies to identify barriers to services for limited English Proficient individuals.

FACTOR 3:

The nature and importance of programs, activities or services provided by SamTrans to the LEP population.

“The more important the activity, service or program, or the greater the possible consequences of the contact to the LEP individuals, the more likely language services are needed”⁴

CRITICAL SAMTRANS SERVICES-

SamTrans bus service operates the only fixed route service in San Mateo County. For many, it is the only method of public transportation from the West County to the metropolitan areas of the county. Similarly, SamTrans provides vital services to connect to the Bay Area Rapid Transit and Caltrain for further transport in the Bay Area. SamTrans Paratransit and Redi Wheels services provide residents with access to Adult Day Care services and appointments. Similarly, SamTrans Fare program allows for individuals who are disabled or low income to access transit.

Because of its services, SamTrans is a critical mobility service for the entire Peninsula region. SamTrans bus service offers a safe, reliable, cost-effective way to move about the county to access employment opportunities, critical services, shopping, and recreational activities. Many of SamTrans programs revolve around providing information on how to access these mobility services. There are a number of key interaction points with the bus system which could prove problematic for LEP populations:

- SamTrans website
- SamTrans customer service phone line
- SamTrans Mobile App
- SamTrans customer service window in San Carlos
- Bus stop signage
- Printed schedules
- Fare payment
- Driver inquiries
- Onboard announcements
- Other printed materials

⁴ Implementing the Department of Transportation’s Policy Guidance Concerning Recipients’ Responsibilities to Limited English Proficient (LEP) Persons—A Handbook for Public Transportation providers, 2007

Ensuring that critical information at these interaction points is available in languages commonly spoken within San Mateo County is crucial to providing equitable access to SamTrans bus service for LEP populations. SamTrans services are critical for populations that do not have cars, which constitutes over half of individuals who speak English less than well. In the 2018 SamTrans Market Segmentation Survey, Spanish language respondents are more likely to consider using SamTrans instead of a car. (53% of Spanish language respondents who typically drive to their destination would use SamTrans compared to only 15% of English language respondents who typically drive to their destination.” A copy of this report can be found in Appendix I.

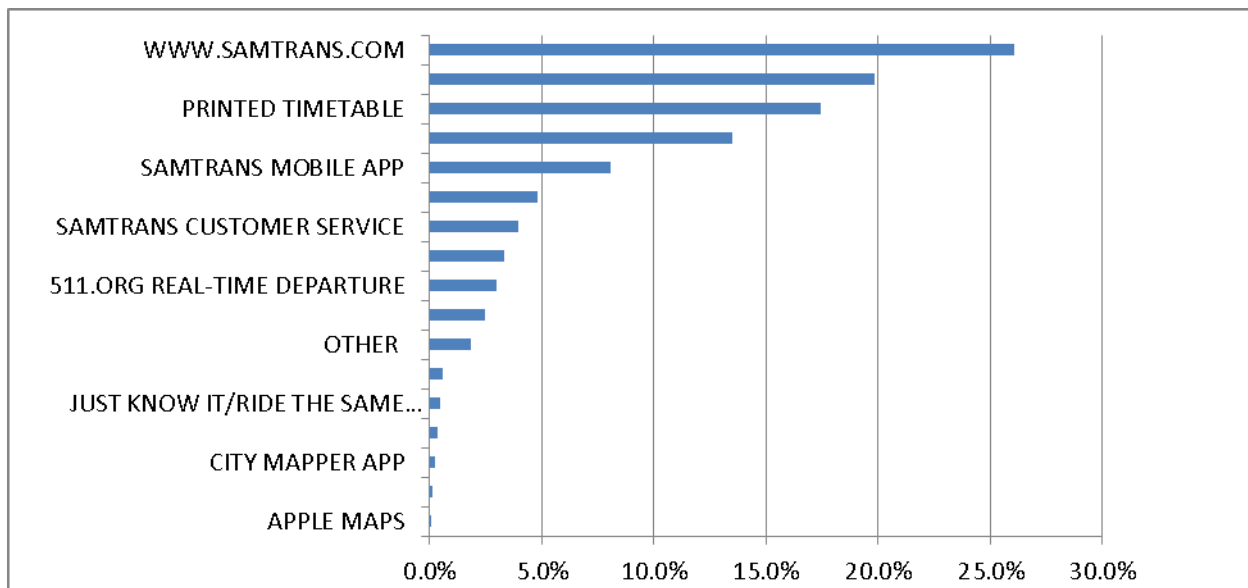
Exhibit 20: Transit Mode Options

		ACCESS MODE =====			OWN CAR =====	
	TOTAL -----	WALK/ BIKE -----	TRAN- SIT -----	CAR -----	YES -----	NO -----
Level of English						
BASE-ALL RESPONDENTS	4229	3105	1028	114	1116	2464
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
VERY WELL (4)	1891	1392	454	64	629	1057
	44.7%	44.8%	44.1%	56.1%	56.3%	42.9%
WELL (3)	1172	882	300	29	328	712
	27.7%	28.4%	29.2%	25.1%	29.4%	28.9%
NOT WELL (2)	494	372	110	10	81	332
	11.7%	12.0%	10.7%	9.0%	7.3%	13.5%
NOT AT ALL (1)	305	226	73	4	43	215
	7.2%	7.3%	7.1%	3.4%	3.8%	8.7%
BLANK/MULTIPLE RESPONSES	367	233	91	7	36	147
	8.7%	7.5%	8.9%	6.4%	3.2%	6.0%

USE OF CRITICAL SAMTRANS SERVICES

Exhibit 20 illustrates how SamTrans customers receive information relating to SamTrans service(s).

Exhibit 21: Information Sources for SamTrans Customers (2018)



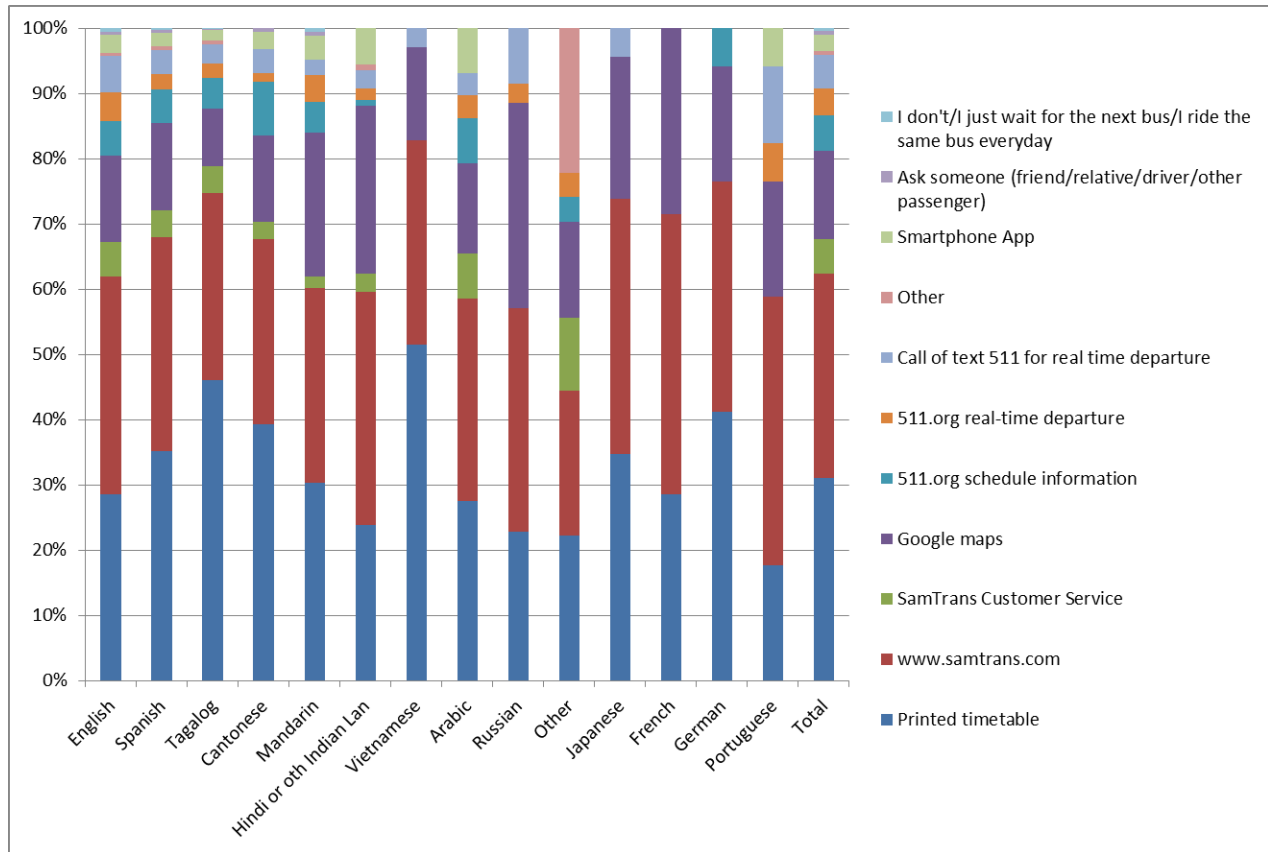
For all of the major languages spoken among SamTrans customers, getting information through printed timetables and the SamTrans website are the overwhelming favorites. There is a steep drop-off in popularity for the other choices available to SamTrans customers.

The most critical information for accessing SamTrans services is available in writing onboard SamTrans buses and at the bus stops. Not all of the information is available in all of the languages identified in this document, but SamTrans Customer Service personnel have access to on-demand oral translation services to assist customers who call or visit for assistance.

Additional written information is available on the SamTrans website. Some portions of that information is available in Spanish. In addition, the website is equipped with the Google Translate tool to allow content to be translated into more than 70 different languages. Though SamTrans staff is aware that Google Translate is not a sufficient translation tool for vital documents, it does provide non-English speakers access to additional non-vital information.

Exhibit 22 illustrates how survey respondents receive information about SamTrans services by which language they speak at home.

Exhibit 22: Information Sources by Language Spoken at Home



Factor 3 Findings:

Currently SamTrans disseminates all information in English, with some critical information available in Spanish and Chinese. Onboard announcements are made in English, with some announcements translated to Spanish for the benefit of patrons. Customer service personnel all speak English, with some speaking Spanish or other languages. The following represent the most important general areas that SamTrans would benefit from ensuring language is not a barrier to access:

- Customer Service Call in Center
- Service and Fare Change Information
- Notice of Title VI Rights and Complaint Form
- Rider's Guide to access non fixed route services

Given that SamTrans is the main mobility agency in San Mateo County for residents, SamTrans will need to continuously assess and identify program components that may require language assistance to LEP Customers. This includes access to materials for board meetings, community action committees, and virtual townhalls. These meetings provide critical information related to Service and Fare Change. Finally, as SamTrans continues to provide non-fixed route bus options that requires individuals to call or book via app, SamTrans should seek user input with LEP communities on how to best fit their needs. The CBOS can now be part of an extended information network that benefits both SamTrans and their Stakeholders.

Further Opportunities for Improvement:

- Translate more information on the SamTrans website into Spanish and Chinese
- Listing Google Translate options on the SamTrans website in each respective language rather than listing them all in English.
- Create a page dedicated to multilingual resources on SamTrans websites where all translations can be found.
- Move the Google Translate tool on the SamTrans website in a more prominent location, such as the top right of each page (currently located at the bottom right corner of each page).
- Translate printed information disseminated to the public based on the Census Tract populations (current only provided in Spanish and Chinese)
- Advertise in more media outlets that target languages other than English and Spanish
- Translate information about fare payment and pass sales into more languages or use symbols to illustrate key ideas.
- Improve communication with targeted organizations (such as CBOs) to ensure that more LEP individuals participate in outreach efforts.
- Increase marketing efforts to include social media and traditional media (in various languages) so that higher LEP participation for outreach events focused on accessing information can be achieved.
- Survey SamTrans employee on their interactions with LEP individuals to compare data and to identify resources and language assistance services.

FACTOR 4:

The resources available to SamTrans and overall cost to provide LEP assistance.

SamTrans currently provides a variety of translation and interpretation to ensure that language proficiency is not a barrier to access SamTrans' service and program. Not only does SamTrans translate many documents, such as take-ones, ad cards, and materials on fare increase and service changes into Spanish and Chinese -the predominant languages in the area- SamTrans will continue to improve the website and app to allow for instructions in other languages.

Language Translation of the website is provided by Google Translate. It should be noted that FTA does not consider Google Translate as a sufficient translation tool for vital documents. SamTrans has contracted with vendors to increase translated materials and also utilizes the number of bilingual staff to provide translation review, onsite outreach, and assist with interpretation. Bilingual staff are provided an extra stipend to provide translation and interpretation. However, the comfort and expertise range in skill level and should be considered before deciding to use a bilingual staff to interpret or translate.

SamTrans uses the AT&T Language Line to provide interpretation when needed. The service can be utilized by Customer Call Center and the front desk window at SamTrans Headquarters.

SamTrans' Operating Budget does not have a specific line item for providing language access and outreach; costs for translators and outsourcing translation needs are split among several different departments depending on which department is responsible for the outreach project being undertaken. In general, day-to-day expenses are housed within the Communications departments. Typical annual expenses for that department are as follows:

- Other Contracted Services(Including Translation) : \$230,000
- Public meetings/hearings: \$6,500
- Printing and Information Services : \$93,000
- Market research: \$71,000 every three years

Translated documents include ad cards, direct mailers, station kiosk signs, customer take-ones, meeting notices, brochures, and other customer outreach materials like construction-related notices and information pieces. Other language assistance costs include expenditures for Language Line usage, which is normally less than \$5,000 on an annual basis. Most translation is into Spanish, which covers the majority of SamTrans' customer base. Additional languages – Hindi, Russian, Vietnamese, Tagalog and the other "Safe Harbor" languages – are translated per the Vital Document policy and translation threshold policy, although SamTrans always reserves the right to translate documents into additional languages as resources allow and circumstances dictate.

The Communications Department spends roughly \$125,000 to \$175,000 annually, but these expenses are generally associated with specific, large-scale projects being undertaken by the District as a whole (not necessarily just SamTrans).

Factor 4 Finding

SamTrans recognizes the need internally to develop better processes to ensure language does not represent a barrier to bus use and to participation in meaningful public engagement. Departments have placed a line item for translations, but need more data points for fiscal year planning. This could also be solved by creating one line item for the agency for language access.

SamTrans needs additional services to provide more meaningful access to LEP groups. The following are recommendations that can be implemented:

- Provide complaint forms in multiple languages.
- Increased use of universal pictograms or other symbols at bus stops or on buses.
- Increased translations of documents and clearly identified vital documents
- Conduct more language-specific outreach similar to focus groups associated with the development of this plan.
- Captioning for Board Meetings and link to request translated materials
- Provide language interpretation as requested for increased public participation in hearings and plan for simultaneous interpretation.
- Link to request translation of materials for virtual town halls.
- Placing Title VI Notice of Rights online for paratransit vehicles and in the rider's guide.
- Provide a short survey regarding LEP needs on buses in various languages for LEP individuals who cannot make it to outreach meetings, where these individuals can voice their concerns and opinions directly to SamTrans staff.

LANGUAGE ASSISTANCE IMPLEMENTATION PLAN

METHODOLOGIES

Overview

SamTrans Language Assistance Plan is the District's implementation plan for assuring that their services and programs are accessible to those who may not speak English very well. According to the DOT's guidance, "recipients have considerable flexibility in developing a Language Assistance Plan, or LEP Plan. An LEP Plan shall, at a minimum: (a) Include the results of the Four-Factor Analysis, including a description of the LEP population(s) served; (b) Describe how the recipient provides language assistance services by language; (c) Describe how the recipient provides notice to LEP persons about the availability of language assistance; (d) Describe how the recipient trains employees to provide timely and reasonable language assistance to LEP populations." (e) Describe how the recipient monitors, evaluates and updates the language access plan."

Description of the LEP Populations Served

As detailed elsewhere, using a variety of data sources, Sam Trans identified and grouped the Safe Harbor Languages into two different categories:

- Primary: The two languages that spoken with the heaviest concentration in the District (Spanish, Chinese. Chinese includes Mandarin and Cantonese)
- Secondary: The 9 Additional languages meeting the Safe Harbor definition (Spanish, Chinese, Tagalog, Hindi, Russian, Korean, Japanese, Persian, Arabic, Vietnamese, Portuguese)

SamTrans analyzed Census data from 2017 and found that approximately 130,000 residents in the county indicated that they speak English less than "very well," or 18 percent of the total county population. Nine language groups (Spanish, Chinese, Tagalog, Arabic, Japanese, Korean, Vietnamese, Hindi, and Russian) have more than 1,000 persons who speak English less than "very well" and require a translation of vital documents.

Data from a customer service survey conducted every three years revealed the top 15 languages spoken by SamTrans customers. Survey results indicated that a lower percentage of respondents (56.5) spoke English as their primary language, versus Census results (70.2 percent). The survey is considered a more accurate representation of SamTrans customers.

Language Assistance Services Provided

“An effective LEP plan would likely include information about the ways in which language assistance will be provided.”

-DOT LEP Guidance Section VII (2)

The Four Factor Analysis generated an extensive list that highlights SamTrans’ commitment to ensuring meaningful access to services and programs/

Currently SamTrans language assistance tools include and are not limited to:

- Interpreters (by request) for board meetings, public meetings, and public hearings
- Multilingual printed materials for service and fare changes
- Translated brochures, how to ride guides, and fact sheets
- Telephonic Interpretation – Language Line
- SamTrans customer service line staffed by bilingual staff
- Title VI Training for Frontline Staff
- Onboard announcements in Spanish and English
- Language assistance and Title VI training of frontline staff
- Spanish language focus groups
- Google Translate on the Website
- Bilingual staff assistance with outreach
- I Speak cards
- CBOs

Improvements can always be made, and the following are language assistance services that may be provided in the future:

- Improve Google Translate tool to display languages in their original written form (rather than in English) and placing the tool in a more prominent location on the SamTrans website.
- Translate written documents into more languages based on Census tracts
- Make more multilingual social media posts
- Provide multiple translations of factsheets to be put on the website.
- Continue partnering with CBOs to serve more multilingual communities.
- Identify bilingual ambassadors to communicate with the community
- Continue partnering with regional agencies and other partners to produce shared multilingual customer information materials
- Review current translation and language assistance efforts to determine whether they are adequate and/or effective.
- Further enhance website and app administration and management

Notice to LEP Persons about Availability of Language Assistance

Federal guidance states, “Vital” written documents include complaint forms, written notices of important legal rights, documents that are critical for obtaining services and benefits, documents identifying upcoming fare and service changes, decreases in benefits or services and notices advising LEP individuals of free language assistance. Vital documents can be exact translations or summaries of key contents.

In addition, SamTrans staff should consider the following when defining vital documents:⁵

- The importance of the program, information, encounter or service involved AND the consequence to the LEP person if the information in question is not accurate and timely.
- Awareness of rights or services is an important part of “meaningful access”, as lack of awareness may effectively deny LEP individuals meaningful access.
- Specific input from CBOs on how to engage their LEP communities.

Two primary languages were identified through the four factor analysis Spanish and Chinese. Among ridership, while Tagalog may be highly spoken, some Tagalog speakers have stated preference for English translated written materials. Tagalog oral interpretation could be made available as an option. Safe Harbor languages, including those listed above are: Spanish, Chinese, Tagalog, Hindi, Russian, Korean, Japanese, Persian, Arabic, Vietnamese, and Portuguese.

The table below lists both vital and non-vital documents, categories of documents, and identifies the language category into which they should be translated. As done in the past, SamTrans may provide a summary, such as a fact sheet of a vital document or may offer oral language interpretation rather than written translation of a vital document. SamTrans should use the table as a starting point for discussion on what documents should be translated, but also consider the specific population of outreach.

⁵ Department of Transportation, Policy Guidance Concerning Recipients Responsibilities to Limited English Proficient Persons, 70 Fed. Reg. 74087-74100, (December 14, 2005) Updated 1/5/2016

Exhibit 23: Vital Documents Guide

<u>Document</u>	<u>Languages</u>	<u>Examples</u>	<u>Vital Document?</u>
Title VI Notices	All Safe Harbor Languages	Fixed Route Bus Ad Card	Yes
Safety and Security Information	All Safe Harbor Languages/ Icons and Symbols to reach as many LEP riders as possible, regardless of language spoken and literary levels.	Emergency Re Route	Depends on subject matter
Notice of Free Language Assistance	All Safe Harbor Languages		Yes
Legal Notices	All Safe Harbor Languages		Yes
Title VI Complaint Form and Procedures	All Safe Harbor Languages		Yes
Instructional or informational ridership brochures	Primary Secondary when requested	Take ones, Traveling Tips, Rider Guides	Yes
Applications to Participate in Programs, Benefits, and Services	Primary Secondary when requested	Paratransit Services, RTC Applications	Yes
Fare and Major Service Changes Notices	Primary Secondary when requested		Yes
Fare and Major Service Change Documentation/Analysis	Primary and Secondary as requested		No
Project Fact Sheets	Primary and Secondary as determined by location and/or as requested	Translated Fact Sheets/Summaries may be created in lieu of large document translations depending on the subject matter and cost.	Depends on Subject Matter
Public Hearings	Primary (Meeting Notices) and Secondary as requested	Formal Notices, protocols to submit comments, presentation materials	Yes
Public Outreach	Primary (Meeting Notices) Secondary languages as determined by location and as funding permits	Formal Notices, Documents that require public input, fact sheets, informational brochures with key information	Depends on Subject Matter
General Promotional Materials)/ Promotional Events	Primary and Secondary languages as determined by location and as funding permits	Fliers, brochures,	No
Construction and Other Courtesy Notices	Primary and Secondary languages determined by location and as funding permits.	Service Disruptions, Retrofits, Reroutes due to Events	No
Surveys	Primary as determined by location and as funding permits. Oral interpretation by request.		No

To ensure LEP persons are aware of the existing new language assistance, SamTrans will continue or begin:

- Posting notice of availability of language assistance in safe harbor languages on vital documents.
- Inserting language assistance notification on SamTrans website, and promotional materials.
- Include “Free Language Assistance” and translated equivalents on all appropriate materials including public hearing notices, fare and service change information notices, and outreach materials.
- Taglines offering oral interpretation in the safe harbor languages will be printed on vital documents where only primary languages are available.
 - Ex: *For Free Language Assistance, Please Call*
- Using an automated telephone voice mail attendant or menu system in common languages encountered. Spanish would be SamTrans’ first priority.
- Revise materials to add protocols to request for interpreters

Training Staff to Provide Timely and Reasonable Language Assistance

Following the 2016 update, SamTrans took additional efforts to train all front line staff including bus drivers, customer service agents, and supervisors on how to provide language assistance for their customers as well as the importance of federal Title VI requirements. Training materials were updated to include information relating to Title VI and interactions with LEP riders. Customer Call Center employees received training about language assistance measures, protocol with Title VI complaints, and working with Language Line telephonic interpreters.

SamTrans will continue to promote the principles of good customer service to all SamTrans riders while understanding the unique needs of its LEP riders. SamTrans will continue to train front line or other employees on accessing language assistance measures within the organization by offering additional or “refresher” training.

A number activities under consideration could expand SamTrans ability to ensure access by people with limited English proficiency. These include:

- Establishing an agency wide list of bilingual employees and their skill level to assist in outreach, translation, interpretation or review of materials.
- Survey other transit agencies utilizing employees’ non English skills and compensate them for it.
- Expand the agency ambassador program by adding non-English language skills as a desired qualification in recruitment efforts.
- Provide pins for bus drivers that identify the language they speak for passengers.
- Train staff on working with interpreters and bilingual staff at outreach events to improve efficiency and lessen the intimidation of working with multilingual communities.
- Develop a process and tool for planning outreach events when planning for limited English proficient individuals.
- Provide checklists for interpretation to ensure that terminology is responsive and accurate for communities.

MONITORING

“Recipients should, where appropriate, have a process for determining, on an ongoing basis, whether new documents, programs, services, and activities need to be made accessible for LEP individuals, and they may want to provide notice of any changes in services to the LEP public and to employees.”

-DOT LEP Guidance Section VII(5)

SamTrans will monitor on an ongoing basis activities and information that require LEP accessibility. Monitoring methods include:

- On a triennial basis, SamTrans will review and update Census and other data and update its LAP plan as appropriate.
- SamTrans will have staff review the language access plan for ideas and additions.
- SamTrans will conduct periodic surveys that ask specifically about LEP ridership experience
- SamTrans will annually track the number of LEP persons requesting assistance at its Customer Service Center
- SamTrans will annually review the accessibility of its Vital Documents and other documents. New Documents will be translated and posted to website.
- Assess new customer information documents prior to production to determine whether the document is “vital” and what level of translation is needed.
- Assess and analyze outreach efforts pertaining to LEP populations.
- Analyze newly available demographic data from the U.S. Census, the ACS, and customer survey.
- Gather information from CBOs and regional agencies and partners to stay current.
- Analyze data from ridership surveys every three years (at least).
- Solicit regular feedback from LEP customers and CBOs

Exhibit 24: SamTrans I Speak Card

Translations



For translations, please
call 1.800.660.4287

Armenian

Թարգմանություն համար գտնվածքային 1-800-660-4287.

Chinese

如需翻譯,請電 1-800-660-4287.

French

Pour traduction, appelez au 1-800-660-4287.

German

Übersetzung unter +1 800-660-4287.

Hindi

अनुवाद के लिए, 1-800-660-4287 पर कॉल करें।

Italian

Per traduzioni chiamare 1-800-660-4287.

Japanese

翻訳のご用命は、+1-800-660-4287 までお電話ください。

Korean

번역을 원하시면, 1-800-660-4287번으로 전화하십시오.

Persian

برای ترجمه، با شماره 1.800.660.4287 تماس بگیرید.

Portuguese

Para tradução, ligue para 1-800-660-4287.

Russian

Если вам нужны услуги переводчика, обращайтесь по телефону 1-800-660-4287.

Serbo-Croatian

Za prevodjenje nazovite 1-800-660-4287.

Spanish

Para traducción llama al 1-800-660-4287.

Tagalog

Para sa Paglubad-Ligwat, magtawag sa 1-800-660-4287.

Urdu

ترجمہ کے لیے، 1.800.660.4287 پر کال کریں۔

Vietnamese

Cần dịch thuật, xin gọi 1-800-660-4287.

samTrans

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RECOMMENDATIONS FOR LAP IMPLEMENTATION

SamTrans recognizes the importance of providing adequate accessibility for LEP customers to SamTrans services and information. While SamTrans currently complies with all federal and state mandates in regards to Title VI and other requirements, more can be done to ensure that LEP populations are provided with the transit services they need and to ensure the communities are satisfied with such services.

Moving forward, SamTrans staff will:

- Better coordinate within the Communications Department and between other departments to ensure proper outreach to target LEP populations is conducted.
- Work with Google or other outside translation services to improve SamTrans website translations.
- Increase use of symbols/pictograms and other non-written forms of communication to allow for important information to be disseminated to those who are LEP.
- Document effective processes for promoting multilingual materials on the website.
- Update and continue collaboration with newly identified CBOs.
- Outreach to CBOs on community preferences for interpretation and oral

F. 2019 TITLE VI PROGRAM ADOPTION

The following document evidences the SamTrans' Board of Director's adoption of this Title VI Program.

RESOLUTION NO. 2019 – 44

BOARD OF DIRECTORS, SAN MATEO COUNTY TRANSIT DISTRICT

STATE OF CALIFORNIA

* * *

ADOPTING THE SAN MATEO COUNTY TRANSIT DISTRICT'S 2019 TITLE VI PROGRAM

WHEREAS, Title VI of the Civil Rights Act of 1964, 42 USC 2000d *et seq.*, (Title VI) prohibits recipients of federal financial assistance from subjecting any person to discrimination based on, race, color or national origin under any program or activity receiving federal financial assistance; and

WHEREAS, the San Mateo County Transit District (District) receives a variety of grants and other forms of federal financial assistance from the Federal Transit Administration (FTA); and

WHEREAS, the FTA issued Circular FTA C 4702.1B, effective October 1, 2012 (Circular), setting forth requirements and guidelines for Title VI compliance; and

WHEREAS, the Circular details required elements of a Title VI Program, which each recipient of FTA financial assistance must submit to the FTA every three years to evidence compliance with Title VI; and

WHEREAS, the District last submitted its Title VI Program to the FTA for approval in November 2016; and

WHEREAS, the District's current Title VI Program expired on November 30, 2019; and

WHEREAS, the District received an extension from the FTA Region IX Title VI Officer to submit the District's 2019 Title VI Program by January 7, 2020; and

WHEREAS, the District's Title VI Program must include numerous elements, including but not limited to:

1. Information on numerous agency policies, procedures and activities undertaken over the last three years;
2. A public participation plan;
3. Information on public outreach undertaken by the District over the past three years;
4. A plan for engaging persons with limited English proficiency;

5. Major Service Change, Disparate Impact, and Disproportionate Burden policies, and System-wide service standards and policies, which this Board adopted pursuant to Resolution 2013-09;
6. Results of service monitoring analysis; and
7. Results of fare and service change equity analyses conducted over the past three years; and

WHEREAS, staff has developed a proposed Title VI Program (provided to the Board via electronic link), including the above-referenced items and evidencing the District's compliance with Title VI, for Board consideration and approval.

NOW, THEREFORE, BE IT RESOLVED the Board of Directors of the San Mateo County Transit District hereby adopts the District's 2019 Title VI Program; and

BE IT FURTHER RESOLVED the Board of Directors authorizes the General Manager/CEO, or his designee, to:

1. Include evidence of the Board's consideration and approval of the District Title VI Program in the Program, itself; and
2. Submit the final District Title VI Program to the FTA; and
3. Take any other steps necessary to give effect to this Resolution, including responding to any follow-up inquiries from the FTA.

Regularly passed and adopted this 4th day of December, 2019 by the following vote:


AYES: Collins, Fraser, Guilbault, Pine, Powell, Ratto, Stone, Matsumoto

NOES: None

ABSENT: Groom


Vice Chair, San Mateo County Transit District

ATTEST:


District Secretary

G. SERVICE STANDARDS AND POLICIES

Federal Title VI requirements of the Civil Rights Act of 1964 were recently updated by the Federal Transit Administration (FTA) and now require each large public transportation provider's governing board to approve five standards and policies:

- Major Service Change Policy
- Disparate Impact Policy
- Disproportionate Burden Policy
- System-wide Service Standards
- System-wide Service Policies

The first policy defines “major service change” as a threshold for when an agency will conduct a thorough analysis of the potential effects of service changes on protected populations. For the second and third policies, agencies are required to define thresholds for when they will find that a fare change or major service change will result in a “disparate impact” on the minority population or a “disproportionate burden” on the low-income population. The last two policies define service standards and policies used to determine whether an agency distributes services and amenities equitably to minority and non-minority routes and facilities. Also included are the resolution evidencing the Board's adoption of each policy.

MAJOR SERVICE CHANGE POLICY

All major increases or decreases in transit service are subject to a Title VI Equity Analysis prior to Board approval of the service change. A Title VI Equity Analysis completed for a major service change must be presented to the San Mateo County Transit District Board of Directors for its consideration and included in the SamTrans Title VI Program with a record of action taken by the Board.

A major service change is defined as:

A reduction or increase of 25 percent or more in total vehicle revenue miles in service on any specific route over a one-week period.

The following service changes are exempted:

- Changes to a service on a route with fewer than 10 total trips in a typical service day are not considered “major” unless service on that route is eliminated completely on any such day.
- The introduction or discontinuation of short- or limited-term service (e.g., promotional, demonstration, seasonal or emergency service, or service provided as mitigation or diversions for construction or other similar activities), as long as the service will be/has been operated for no more than twelve months.
- SamTrans-operated transit service that is replaced by a different mode or operator providing a service with the same or better headways, fare, transfer options, span of service, and stops.

DISPARATE IMPACT POLICY

This policy establishes a threshold for determining whether a given action has a disparate impact on minority populations. Per FTA Circular 4702.1B:

Disparate impact refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

The policy shall establish a threshold for determining when adverse effects of fare/service changes are borne disproportionately by minority populations. The disparate impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The disparate impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.

In the course of performing a Title VI Equity Analysis, SamTrans must analyze how the proposed action would impact minority as compared to non-minority populations. In the event the proposed action has a negative impact that affects minorities more than non-minorities with a disparity that exceeds the adopted Disparate Impact Threshold, or that benefits non-minorities more than minorities with a disparity that exceeds the adopted Disparate Impact Threshold, SamTrans must evaluate whether there is an alternative that has a more equitable impact. Otherwise, SamTrans must take measures to mitigate the impact of the proposed action on the affected minority population and demonstrate that a legitimate business purpose cannot otherwise be accomplished and that the proposed change is the least discriminatory alternative.

The Disparate Impact Threshold to determine if the adverse impacts of a major service change (as defined in the first part of this document) or a fare adjustment is 20 percent based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by minority populations compared to the same impacts borne by non-minority populations.

DISPROPORTIONATE BURDEN POLICY

This policy establishes a threshold for determining whether a given action has a disproportionate burden on low-income populations versus non-low-income populations. The Disproportionate Burden Policy applies only to low-income populations that are not also minority populations. Per FTA Circular 4702.1B:

The policy shall establish a threshold for determining when adverse effects of fare/service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations.... The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission.... At the conclusion of the analysis, if the transit provider finds that low-income populations will bear a disproportionate burden of the proposed fare/service change, the transit provider should take steps to avoid, minimize, or mitigate impacts where practicable. The transit provider should describe alternatives available to low-income populations affected by the fare/service changes.

In the course of performing a Title VI Equity Analysis, SamTrans must analyze how the proposed action would impact low income as compared to non-low income populations. In the event the proposed action has a negative impact that affects low-income more than non-low income with a disparity that exceeds the adopted Disproportionate Burden Threshold, or that benefits non-low income more than low income populations with a disparity that exceeds the adopted Disparate Impact Threshold, SamTrans must evaluate whether there is an alternative that has a more equitable impact. Otherwise, SamTrans must take measures to mitigate the impact of the proposed action on the affected low-income population and demonstrate that a legitimate business purpose cannot otherwise be accomplished and that the proposed change is the least discriminatory alternative.

The SamTrans Disproportionate Burden Threshold to determine if the adverse impacts of a major service change (as defined in the first part of this document) or a fare adjustment is established at 20 percent based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by low-income populations compared to the same impacts borne by non-low-income populations.

SYSTEMWIDE SERVICE STANDARDS

Pursuant to requirements set forth in The Federal Transit Administration’s (FTA) Circular 4702.1B, SamTrans must establish and monitor its performance under quantitative Service Standards and qualitative Service Policies. These service standards contained herein are used to develop and maintain efficient and effective fixed-route transit service. In some cases, these standards differ from standards used by SamTrans for other purposes.

The FTA requires all fixed-route transit providers of public transportation to develop quantitative standards for the following indicators. Individual public transportation providers set these standards; therefore, these standards will apply to each individual agency rather than across the entire transit industry:

- A. Vehicle Load
- B. Vehicle Headways
- C. On-time Performance
- D. Service Availability

For the purposes of defining service standards and policies for SamTrans fixed-route service, the agency has split its system into four route categories:

- **Coastside:** Routes serving the coastal community – from Half Moon Bay to Pacifica, excluding those routes which link Pacifica to Daly City.
- **Community:** Infrequent, community-specific routes which do not operate during off-peak hours.
- **Local:** Routes designed to carry passengers between major passenger hubs, employment centers, and residential neighborhoods.
- **Multi-city:** Routes serving multiple cities, including some offering long-distance, express, or late-night service. Long-distance routes serve significant portions of the county, generally at higher frequency.

The categories were not developed to, and in fact do not, differentiate routes by minority or income status of the areas or passengers served. The following chart illustrates which routes belong to each category:

Exhibit G.1: Routes by Category

Category	Routes
Coastside	17, 294, On Demand
Community	14, 16, 18, 19, 24, 25, 28, 29, 35, 37, 38, 39, 46, 49, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 67, 68, 72, 73, 79, 80, 81, 82, 83, 84, 85, 87, 88, 95
Local	110, 112, 118, 120, 121, 122, 130, 140, 141, 250, 251, 256, 260, 270, 274, 275, 276, 278, 280, 281, 286
Multi-city	292, 295, 296, 397, 398, ECR, ECR Rapid, FCX, SFO

SamTrans also defines service standards differently for peak and off-peak service. “Off-peak” refers to weekday midday and evening service, as well as Saturday, Sunday, and Holiday service.

VEHICLE LOAD

Vehicle Load Factor is described as follows by FTA Circular 4702.1B:

Vehicle load can be expressed as the ratio of passengers to the total number of seats on a vehicle. For example, on a 40-seat bus, a vehicle load of 1.3 means all seats are filled and there are approximately 12 standees. A vehicle load standard is generally expressed in terms of peak and off-peak times. Transit providers that operate multiple modes of transit must describe the specific vehicle load standards for peak and off-peak times for each mode of fixed-route transit service (i.e., bus, express bus, bus rapid transit, light rail, heavy rail, commuter rail, passenger ferry, etc., as applicable), as the standard may differ by mode.

SamTrans calculates Vehicle Load Factor by dividing the average peak passenger load on each route by the number of seats on the type of bus typically assigned to that route. Vehicle Load Factor is monitored regularly to ensure customer comfort and to determine whether additional capacity needs to be added to specific trips or routes based on changing demand patterns. Vehicle Load Factor standards are presented in the exhibit below.

Exhibit G.2: Vehicle Load Factor Standards

Category	Peak	Off-Peak
Coastside	1.25	1.00
Community	1.50	N/A
Local	1.25	1.00
Multi-city	1.50	1.25

VEHICLE HEADWAY

Vehicle headway is described as follows by FTA Circular 4702.1B:

Vehicle headway is the amount of time between two vehicles traveling in the same direction on a given line or combination of lines. A shorter headway corresponds to more frequent service. Vehicle headways are measured in minutes (e.g., every 15 minutes); service frequency is measured in vehicles per hour (e.g., four buses per hour). Headways and frequency of service are general indications of the level of service provided along a route. Vehicle headway is one component of the amount of travel time expended by a passenger to reach his/her destination. A vehicle headway standard is generally expressed for peak and off-peak service as an increment of time (e.g., peak: every 15 minutes; and off peak: every 30 minutes). Transit providers may set different vehicle headway standards for different modes of transit service. A vehicle headway standard might establish a minimum frequency of service by area based on population density. For example, service at 15-minute peak headways and 30-minute off-peak headways might be the standard for routes serving the most densely populated portions of the service area, whereas 30-minute peak headways and 45-minute off-peak headways might be the standard in less densely populated areas. Headway standards are also typically related to vehicle load. For example, a service standard might state that vehicle

headways will be improved first on routes that exceed the load factor standard or on routes that have the highest load factors.

SamTrans calculates headway by determining the average length of time between buses on each route during peak and off-peak times. In the event a route regularly exceeds Vehicle Load Factor standards, SamTrans will evaluate whether frequency on that route should be adjusted within the confines of existing or expected funding levels. Vehicle headway standards are presented in the exhibit below.

Exhibit G.3: Vehicle Headway Standards

Category	Peak	Off-Peak
Coastside	90 minutes	90 minutes
Community	60 minutes	N/A
Local	60 minutes	60 minutes
Multi-city	30 minutes	60 minutes

ON-TIME PERFORMANCE

On-time performance is described as follows by FTA Circular 4702.1B:

On-time performance is a measure of runs completed as scheduled. This criterion first must define what is considered to be “on time.” For example, a transit provider may consider it acceptable if a vehicle completes a scheduled run between zero and five minutes late in comparison to the established schedule. On-time performance can be measured against route origins and destinations only, or against origins and destinations as well as specified time points along the route. Some transit providers set an on-time performance standard that prohibits vehicles from running early (i.e., ahead of schedule) while others allow vehicles to run early within a specified window of time (e.g., up to five minutes ahead of schedule). An acceptable level of performance must be defined (expressed as a percentage). The percentage of runs completed system-wide or on a particular route or line within the standard must be calculated and measured against the level of performance for the system. For example, a transit provider might define on-time performance as 95 percent of all runs system-wide or on a particular route or line completed within the allowed “on-time” window.

A bus is determined to be late if it departs its scheduled “time point” five or more minutes later than the published time. Buses are considered early if they depart from a published time point at any time prior to the scheduled departure. It is SamTrans’ goal to be on-time at least 85 percent of the time. On-time performance is tracked and published on a weekly basis and also included within monthly performance reports to the SamTrans Board of Directors. Bus Transportation staff also regularly monitors on-time performance and counsels operators who consistently fail to meet on-time performance standards that are within their control. Discussions with bus operators are also used to identify vehicle scheduling issues which are corrected through service changes three times annually.

SERVICE AVAILABILITY

Service availability/transit access is described as follows by FTA Circular 4702.1B:

Service availability is a general measure of the distribution of routes within a transit provider's service area. For example, a transit provider might set a service standard to distribute routes such that a specified percentage of all residents in the service area are within a one-quarter mile walk of bus service or a one-half mile walk of rail service. A standard might also indicate the maximum distance between stops or stations. These measures related to coverage and stop/station distances might also vary by population density. For example, in more densely populated areas, the standard for bus stop distance might be a shorter distance than it would be in less densely populated areas, and the percentage of the total population within a one-quarter mile walk of routes or lines might be higher in more densely populated areas than it would be in less densely populated areas. Commuter rail service or passenger ferry service availability standards might include a threshold of residents within a certain driving distance as well as within walking distance of the stations or access to the terminal.

SamTrans' goal is to ensure 70 percent of county residents live within walking distance (i.e., one quarter mile) of a bus stop. SamTrans service is particularly strong in communities with significant minority and low-income populations. Transit access is determined by mapping all active bus stops within the system and then calculating the population (based on 2017 Census data) within one-quarter mile radii of those stops. This information is then compared to the total county population.

SYSTEMWIDE SERVICE POLICIES

The FTA requires fixed-route transit providers to develop a policy for each of the following service indicators. Transit providers also may opt to set policies for additional indicators. The following system-wide policies differ from service standards in that they are not necessarily based on meeting a quantitative threshold, but rather qualitative evaluation results:

- A. Vehicle Assignment
- B. Transit Amenities

VEHICLE ASSIGNMENT

Vehicle assignment is described as follows by FTA Circular 4702.1B:

Vehicle assignment refers to the process by which transit vehicles are placed into service in depots and on routes throughout the transit provider's system. Policies for vehicle assignment may be based on the age of the vehicle, where age would be a proxy for condition. For example, a transit provider could set a policy to assign vehicles to depots so that the age of the vehicles at each depot does not exceed the system-wide average. The policy could also be based on the type of vehicle. For example, a transit provider may set a policy to assign vehicles with more capacity to routes with higher ridership and/or during peak periods. The policy could also be based on the type of service offered. For example, a transit provider may set a policy to assign specific types of vehicles to express or commuter service. Transit providers deploying vehicles equipped with technology designed to reduce emissions could choose to set a policy for how these vehicles will be deployed throughout the service area.

SamTrans' policy with respect to vehicle assignment is depot-specific. SamTrans currently has four general types of buses in the fleet, all of which are maintained to the same strict standards (whether by the District or its contract operator):

- 29-foot transit coaches
- 35-foot low-floor transit coaches
- 40-foot transit coaches
- 60-foot articulated coaches

Coaches are distributed among the various depots according to the number of operator runs assigned to each depot. The specific type of vehicle is assigned to the operator based on the demands of the specific schedules he/she will be operating that day (i.e., shorter buses are used on routes with tighter turning motions, articulated coaches are used on routes with higher ridership). SamTrans received its first two electric buses of its new sub-fleet in late 2018, and will receive a total of 55 new articulated diesel vehicles by the end of 2019. At this time, not all buses have the same level of amenities available to riders (e.g. Wi-Fi and USB ports). In the upcoming year, the new buses will be assigned in such a manner to ensure they are distributed equitably among the communities SamTrans serves.

Operations distributes coaches based on the specific needs of the route. The length of the bus to account for rider capacity and the geography of the route the main considerations. For example, if the bus needs to make a tighter turns, it will use a 29 feet or 35 feet bus. Standard routes use 40 feet buses and higher ridership routes may call for using a 60 feet articulated bus. Many of the routes and runs serve multiple communities with diverse populations. Given SamTrans' strict standards with respect to maintenance, age does not serve as a viable proxy for diminished quality.

TRANSIT AMENITIES

Transit amenities is described as follows by FTA Circular 4702.1B:

Transit amenities refer to items of comfort, convenience, and safety that are available to the general riding public. Fixed-route transit providers must set a policy to ensure equitable distribution of transit amenities across the system. Transit providers may have different policies for the different modes of service that they provide. Policies in this area address how these amenities are distributed within a transit system, and the manner of their distribution determines whether transit users have equal access to these amenities. This...is not intended to impact funding decisions for transit amenities. Rather, this...applies after a transit provider has decided to fund an amenity.

Transit amenities are distributed on a system-wide basis. Transit amenities include shelters, benches, trash receptacles, and park-and-ride facilities. The location of transit amenities is determined by factors such as ridership, individual requests, staff recommendations, and vendor preference (in the case of shelters which feature advertisements).

BUS SHELTERS

District policy states that SamTrans shelters are considered for installation based on the following criteria:

- Stops where more than 200 passengers board each day.
- 75 percent of shelters shall be located in Census Tracts on routes associated within urbanized areas.
- Distribution of shelters county-wide should match the distribution of minority Census tracts.
- Locations for shelters with advertisements are chosen by the vendor based on the visibility and traffic.

District policy also states that all bus shelters shall include trash receptacles and that all stops with shelters and benches be cleaned and have their trash receptacles emptied at least once each week.

BUS STOP BENCHES

SamTrans benches are considered for installation based on the following criteria:

- Stops where more than 200 passengers board each day.
- Distribution of benches county-wide should match the distribution of minority Census tracts.

District policy states that stops with benches shall be cleaned at least once each week.

TRASH RECEPTACLES

SamTrans trash receptacles are considered for installation based on the following criteria:

- Stops where over 200 passengers board each day.
- Distribution of trash receptacles county-wide should match the distribution of minority Census tracts.

District policy states that trash receptacles shall be emptied at least one each week.

NEXT BUS ARRIVAL SIGNAGE

Electronic signage informing passengers of the predicted arrival of the next bus for a given route can significantly improve the experience for customers. The District's policy with respect to electronic bus arrival signage is to install signage at locations meeting the following criteria:

- The location is a multi-modal transit center.
- The location is served by multiple SamTrans routes.
- Ridership is high at the location.
- Funding is available for installation/maintenance (e.g. from partner agencies).
- Installation is coordinated with other applicable agencies.

Currently, SamTrans provides next bus arrival signage at 6 transit centers in San Mateo that align with the factors above. There are no plans to expand the next bus arrival system, but this will be visited at the end of the Comprehensive Operational Analysis in 2021.

RESOLUTION NO. 2013 –09

BOARD OF DIRECTORS, SAN MATEO COUNTY TRANSIT DISTRICT
STATE OF CALIFORNIA

* * *

**ADOPTION OF SYSTEM-WIDE SERVICE STANDARDS AND POLICIES, DEFINITION OF "MAJOR SERVICE CHANGE," AND DISPARATE IMPACT AND DISPROPORTIONATE BURDEN POLICIES
REQUIRED FOR COMPLIANCE WITH TITLE VI OF THE CIVIL RIGHTS ACT OF 1964**

WHEREAS, Title VI of the Civil Rights Act of 1964 requires recipients of Federal grants and other assistance to operate their programs and services without regard to, or discrimination based on, race, color or national origin; and

WHEREAS, the Federal Transit Administration (FTA) issued Circular FTA C 4702.1B, effective October 1, 2012, setting forth requirements and guidelines for Title VI compliance; and

WHEREAS, as set forth in the above-referenced Circular, the Board of Directors is required to adopt System-Wide Service Standards and Policies to guide the equitable distribution of SamTrans programs and services; and

WHEREAS, the San Mateo County Transit District (District) is also required to adopt policies to define when a service change is sufficiently broad or large to necessitate a review of its potential impacts on minority and low-income populations, and to define when a fare change or major service change will have a disparate impact on minority populations or impose a disproportionate burden on low-income populations, all of which policies and definitions are required to be subject to public input; and

WHEREAS, over the past two months, District staff has presented draft policies to this Board and the public in Board meetings and other public meetings, undertaken extensive public outreach and accepted public comment on the policies; and

WHEREAS, the General Manager/CEO recommends the Board approve the attached System-Wide Service Standards and Policies, definition of "Major Service Change," and Disparate Impact and Disproportionate Burden policies, which comply with FTA requirements and which will guide future decisions regarding and monitoring of SamTrans' programs and services to ensure they are provided equitably, without discrimination based on race, color or national origin.

NOW, THEREFORE, BE IT RESOLVED the Board of Directors of the San Mateo County Transit District hereby approves the attached System-Wide Service Standards and Policies, definition of "Major Service Change," and Disparate Impact and Disproportionate Burden policies.

Regularly passed and adopted this 13th day of March, 2013 by the following vote:

AYES: DEAL, GEE, GUILBAULT, HARRIS, KERSTEEN-TUCKER,
LLOYD, MATSUMOTO, TISSIER, GROOM

NOES: NONE

ABSENT: NONE

Carole Groom
Chair, San Mateo County Transit District

ATTEST:

Shantel Martinez
District Secretary

H. DEMOGRAPHIC AND SERVICE PROFILE

Exhibit H.1: Total Population by Census Tracts

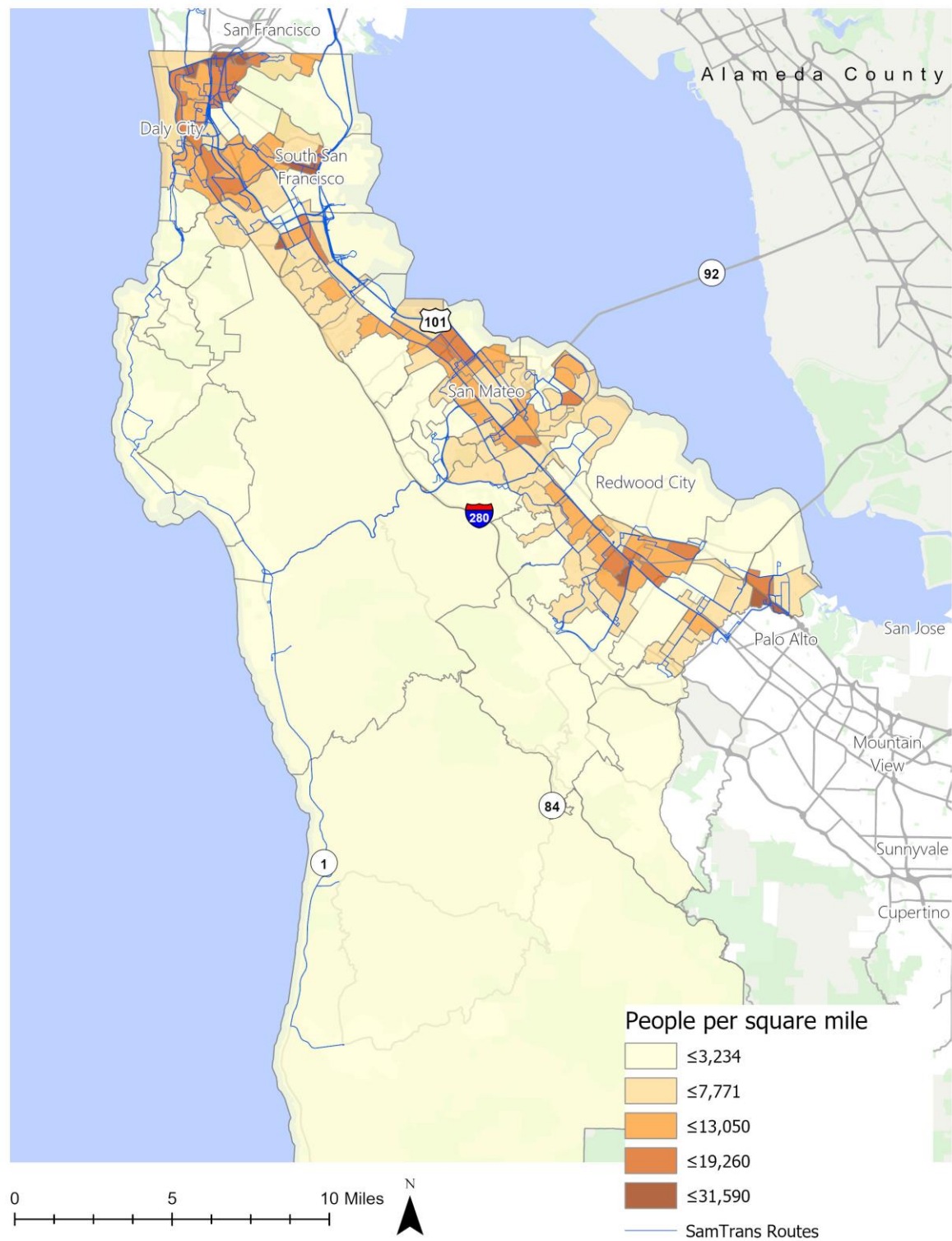


Exhibit H.2: Asian Population by Census Tracts

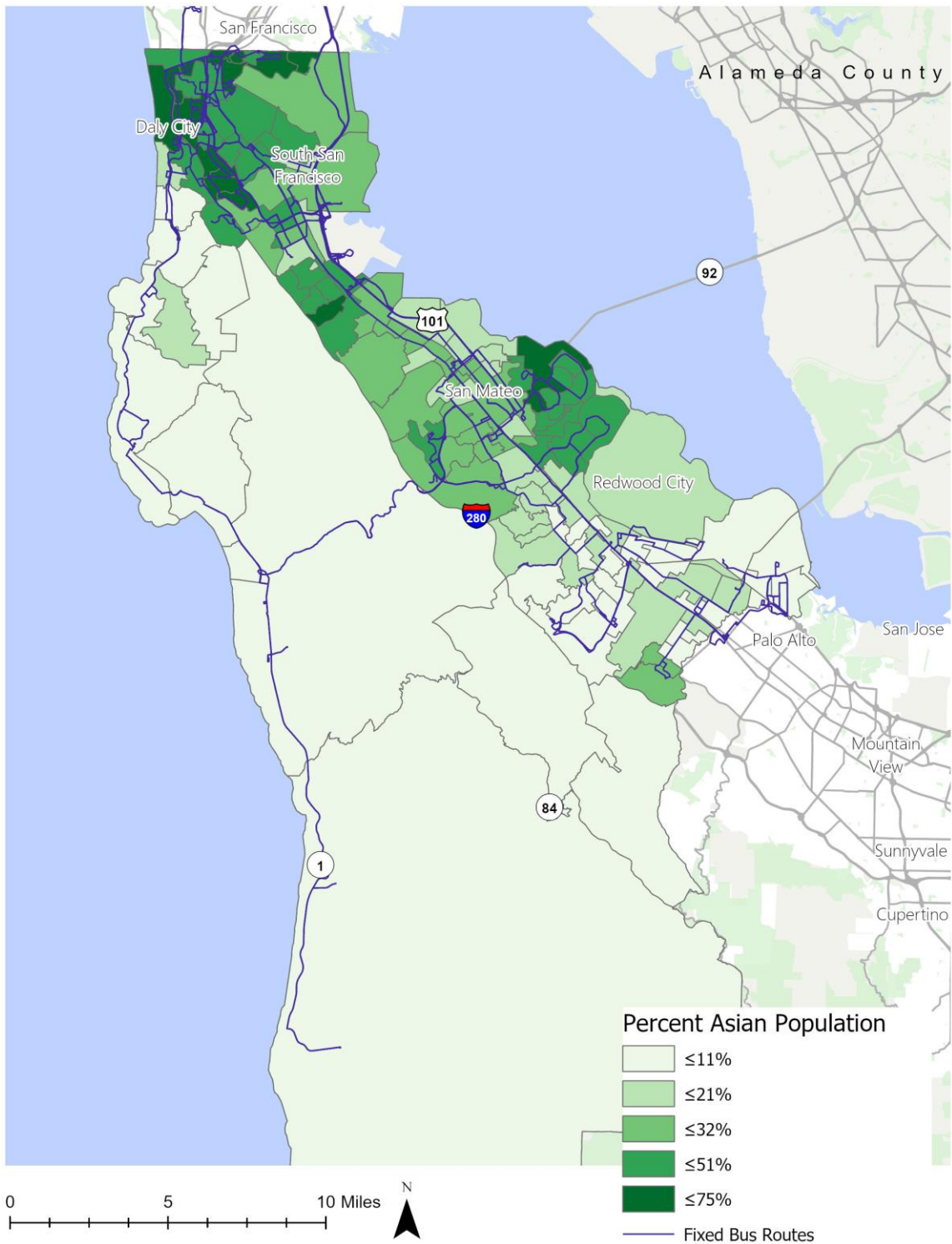


Exhibit H.3: Black Population by Census Tracts

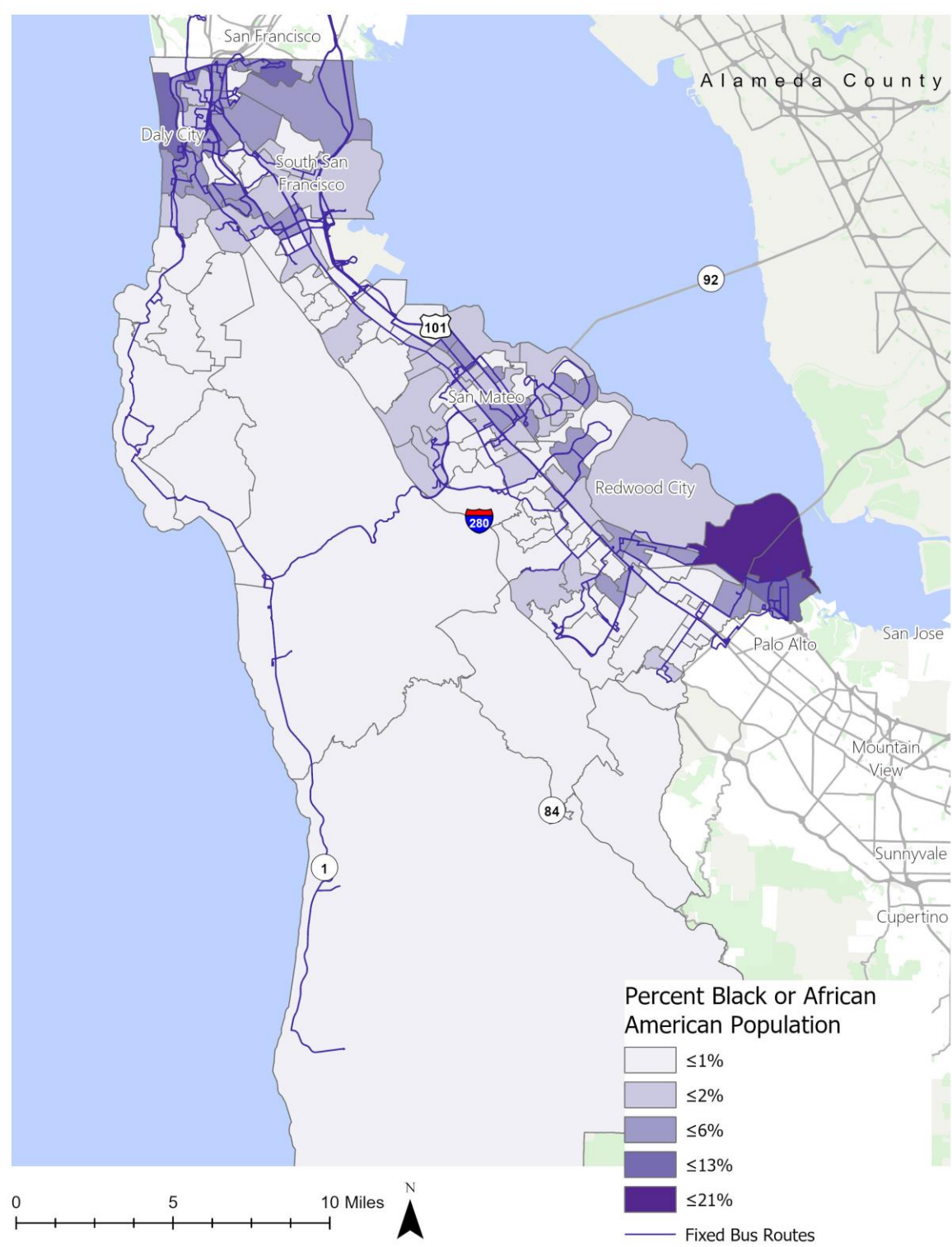


Exhibit H.4: Hawaiian/Pacific Islander Population by Census Tracts

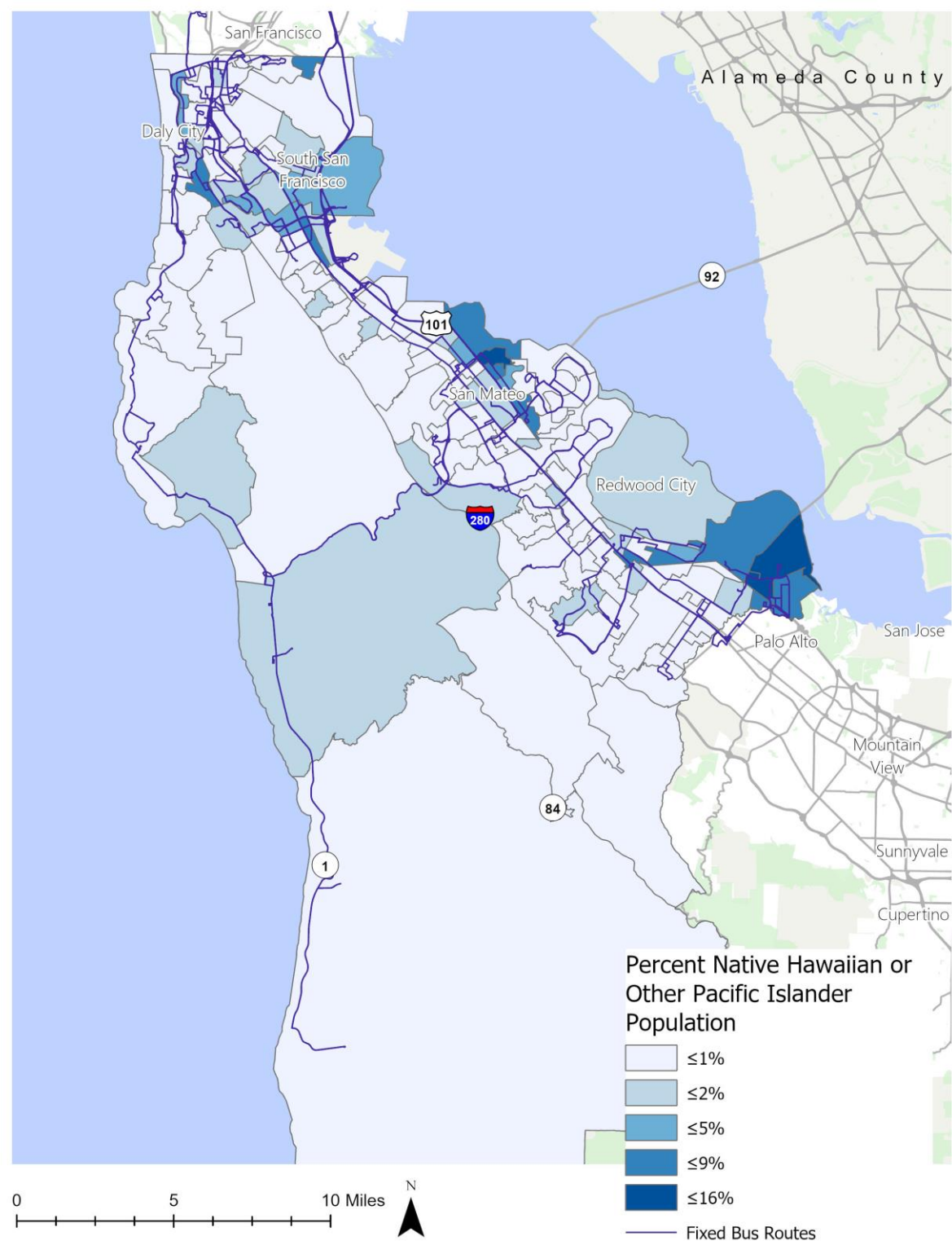


Exhibit H.5: Hispanic and Latino Population by Census Tracts

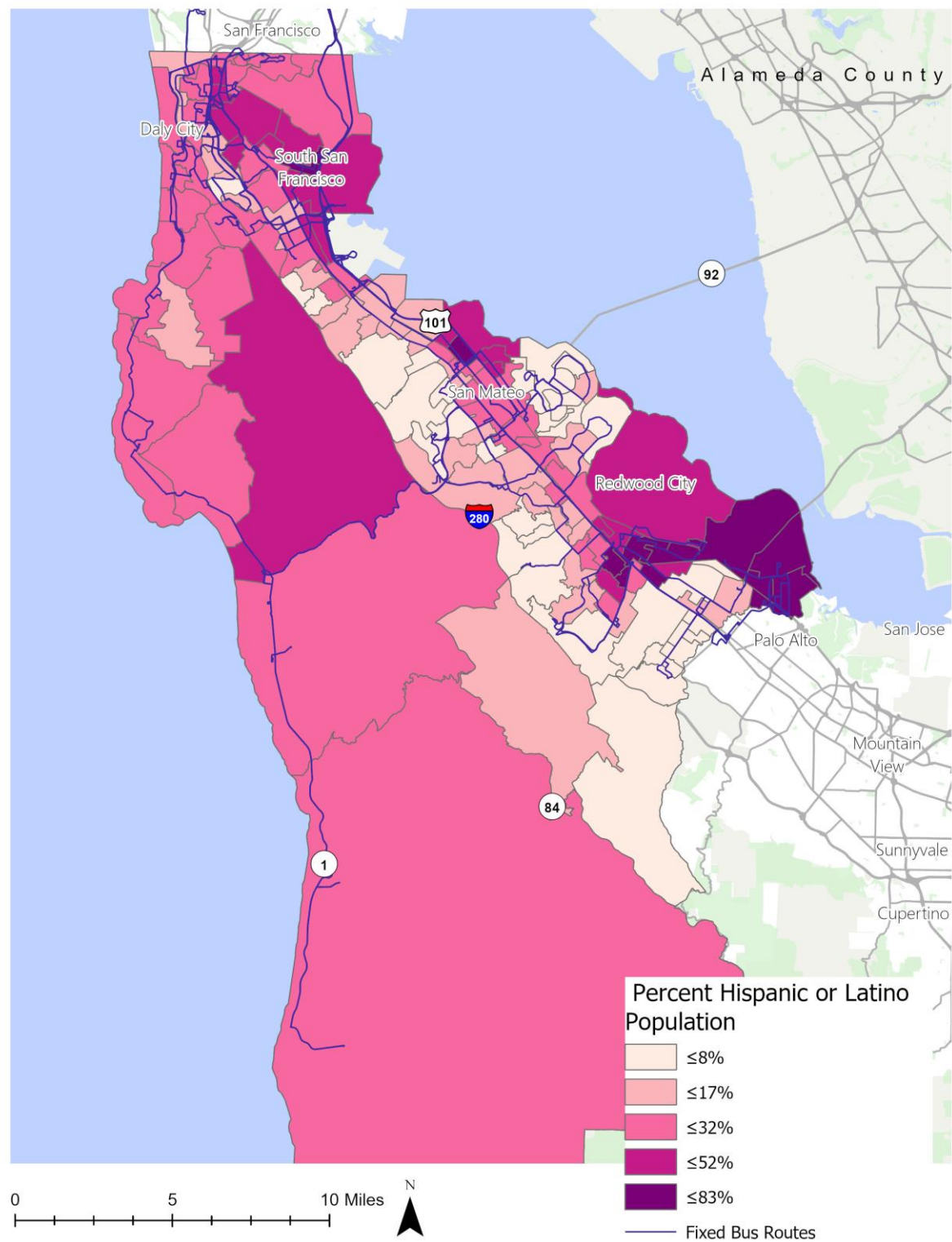


Exhibit H.6: “Other Races” Population by Census Tracts

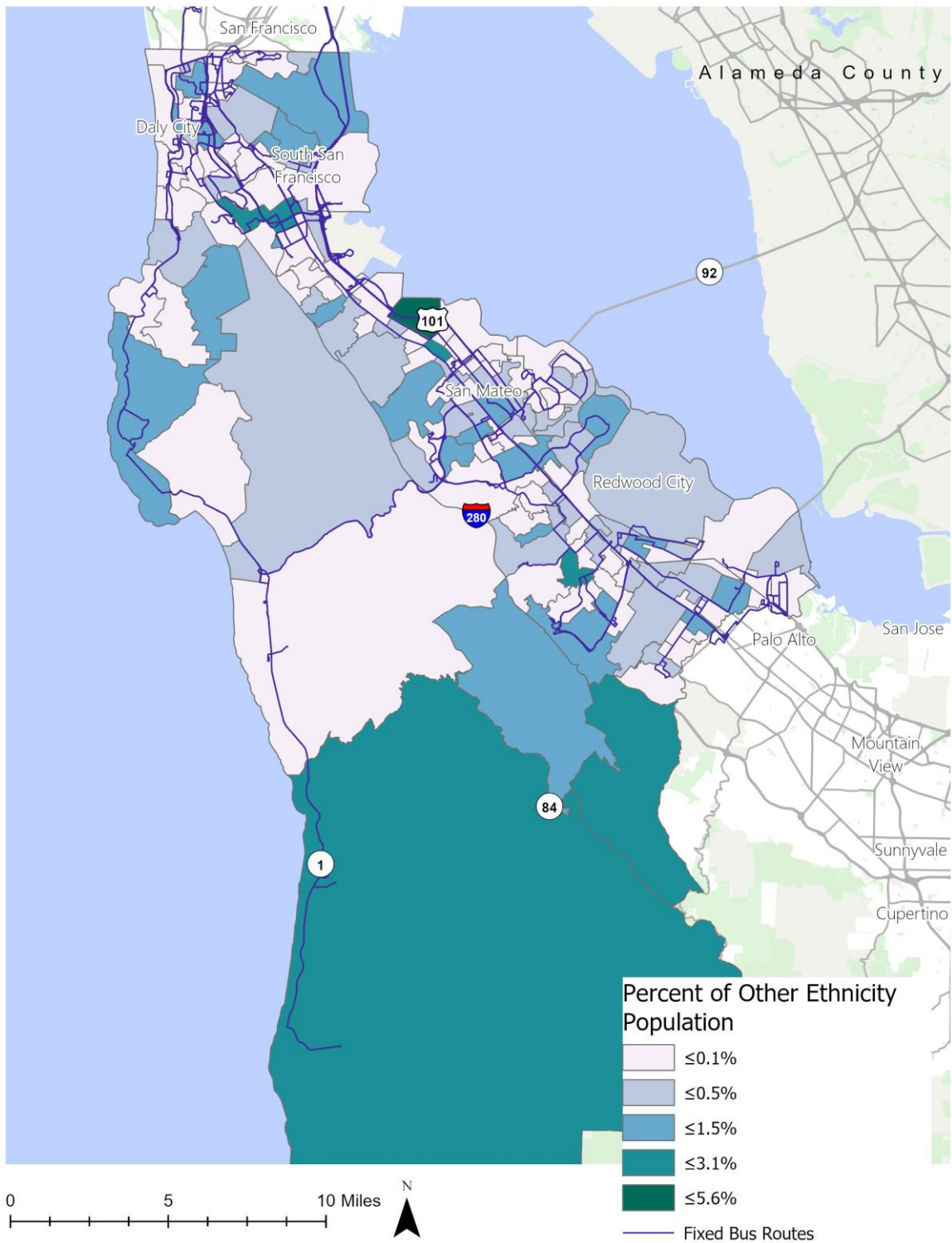


Exhibit H.7: White Population by Census Tracts

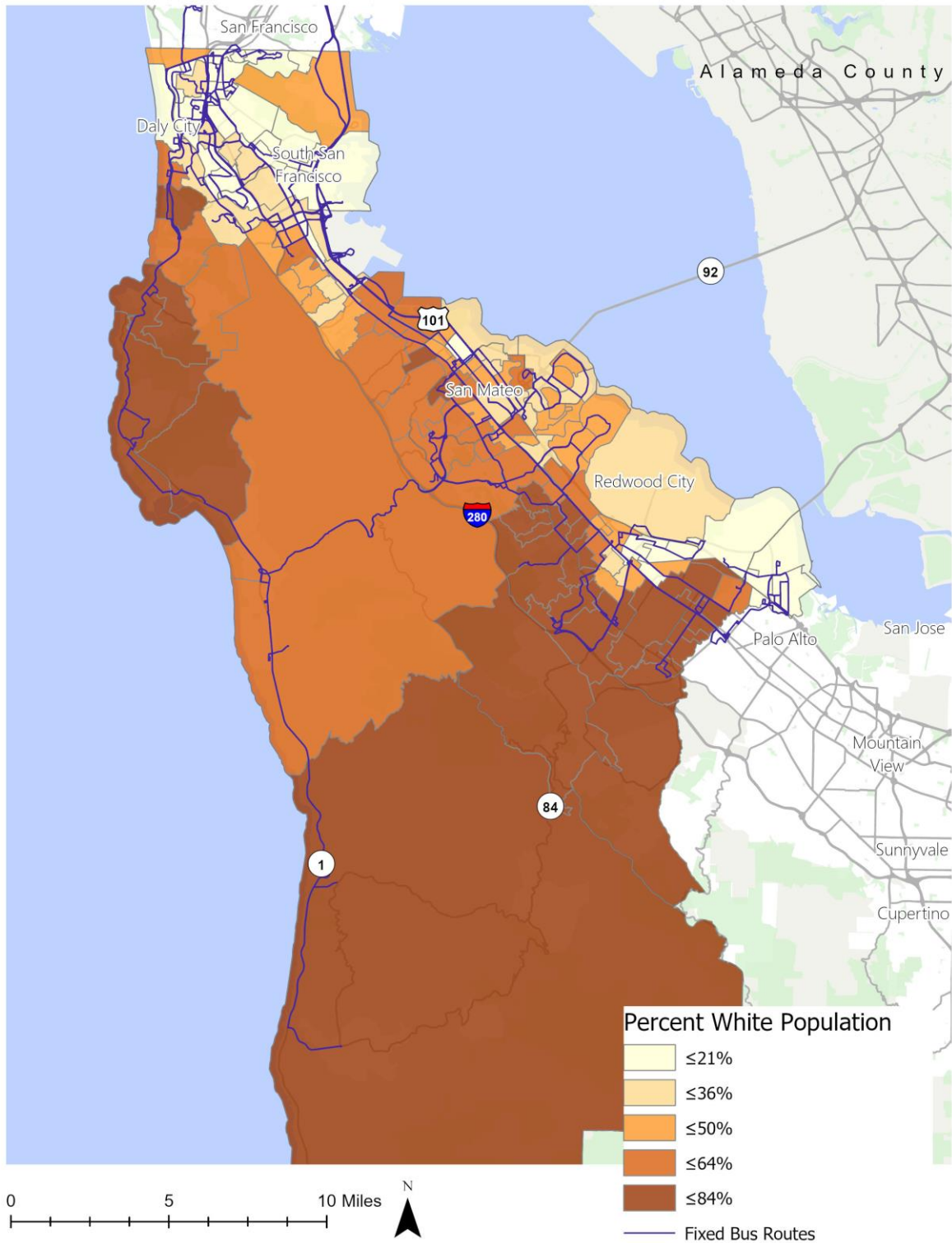


Exhibit H.8: Minority Populations by Census Tracts

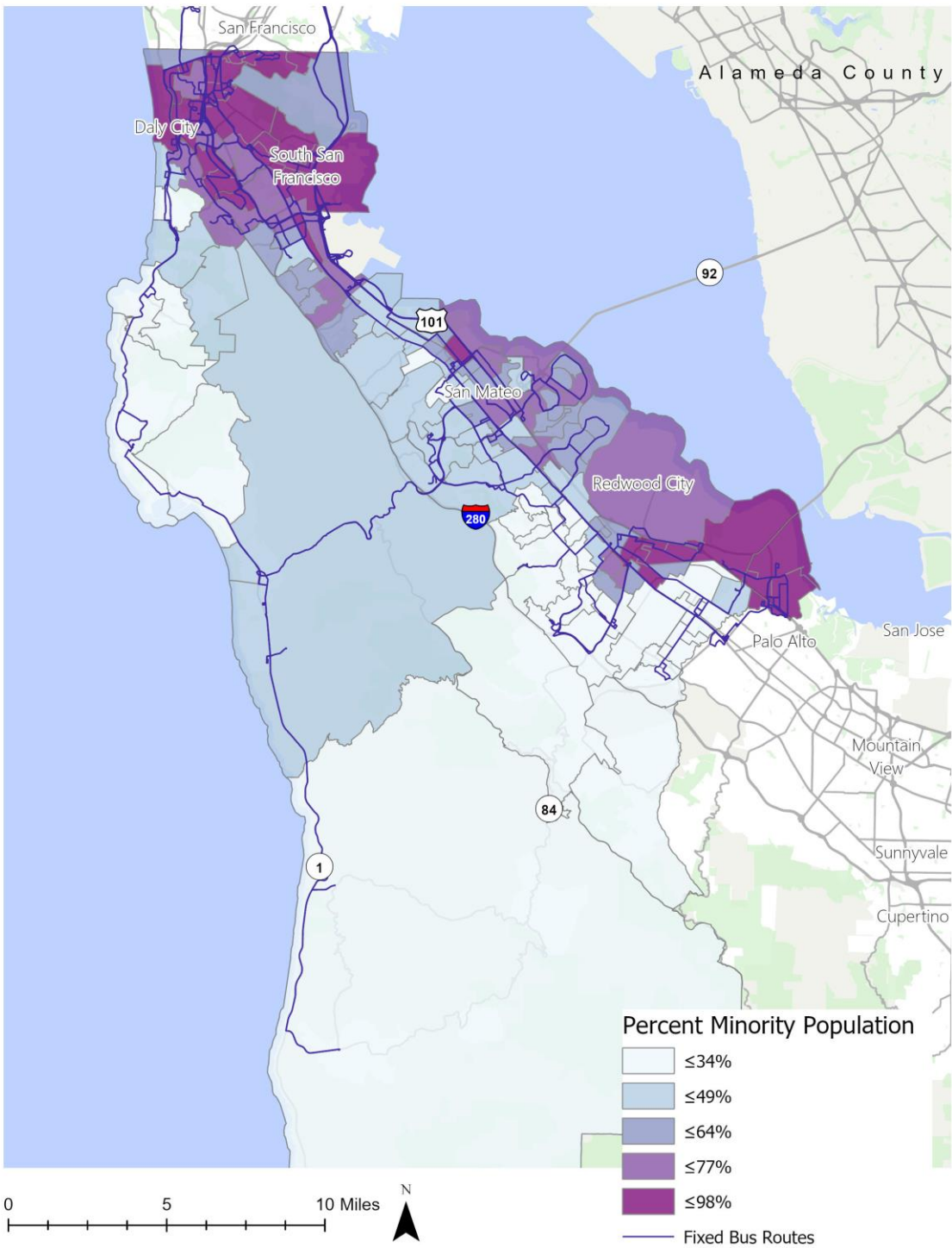


Exhibit H.9: Households Below Poverty Level by Census Tracts

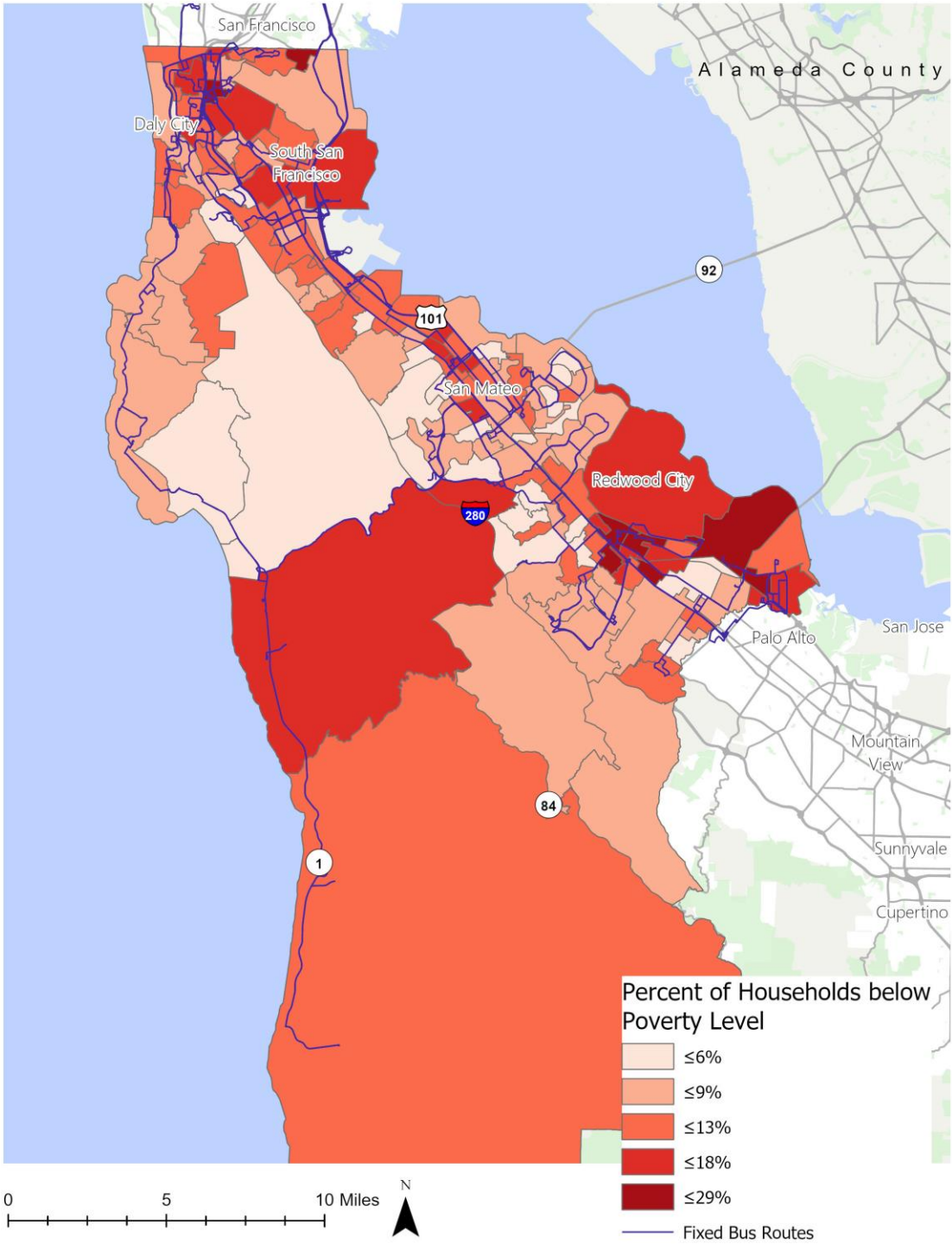


Exhibit H.10: SamTrans Routes Categorized by Minority/Non-Minority

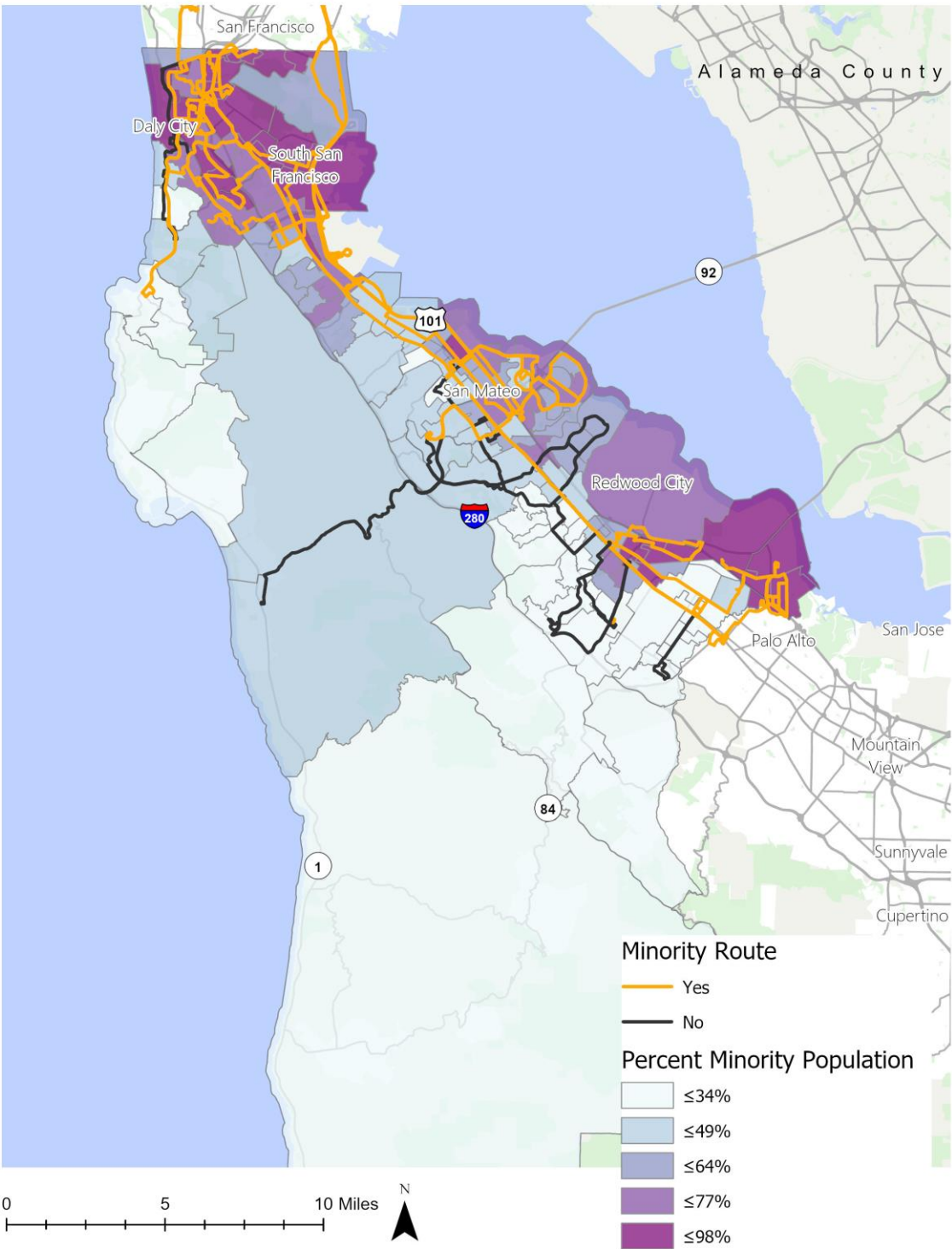


Exhibit H.11: SamTrans Routes Categorized by Income Level

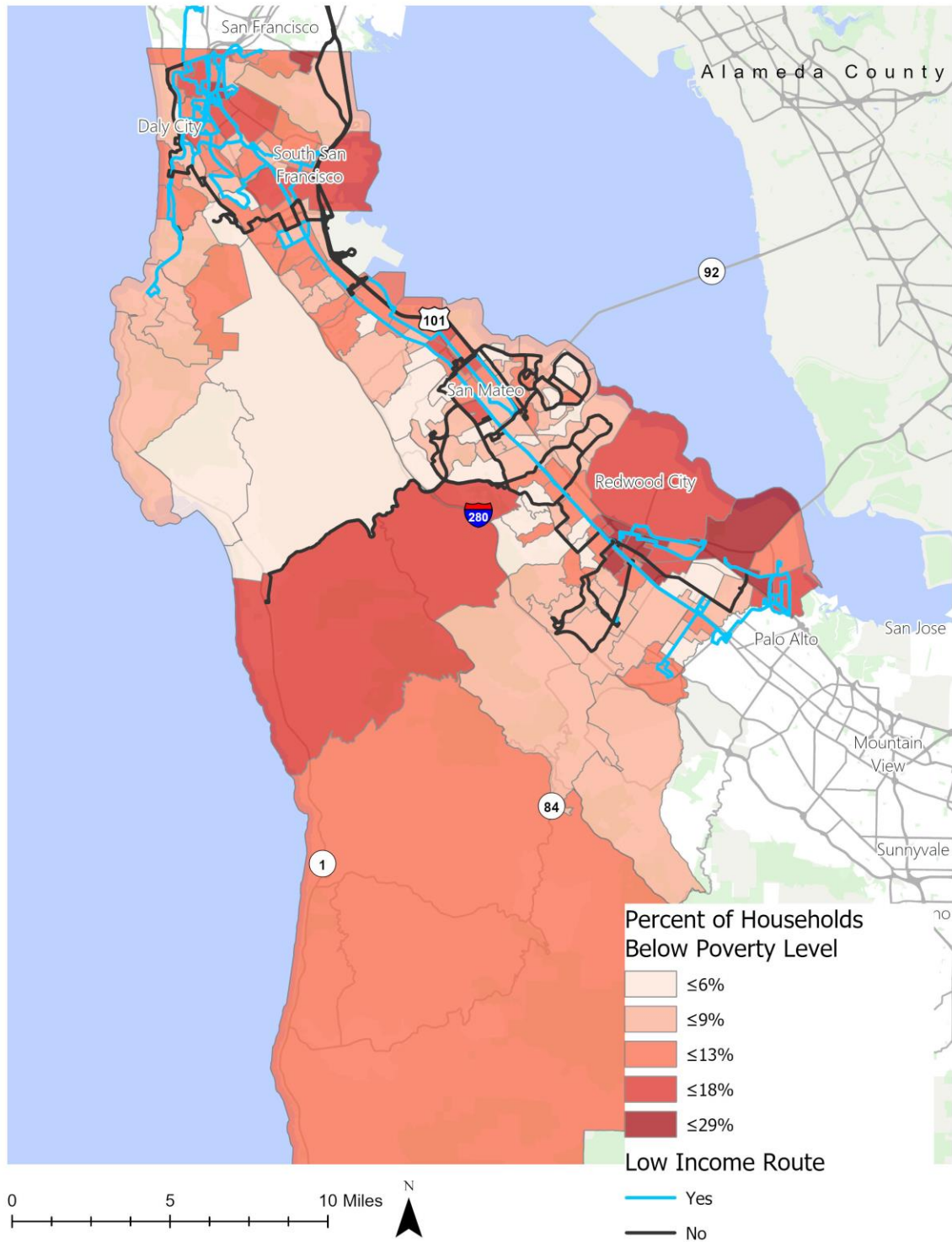


Exhibit H.12: Distribution of Shelters for Minority Populations

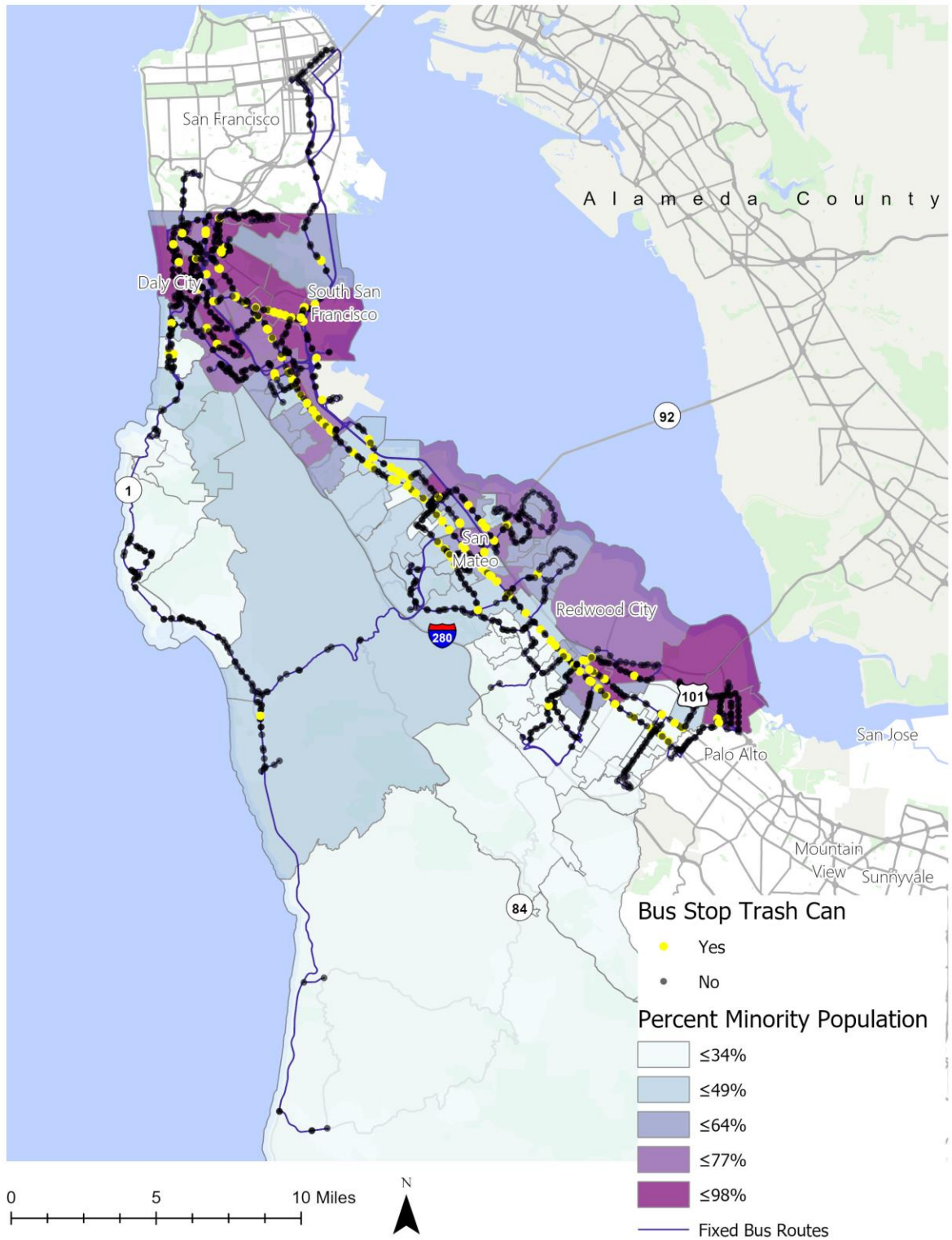


Exhibit H.13: Distribution of Benches for Minority Population

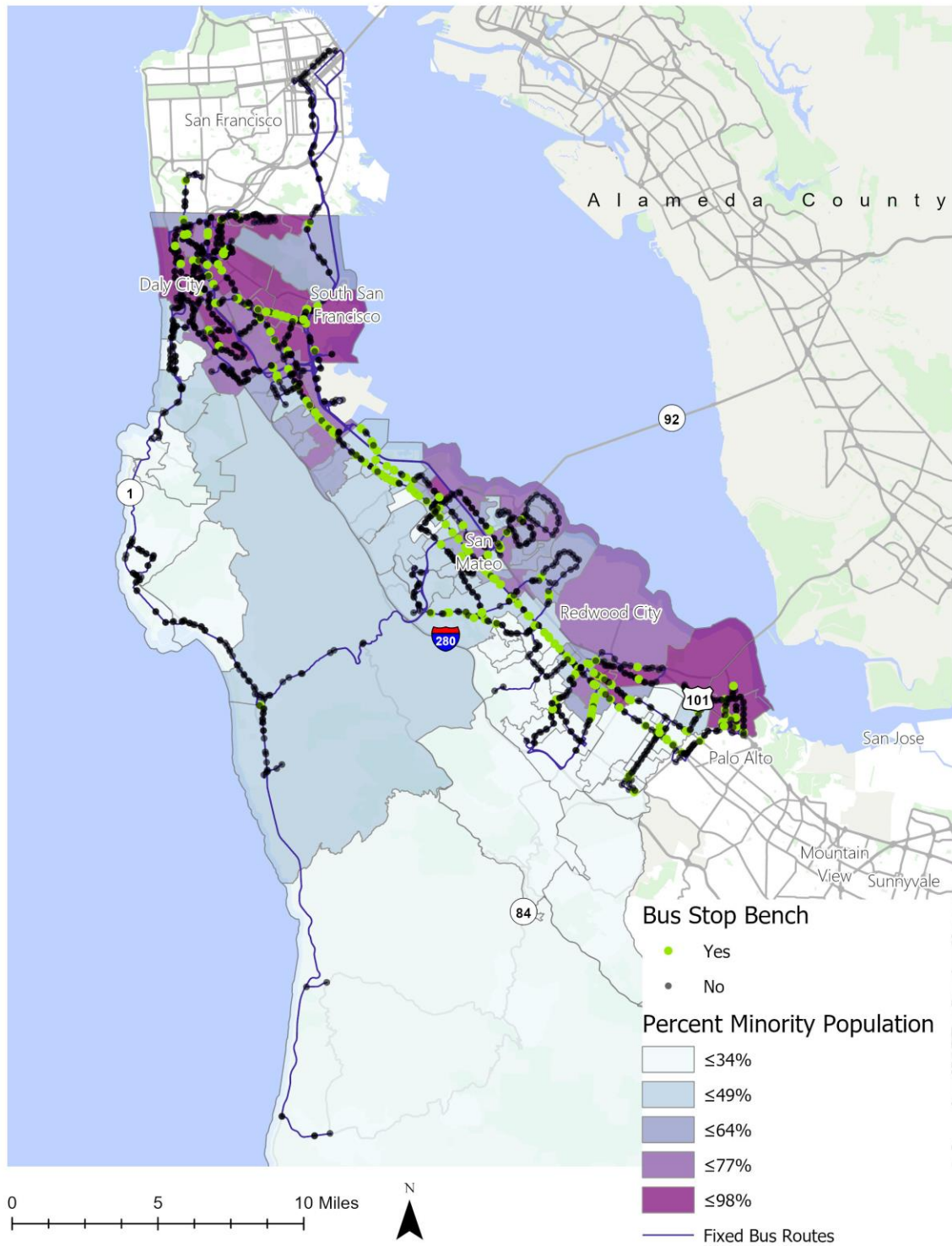


Exhibit H.14: Distribution of Trash Receptacles for Minority Populations

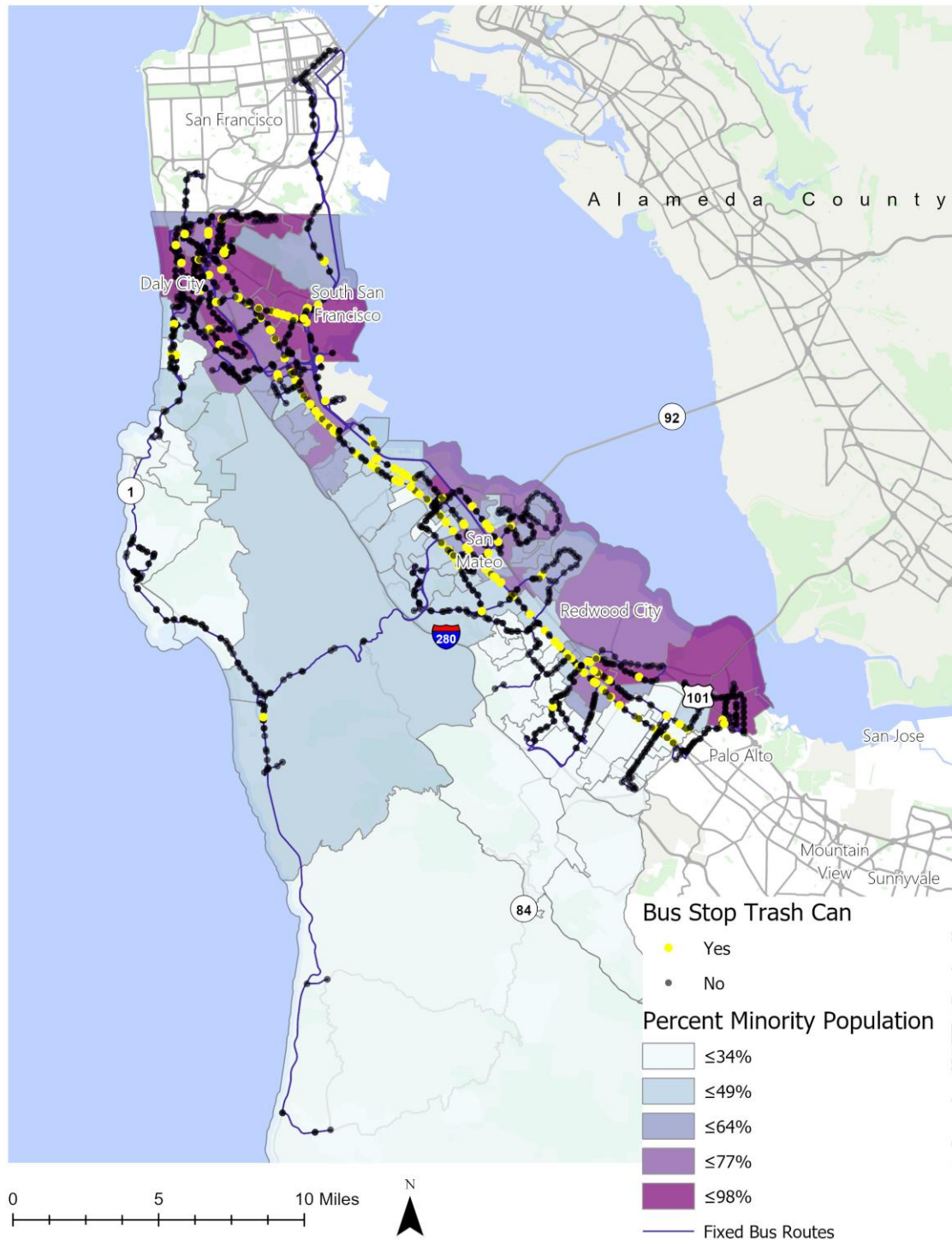
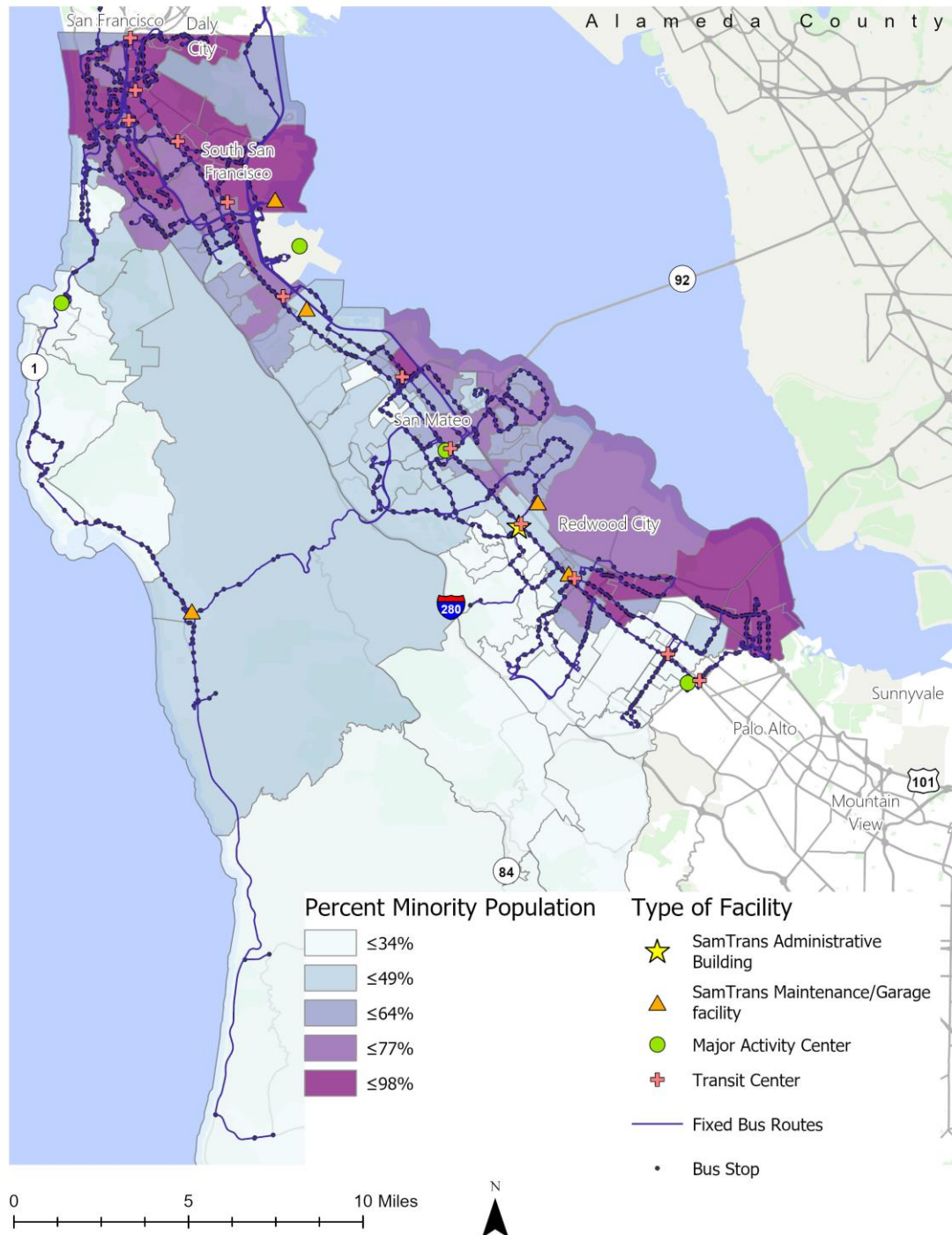


Exhibit H.15: SamTrans BaseMap



I. RIDERSHIP AND TRAVEL PATTERNS

The SamTrans Triennial Customer Survey is conducted system-wide every three years using a market research on-call contractor. Paper surveys are distributed on-board vehicles and collected by surveyor staff. The results are entered, cleaned, and compiled in a succinct report by the contractor. The complete dataset (along with a report) is provided to SamTrans to use at our discretion. The Executive Summary of the most recent Survey is attached.

The 2018 Market Segmentation Study asks current riders, former riders, and non-riders to rate and identify priorities and to provide ridership and demographic information. This report reflects finding from our Spanish language focus group.

The 2019 SamTrans Market Segmentation Survey reports findings of an onboard survey of SamTrans bus riders between April and May 2019. The key objectives of this survey include reporting trip characteristics and identifying transit centers used for SamTrans Riders

2019 SAMTRANS CUSTOMER SURVEY

Systemwide On-Board Bus Survey

SUMMARY REPORT

Prepared by

COREY, CANAPARY & GALANIS RESEARCH
447 Sutter Street – Penthouse North
San Francisco, CA 94108

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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 April and May 2019. In total, 2,109 completed questionnaires were collected and tabulated.

Key objectives of the survey include:

-) Reporting trip characteristics such as usage of SamTrans and fare category.
-) Assessing the ratings of 21 specific service characteristics.
-) Identifying transit centers used by riders for 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 separately.

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: Julian Jest, 650-508-6245

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, providing the option of calling and having the survey conducted via a language line in other languages, 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:

- 75% Completion Rate. This is calculated by dividing the total number of completes (2,109) by the total number of questionnaires distributed to passengers (2,805).
- 58% Response Rate. This is calculated by dividing the total number of completes (2,109) by all eligible passengers riding on the sampled buses (3,607).

(Note: "all eligible passengers" includes everyone except: children under 13, riders who had already participated, those who had a language barrier, and on-duty SamTrans employees/law enforcement.)

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

Field interviewing on this project was conducted from Friday, April 19, through Wednesday, May 29, 2019. The bulk of the surveying was conducted between the hours of 5:30 am and 10 pm. 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, 2,109 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 2.02% (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. Surveying was attempted on all regular fixed-route buses, as well as many school/community routes. Surveys were collected on 36 fixed routes (including all heavily traveled and medium traveled 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 ECR, fewer runs were covered in a single shift because the surveyor remained on the bus for the full length of the bus route.

Routes were selected 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 route locations were also considered 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. About 86% of the shifts were assigned to weekday routes, and 14% to weekend routes. Routes were also selected to ensure proper coverage of the Coastsides region of SamTrans' service area (e.g. in and around Pacifica and Half Moon Bay).

Segmentation groupings are shown below.

WEEKDAY

Route Type	Avg Weekday Ridership	% of Weekday Ridership	# of Routes	Range of Surveys to be Collected
ECR (Very highly traveled)	8,754	23%	1	250-350
Highly traveled routes	981-4,851/route	49%	8	700-900
Moderately traveled routes	400-750/route	14%	10	300-500
Lightly traveled routes	Below 300/route	5%	15	100-150
School routes	15-450/route	9%	36 (21 serve high schools)	100-150

WEEKEND

Route Type	Avg Weekend Ridership	% of Weekend Ridership	# of Routes	Range of Surveys to be Collected
ECR (Very highly traveled)	11,000	32%	1	85-100
Highly traveled routes	3,985-5,700/route	28%	2	75-100
Moderately traveled routes	900-2,700/route	27%	6	40-75
Lightly traveled routes	620/route or less	14%	17	40-60

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.

Statistically Significant Differences

As was mentioned previously, for the total number of respondents (n = 2,109) who participated in the survey, the margin of error is +/- 2.02% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:

- Weekday peak (n = 732). +/-3.56% at the 95% confidence level;
- Weekday off-peak (n = 657). +/-3.76% at the 95% confidence level;
- Weekend (n = 720). +/-3.59% at the 95% confidence level.

EXECUTIVE SUMMARY

Overall Satisfaction

- J Overall, 76% of SamTrans riders are satisfied with their experience on the system, with an average of 4.09.
- J The overall rating average of 4.09 out of 5.00 in 2019 (with 5 being “very satisfied” and 1 being “very dissatisfied”) is significantly lower than the 4.23 in 2018.
- J By route geography, riders of Northern routes appear most satisfied (4.26), and riders of Coastal routes the least satisfied (3.97).

Ratings of Specific Attributes

- Overall, riders rated the experience of using their bus ticket onboard most highly, at 4.29, followed by experience purchasing their ticket at 4.22 and helpfulness/courtesy of bus operators at 4.20.

Attribute	Overall Mean Rating
Experience using your ticket onboard	4.29
Experience purchasing your ticket	4.22
Helpfulness/courtesy of bus operators	4.20
Adequacy and clarity of onboard announcements	4.19
Comfort of ride	4.13
Availability of printed materials	4.10
Ability to report security or safety issues	4.04
Total trip time	4.01
Cleanliness of bus interiors	4.00
Helpfulness/courtesy of Customer Service Center	4.00
Digital communications	3.93
Your sense of security while at the bus stop/transit center	3.90
Posted information on info boards	3.85
Communication of service changes	3.83
Cleanliness at bus stops/transit centers	3.83
Condition of benches	3.79
SamTrans mobile app real time info	3.78
Transit Center real time info posted on electronic signs	3.74
On-time arrival (within five minutes of schedule)	3.70
Cleanliness of shelters	3.69
Real time bus arrival information (511)	3.64

Rider Characteristics

- J Half of SamTrans riders have been using the system less than 3 years. While 25% of riders have been using SamTrans for less than one year, another 28% have been using it 1 to 3 years.
- J In 2019, Weekend riders were most likely to use SamTrans 6-7 days per week (38%), with Weekday Off-Peak and Weekday Peak riders less likely to do so (33% and 29% respectively).
- J Cash remains the most popular payment type with over one-third (37%) of riders overall using it to pay their fare. For Clipper users, respondents were equally likely to use monthly pass (23%) and cash value (22%)

SamTrans Transit Centers

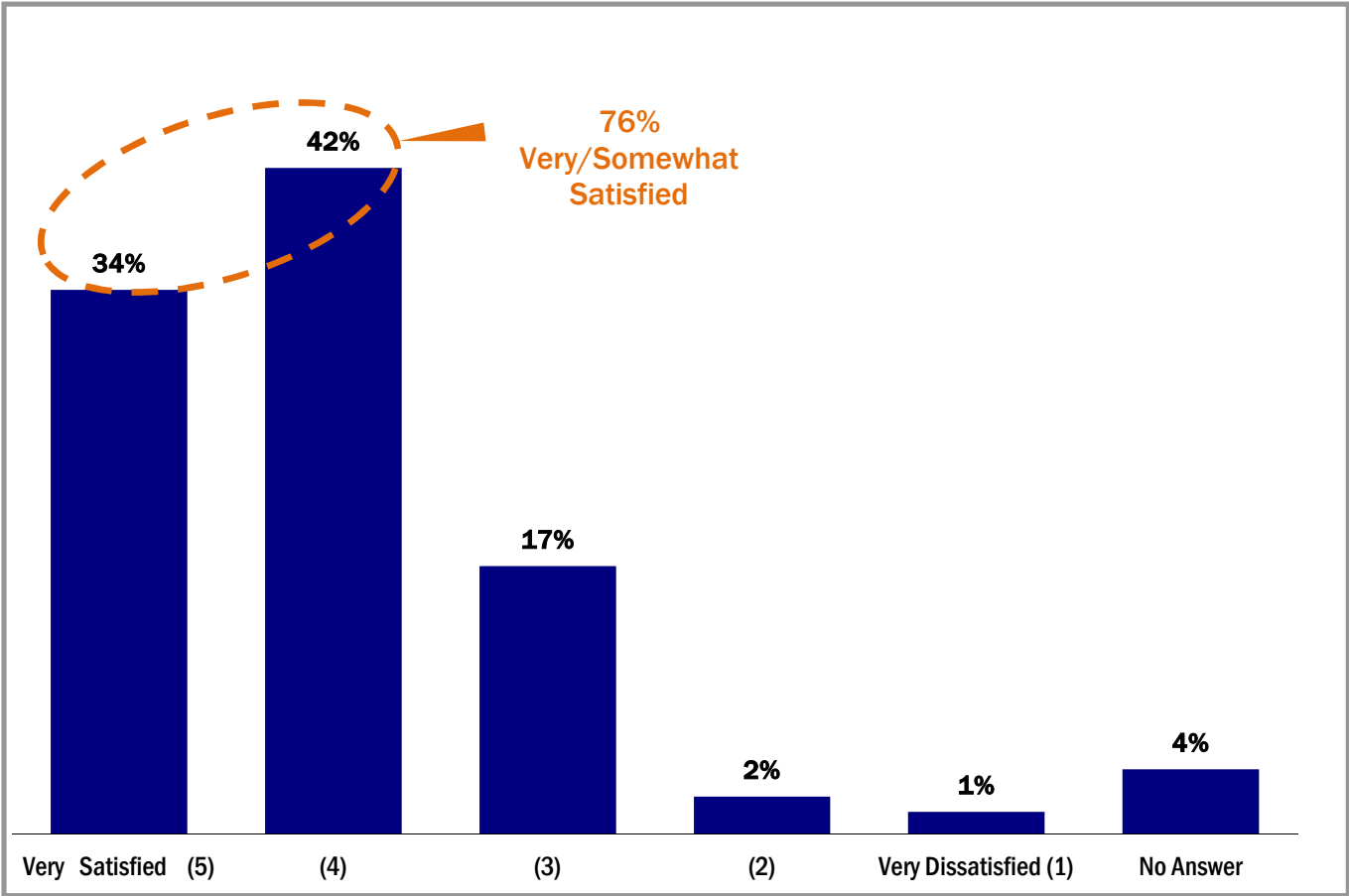
- Daly City BART is the most cited SamTrans Transit Center with over one-third (37%) of riders saying they have used it in the past week. This is followed with Colma BART at 28%, Redwood City Caltrain at 22%, and Serramonte and Hillsdale Shopping Centers, each at 16%.
- San Francisco Transbay Terminal was the least cited Transit Center with only 3% of riders saying they had used it in the past week.

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 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

6. Overall experience with SamTrans?



Base: Total (2,109)

(See Statistical Table Q6OVERALL)

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 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

6. Overall experience with SamTrans?

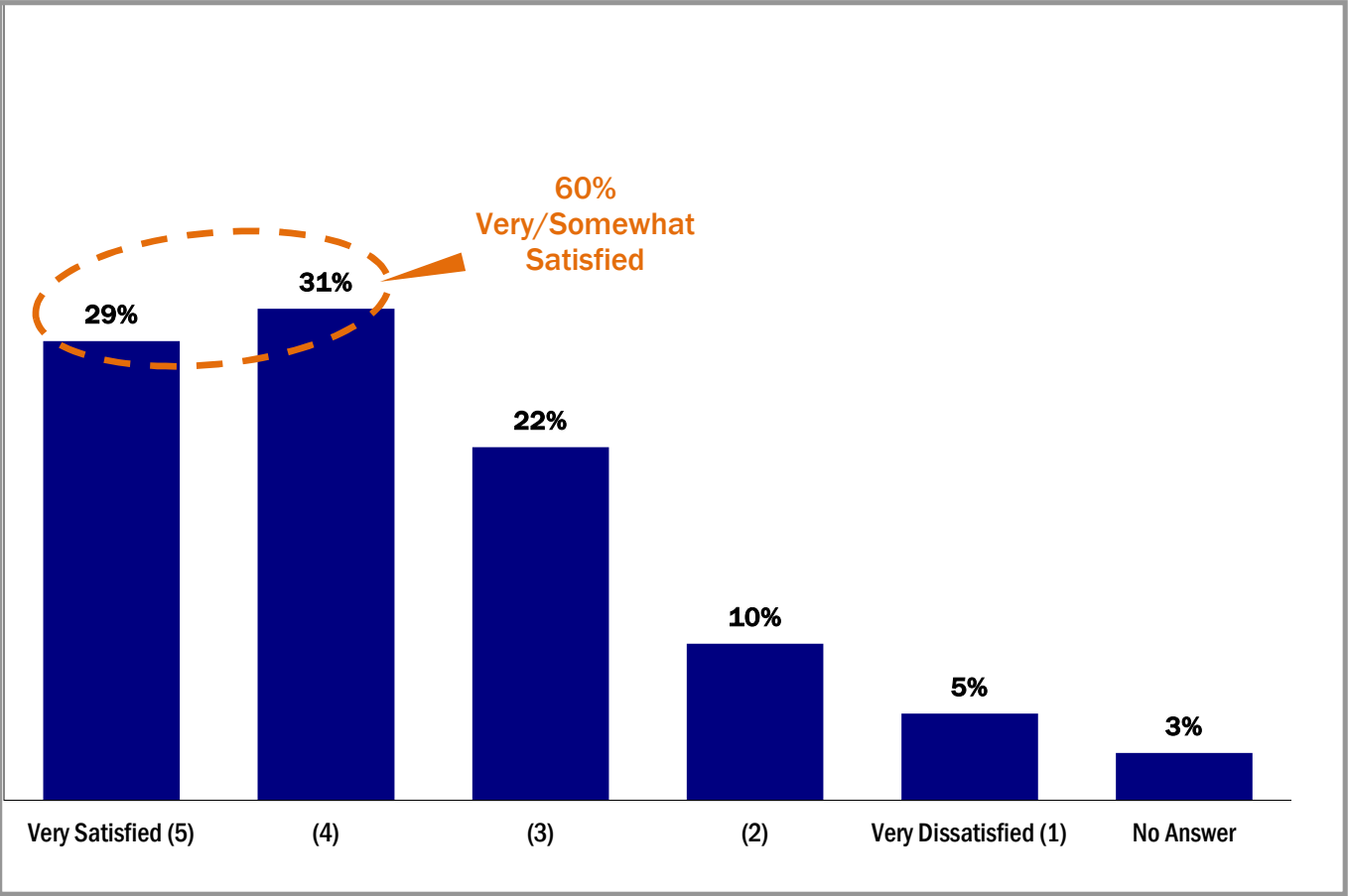
Satisfaction Rating by...	Mean Score (5 point scale)
	▼
Total (n = 2,109)	4.09
<u>Ridership Segment</u>	
Weekday Peak (n = 732)	4.08
Weekday Off-Peak (n = 657)	4.08
Weekend (n = 720)	4.10
<u>Language of Questionnaire</u>	
English (n = 1,838)	4.09
Spanish (n = 216)	4.07
Chinese (n = 55)	4.29
<u>How Long Riding SamTrans</u>	
Less than 1 year (n = 523)	4.08
1 – 3 years (n = 584)	4.08
4 – 20 years (n = 722)	4.07
More than 20 years (n = 270)	4.18

(See Statistical Table Q6OVERALL)

ON-TIME ARRIVAL

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.

6M. On-Time Arrival (Within Five Minutes of Scheduled Time)?



Base: Total (2,109)

(See Statistical Table Q6M)

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 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

	<u>Mean Score</u> (5 point scale)
► OVERALL EXPERIENCE WITH SAMTRANS	4.09 ◀
Experience using your ticket onboard	4.29
Experience purchasing your ticket	4.22
Helpfulness/courtesy of bus operators	4.20
Adequacy and clarity of onboard announcements	4.19
Comfort of ride	4.13
Availability of printed materials	4.10
Ability to report security or safety issues	4.04
Total trip time	4.01
Cleanliness of bus interiors	4.00
Helpfulness/courtesy of Customer Service Center (1-800-660-4287)	4.00
Digital communications	3.93
Your sense of security while at the bus stop/transit center	3.90
Posted information on info boards	3.85

Base: Total (2,109)

(See Statistical Tables Q6A-Q6U)

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

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 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

	<u>Mean Score</u> (5 point scale)
► OVERALL EXPERIENCE WITH SAMTRANS	4.09 ◀
Communication of service changes	3.83
Condition of benches	3.79
SamTrans mobile app real time info	3.78
Transit Center real time info posted on electronic signs	3.74
On-time arrival (within five minutes of scheduled arrival time)	3.70
Cleanliness of shelters	3.69
Real time bus arrival information (511)	3.64

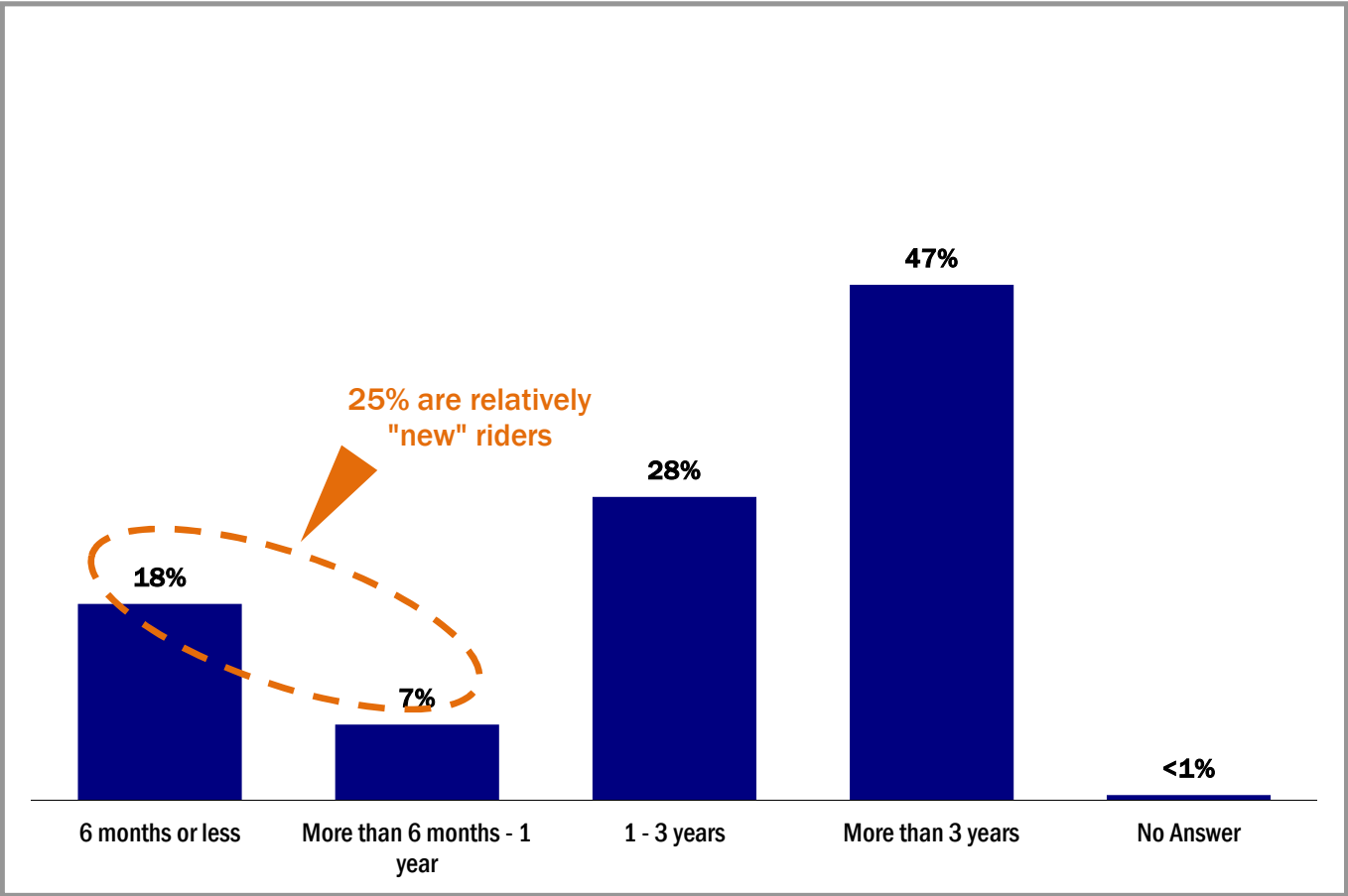
Base: Total (2,109)

(See Statistical Tables Q6A-Q6U)

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?

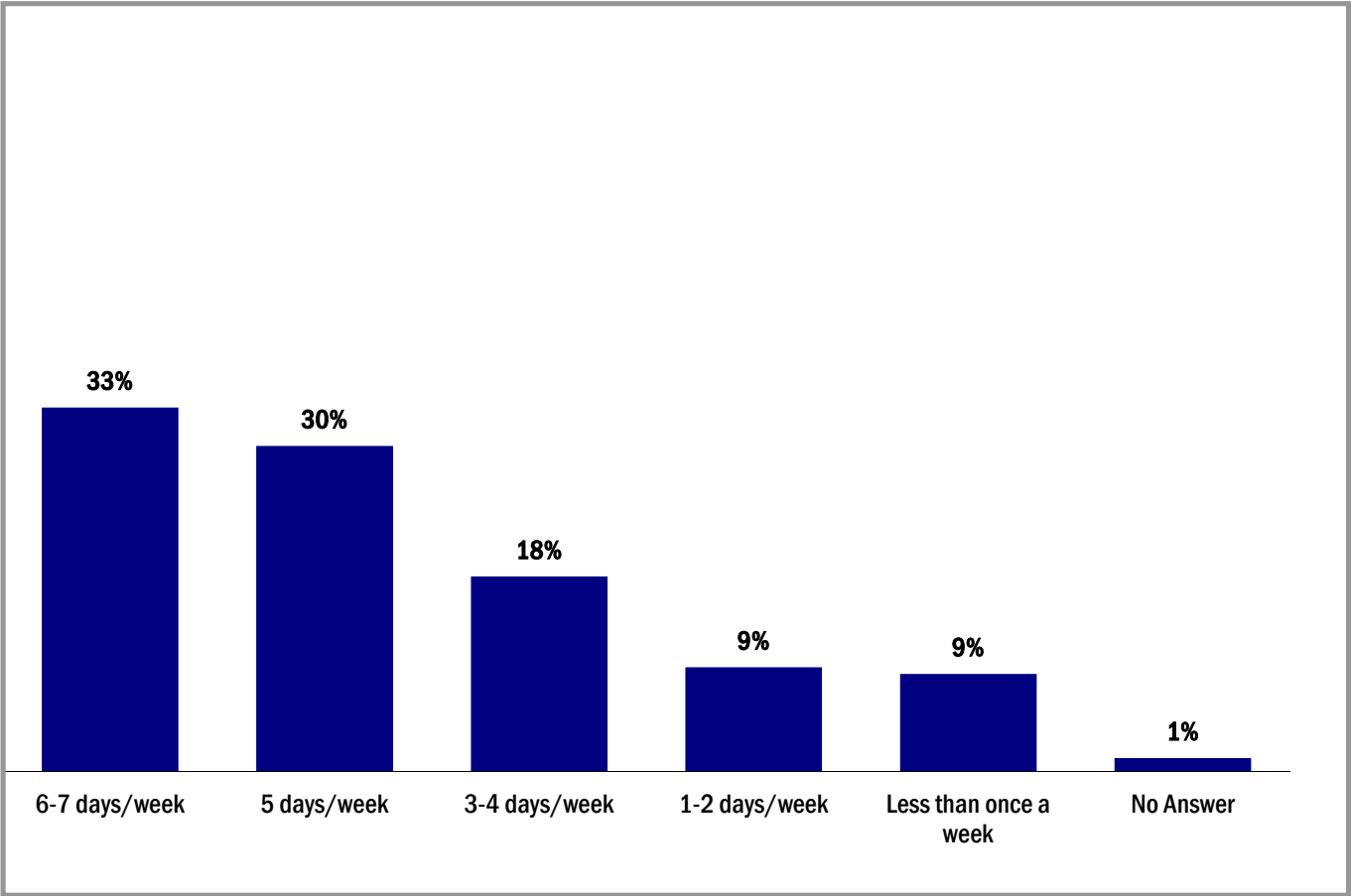


Base: Total (2,109)

(See Statistical Table Q1)

FREQUENCY OF RIDING SAMTRANS

3. How often do you usually ride SamTrans?

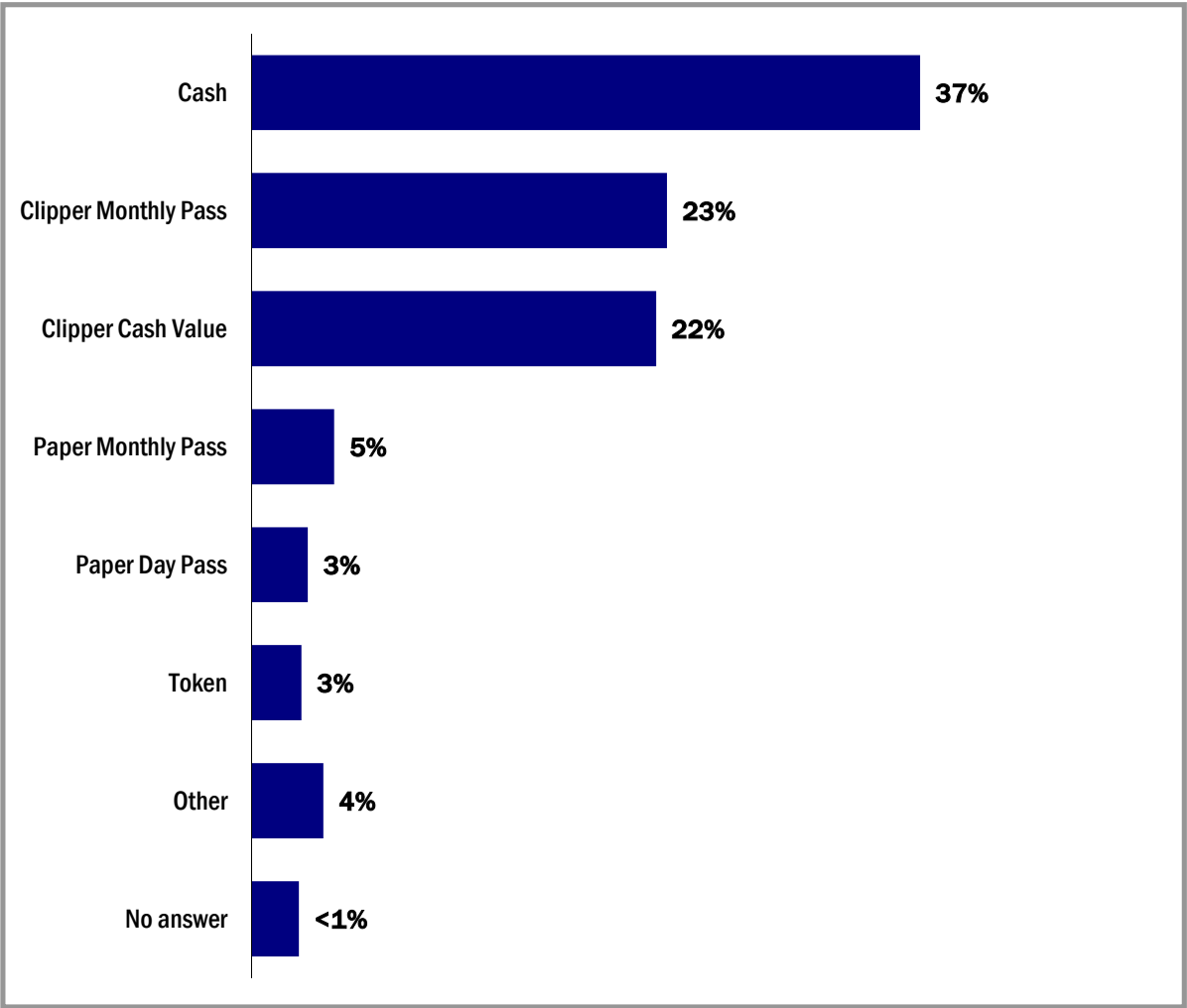


Base: Total (2,109)

(See Statistical Table Q2)

PAYMENT TYPE

2. How did you pay for this bus trip?



Base: Total (2,109)

(See Statistical Table Q2)

QUADRANT ANALYSIS

The chart on the next page is designed to help set priorities for future initiatives to improve customer satisfaction. This chart quantifies how important each service characteristic appears to be from a customer perspective (using the vertical axis) and shows the average customer rating for each characteristic (using the horizontal axis).

The vertical axis crosses the horizontal axis at the average (mean) performance rating. Values along the horizontal axis are average ratings. Customers marked their ratings on a scale of 1 = Very Dissatisfied and 5 = Very Satisfied, so higher ratings on the right side of the Quadrant Chart are better scores and those on the left side are worse. The vertical axis ("Derived Importance") scale was derived by correlating each of the service attributes with customers' overall satisfaction levels. Those service attributes having strong correlations with overall satisfaction are seen as "More Important," while those with weaker correlations are seen as "Less Important."

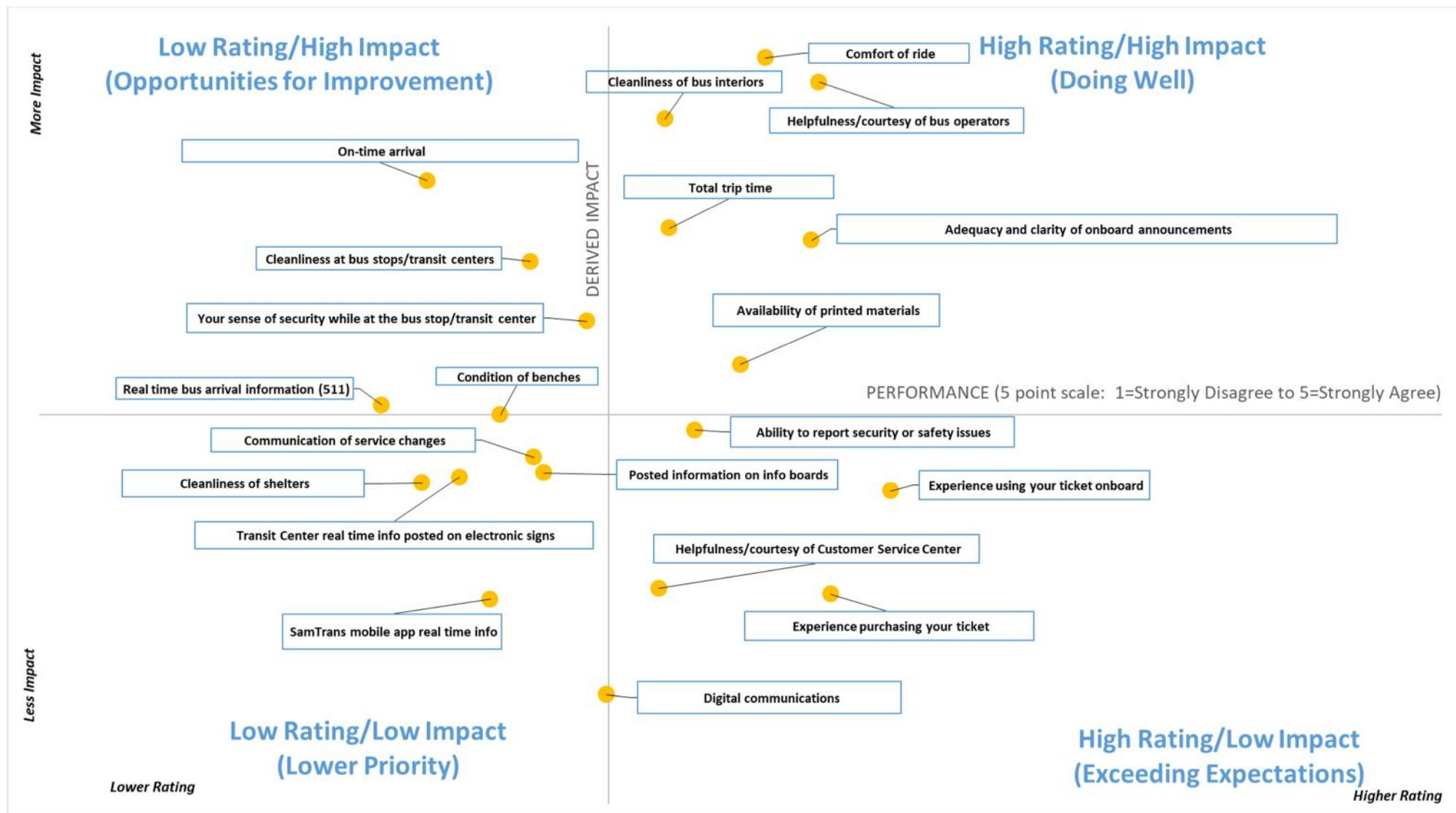
For example, customer ratings of comfort of ride are very strongly correlated with overall satisfaction (i.e., customers that find SamTrans comfortable tend to be more satisfied overall, and conversely customers that find SamTrans uncomfortable tend to be less satisfied overall). On the other hand, customer ratings of digital communications have only a weak correlation with overall satisfaction (i.e., it is not uncommon for customers to rate digital communications highly, even though they are dissatisfied overall with SamTrans services). Therefore, ride comfort is located in the upper part of the chart, while digital communications is located in the lower part.

Specific values along the vertical axis are derived by calculating ratios between correlation coefficients for each service attribute and the median correlation level. Those service attributes above 100 are more correlated with overall satisfaction, while those below 100 are less so.

The ratings with the greatest impact on overall satisfaction were:

- Comfort of ride;
- Helpfulness/Courtesy of bus operators;
- Cleanliness of bus interiors;
- On-time arrival;
- Total trip time; and
- Adequacy and clarity of onboard announcements.

CUSTOMER SATISFACTION QUADRANT ANALYSIS



DETAILED RESULTS

USAGE OF SAMTRANS

HOW LONG RIDING SAMTRANS

Q1. How long have you been riding SamTrans?

One quarter of respondents have been riding SamTrans less than one year (25%) – this is the same as previous years and a slight increase from 2012.

	2019 Total	2018 Triennial Total	2017 Total	2015 Triennial Total	2012 Triennial Total
Base (All Respondents)	2,109	4,229	4,229	6,430	5,872
	(%)	(%)	(%)	(%)	(%)
6 months or less	18	18	18	19	16
More than 6 months but less than 1 year	7	9	9	8	8
1 to 3 years	28	22	22	24	22
More than 3 years	47	50	50	49	53
No answer	<1	1	1	1	1
TOTAL	100	100	100	100	100

	2019			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	2,109	732	657	720
	(%)	(%)	(%)	(%)
6 months or less	18%	18%	16%	20%
More than 6 months but less than 1 year	7%	9%	7%	4%
1 to 3 years	28%	34%	26%	23%
More than 3 years	39%	50%	52%	39%
No answer	<1	1	<1	<1
TOTAL	100	100	100	100

(See Statistical Table Q1)

HOW OFTEN RIDE

Q3. How often do you usually ride SamTrans?

- Most riders (81%) use SamTrans at least 3 days per week.
- In 2019, Weekend riders were most likely to use SamTrans 6-7 days per week (38%), with Weekday Off-Peak and Weekday Peak riders less likely to do so (33% and 29% respectively).

	2019 Total	2018 Triennial Total	2017 Total	2015 Triennial Total	2012 Triennial Total
Base (All Respondents)	2,109	4,229	2,351	6,430	5,872
	(%)	(%)	(%)	(%)	(%)
6-7 days/week	33	33	*	32	34
5 days/week	30	31	*	31	32
4 days/week	9	10	*	10	10
3 days/week	8	8	*	9	8
2 days/week	7	6	*	6	6
1 day/week	3	2	*	3	2
1-3 days/month	4	4	*	4	4
Less than once a month	5	4	*	4	3
No answer	1	2	*	1	1
TOTAL	100	100	100	100	100

	2019			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	2,109	732	657	720
	(%)	(%)	(%)	(%)
6-7 days/week	33	29	33	38
5 days/week	30	41	29	19
4 days/week	9	8	10	9
3 days/week	8	8	9	8
2 days/week	7	5	7	9
1 day/week	3	2	2	4
1-3 days/month	4	3	4	4
Less than once a month	5	3	5	7
No answer	1	1	1	2
TOTAL	100	100	100	100

*Question was not asked in 2017

(See Statistical Table Q3)

TRIP SPECIFIC INFORMATION

PAYMENT TYPE

4. How did you pay for this bus trip?

Cash remains the most popular payment type with over one-third (37%) of riders overall using it to pay their fare. For Clipper users, respondents were equally likely to use monthly pass (23%) and cash value (22%)

	2019 Total	2018 Triennial Total	2017 Total	2015 Triennial Total	2012 Triennial Total
Base (All Respondents)	2,109	4,229	2,351	6,430	5,872
	(%)	(%)	(%)	(%)	(%)
Cash	37	32	43	39	*42
Clipper Monthly Pass	23	18	14	17	19
Clipper Cash value	22	28	27	21	8
Paper Monthly Pass	5	3	4	6	*8
Token	3	3	2	5	5
Mobile App – One Way Ticket	3	**	**	**	**
Caltrain Monthly Pass	1	1	1	1	3
Mobile App - Day Pass	1	**	**	**	**
Way2Go Pass	1	<1	1	<1	**
Other	1	3	4	1	8
Blank/multiple responses	3	6	-	4	6
TOTAL	100	100	100	100	100

*For cash, this includes both those who indicated they paid cash as well as those who said they paid cash but did not indicate whether they used a Clipper card or cash/paper. For paper monthly passes, this includes those who did not specify whether they had the pass loaded onto a Clipper card, but simply wrote "monthly pass" or similar.

**Not available on that year's survey.

	2019			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	2,109	732	657	720
	(%)	(%)	(%)	(%)
Cash	37	34	36	42
Clipper Monthly Pass	23	22	25	22
Clipper Cash value	22	26	21	20
Paper Monthly Pass	5	6	4	4
Token	3	2	2	6
Mobile App – One Way Ticket	3	5	2	1
Caltrain Monthly Pass	1	1	3	1
Mobile App - Day Pass	1	1	1	1
Way2Go Pass	1	<1	1	<1
Other	1	1	2	1
Blank/multiple responses	3	2	3	2
TOTAL	100	100	100	100

(See Statistical Table Q2)

SATISFACTION RATINGS

RATING OF SERVICE ATTRIBUTES

Q6. Please let us know how well SamTrans is meeting your needs by rating each item below.

Respondents were most satisfied with their experience using their ticket onboard, with nearly three-quarters (73%) rating it satisfied (4 or 5). They were least satisfied with real time bus arrival information with only 52% rating it satisfied.

	2019			
	Overall Mean Score	Satisfied (5 or 4 rating)	Dissatisfied (1 or 2 rating)	Neutral/NA/Blank
Base (All Respondents): 2,109				
	(5-point scale)	(%)	(%)	(%)
Overall experience with SamTrans	4.09	76%	4%	21%
Experience using your ticket onboard	4.29	73%	4%	23%
Experience purchasing your ticket	4.22	68%	4%	28%
Helpfulness/courtesy of bus operators	4.20	75%	6%	19%
Adequacy and clarity of onboard announcements	4.19	75%	5%	20%
Comfort of ride	4.13	77%	5%	18%
Availability of printed materials	4.10	66%	6%	28%
Ability to report security or safety issues	4.04	58%	6%	36%
Total trip time	4.01	69%	7%	23%
Cleanliness of bus interiors	4.00	71%	7%	23%
Helpfulness/courtesy of Customer Service Center	4.00	51%	7%	43%
Digital communications	3.93	48%	7%	45%
Your sense of security while at the bus stop/transit center	3.90	67%	8%	25%
Posted information on info boards	3.85	60%	11%	29%
Communication of service changes	3.83	58%	11%	31%
Cleanliness at bus stops/transit centers	3.83	63%	8%	29%
Condition of benches	3.79	59%	10%	31%
SamTrans mobile app real time info	3.78	43%	10%	48%
Transit Center real time info posted on electronic signs	3.74	55%	13%	31%
On-time arrival (within five minutes of schedule)	3.70	60%	15%	25%
Cleanliness of shelters	3.69	51%	10%	39%
Real time bus arrival information (511)	3.64	52%	14%	34%

(See Statistical Tables Q6A-Q6U)

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

(5-point scale)	2019	2018 Triennial	2017	2015 Triennial	2012 Triennial
Base (All Respondents)	2,109	4,229	2,351	6,430	5,872
Overall experience with SamTrans	4.09	4.23	4.20	4.23	4.21
Experience using your ticket onboard	4.29	**	**	**	**
Experience purchasing your ticket	4.22	**	**	**	**
Helpfulness/courtesy of Bus Operators^	4.20	4.30	4.27	4.29	4.24
Adequacy and clarity of onboard announcements	4.19	**	**	**	**
Comfort of ride	4.13	**	**	**	**
Availability of printed materials ^^	4.10	4.22	4.20	4.31	4.33
Ability to report security or safety issues	4.04	**	**	**	**
Total trip time	4.01	**	**	**	**
Cleanliness of bus interiors^^^	4.00	4.23	*	4.27	4.32
Helpfulness/courtesy of Customer Service Center	4.00	4.21	4.16	4.23	4.22
Digital communications	3.93	**	**	**	**
Your sense of security while at the bus stop/transit center^^^^	3.90	4.28	4.21	4.31	4.30
Posted information on info boards	3.85	**	**	**	**
Communication of service changes	3.83	4.02	3.94	4.00	3.99
Cleanliness at bus stops/transit centers	3.83	**	**	**	**
Condition of benches	3.79	**	**	**	**
SamTrans mobile app real time info	3.78	**	**	**	**
Transit Center real time info posted on electronic signs	3.74	**	**	**	**
On-time arrival (within five minutes of schedule)	3.70	3.84	3.85	3.90	3.78
Cleanliness of shelters	3.69	**	**	**	**
Real time bus arrival information (511)	3.64	**	**	**	**

^ Prior to 2019, this attribute was "Courtesy of bus operators"

^^ Prior to 2019, this attribute was "Availability of information on buses"

^^^ Prior to 2019, this attribute was "Cleanliness of Bus"

^^^^ Prior to 2019, this attribute was "Feeling of Personal Security on Bus"

* in 2017, this was asked as two separate questions- "Cleanliness of bus exteriors" and "Cleanliness of bus interiors."

**Not asked

(See Statistical Tables Q6A-Q6U)

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 – Time Period

Mean Score by Time Period (2019)				
Attribute	Overall Mean (Average) Rating	Weekday Peak	Weekday Off-peak	Weekend
Base (All Respondents)	2,109	732	657	720
Overall experience with SamTrans	4.09	4.08	4.08	4.10
Experience using your ticket onboard	4.29	4.29	4.24	4.34
Experience purchasing your ticket	4.22	4.20	4.17	4.27
Helpfulness/courtesy of bus operators	4.20	4.19	4.15	4.26
Adequacy and clarity of onboard announcements	4.19	4.16	4.14	4.27
Comfort of ride	4.13	4.09	4.13	4.18
Availability of printed materials	4.10	4.09	4.05	4.16
Ability to report security or safety issues	4.04	3.98	4.06	4.08
Total trip time	4.01	4.04	3.95	4.03
Cleanliness of bus interiors	4.00	3.97	4.00	4.04
Helpfulness/courtesy of Customer Service Center	4.00	3.99	3.94	4.05
Digital communications	3.93	3.87	3.87	4.03
Your sense of security while at the bus stop/transit center	3.90	3.89	3.90	3.92
Posted information on info boards	3.85	3.82	3.86	3.86
Communication of service changes	3.83	3.76	3.79	3.96
Cleanliness at bus stops/transit centers	3.83	3.82	3.78	3.89
Condition of benches	3.79	3.76	3.78	3.83
SamTrans mobile app real time info	3.78	3.73	3.78	3.83
Transit Center real time info posted on electronic signs	3.74	3.65	3.77	3.80
On-time arrival (within five minutes of schedule)	3.70	3.63	3.70	3.76
Cleanliness of shelters	3.69	3.65	3.70	3.73
Real time bus arrival information (511)	3.64	3.61	3.69	3.62

(See Statistical Tables Q6A-Q6U)

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 - Language of Questionnaire

Mean Score by Language of Questionnaire (2019)				
(5-point scale)	2019 Total	English	Spanish	Chinese
Base (All Respondents)	2,109	1,838	216	55
Overall experience with SamTrans	4.09	4.09	4.07	4.29
Experience using your ticket onboard	4.29	4.30	4.20	4.42
Experience purchasing your ticket	4.22	4.24	4.03	4.18
Helpfulness/courtesy of Bus Operators	4.20	4.22	3.99	4.42
Adequacy and clarity of onboard announcements	4.19	4.17	4.29	4.41
Comfort of ride	4.13	4.12	4.19	4.32
Availability of printed materials	4.10	4.09	4.11	4.43
Ability to report security or safety issues	4.04	4.04	3.91	4.46
Total trip time	4.01	4.00	4.03	4.34
Cleanliness of bus interiors	4.00	4.00	3.98	4.33
Helpfulness/courtesy of Customer Service Center	4.00	4.01	3.90	3.99
Digital communications	3.93	3.93	3.89	3.82
Your sense of security while at the bus stop/transit center	3.90	3.91	3.73	4.28
Posted information on info boards	3.85	3.86	3.59	4.40
Communication of service changes	3.83	3.84	3.77	3.97
Cleanliness at bus stops/transit centers	3.83	3.83	3.71	4.29
Condition of benches	3.79	3.79	3.73	4.19
SamTrans mobile app real time info	3.78	3.78	3.71	3.99
Transit Center real time info posted on electronic signs	3.74	3.73	3.63	4.33
On-time arrival (within five minutes of schedule)	3.70	3.69	3.71	3.96
Cleanliness of shelters	3.69	3.68	3.59	4.19
Real time bus arrival information (511)	3.64	3.64	3.54	4.18

(See Statistical Tables Q6A-Q6U)

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

Mean Score by Geographic Region of Route (2019)						
(5-point scale)	Overall Mean	Northern Routes	Central Routes	Southern Routes	Coastal Routes	Multiple Regions
Base (All Respondents)	2,109	712	275	180	152	789
Overall experience with SamTrans	4.09	4.26	4.01	4.09	3.97	3.98
Experience using your ticket onboard	4.29	4.34	4.24	4.26	4.21	4.29
Experience purchasing your ticket	4.22	4.29	4.08	4.22	4.23	4.19
Helpfulness/courtesy of Bus Operators	4.20	4.33	4.13	4.24	4.06	4.13
Adequacy and clarity of onboard announcements	4.19	4.31	4.12	4.23	3.98	4.14
Comfort of ride	4.13	4.29	4.01	4.27	3.92	4.04
Availability of printed materials	4.10	4.27	4.06	4.07	3.86	4.00
Ability to report security or safety issues	4.04	4.20	4.00	4.00	3.90	3.95
Total trip time	4.01	4.19	3.94	3.98	4.01	3.86
Cleanliness of bus interiors	4.00	4.18	3.98	4.05	3.92	3.86
Helpfulness/courtesy of Customer Service Center	4.00	4.14	3.96	3.83	3.93	3.92
Digital communications	3.93	4.04	3.77	3.91	3.77	3.91
Your sense of security while at the bus stop/transit center	3.90	4.03	3.77	4.01	3.78	3.84
Posted information on info boards	3.85	3.91	3.81	3.88	3.84	3.80
Communication of service changes	3.83	3.92	3.71	3.77	3.68	3.84
Cleanliness at bus stops/transit centers	3.83	3.97	3.76	3.92	3.79	3.72
Condition of benches	3.79	3.84	3.82	3.86	3.72	3.73
SamTrans mobile app real time info	3.78	3.94	3.63	3.64	3.63	3.73
Transit Center real time info posted on electronic signs	3.74	3.87	3.67	3.66	3.60	3.68
On-time arrival (within five minutes of schedule)	3.70	3.92	3.57	3.65	3.61	3.57
Cleanliness of shelters	3.69	3.76	3.68	3.81	3.65	3.61
Real time bus arrival information (511)	3.64	3.86	3.55	3.53	3.42	3.53

(See Statistical Tables Q6A-Q6U)

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

Northern routes are 24, 28, 35, 120, 121, 122, 130, 140, 141

Central routes are 59, 61, 250, 251, 256, 260, 270, 274, 275, 276, 278, 295

South routes are 81, 87, 280, 281, 286, 296

Coastal routes are 14, 16, 17, 110, 112, 118

Multiple Region routes are 292, 294, 397, 398, ECR, ECR Rapid, FLXP, SFO

OVERALL SATISFACTION WITH SAMTRANS

Q6 Overall. Overall experience with SamTrans

- Riders rated SamTrans service overall an average of 4.09 out of 5.00 in 2019 (with 5 being “very satisfied” and 1 being “very dissatisfied”), significantly lower than the 4.23 in 2018.
- Weekend riders were more satisfied than both weekday peak and weekday off-peak riders, rating their satisfaction at 4.10 (vs 4.08 for both Peak and Off-Peak riders)

Note: On the Triennial surveys, a higher share of respondents did not answer the overall satisfaction question. Consequently, the mean score is the most accurate measurement for comparing results by wave (e.g. year).

	2019 Total	2018 Triennial Total	2017 Total	2015 Triennial Total	2012 Triennial Total
Base (All Respondents)	2,109	4,229	2,351	6,430	5,872
	(%)	(%)	(%)	(%)	(%)
(5) Very satisfied	34	37	39	39	40
(4)	42	32	42	35	36
(3)	17	12	12	12	13
(2)	2	2	2	2	2
(1) Very dissatisfied	1	1	1	1	1
No answer	4	17	3	12	8
	100	100	100	100	100
Recap:					
Satisfied (4 or 5)	76	69	81	73	76
Neutral (3)	17	12	12	12	13
Dissatisfied (1 or 2)	4	3	3	3	3
Mean	4.09	4.23	4.20	4.23	4.21

	2019			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	2,109	732	657	720
	(%)	(%)	(%)	(%)
(5) Very satisfied	34	32	36	34
(4)	42	45	40	40
(3)	17	17	15	19
(2)	2	2	3	2
(1) Very dissatisfied	1	1	2	1
No answer	4	3	4	5
	100	100	100	100
Mean	4.09	4.08	4.08	4.10

(See Statistical Table Q6 Overall)

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

	BASE #	MEAN 5-PT SCALE	VERY SATISFIED (5) %	SATISFIED (4) %	DISSATISFIED (1 OR 2) %	NEUTRAL/NA/ BLANK %
TOTAL	2,109	4.09	34	42	4	21
BY RIDERSHIP SEGMENT						
WEEKDAY PEAK	732	4.08	32	45	3	20
WEEKDAY OFF-PEAK	657	4.08	36	40	6	18
WEEKEND	720	4.10	34	40	3	23
BY USE OF SAMTRANS						
5+ DAYS/WEEK	1324	4.06	34	40	4	22
3-4 DAYS/WEEK	374	4.05	29	49	3	19
1-2 DAYS/WEEK	199	4.25	37	45	1	17
LESS THAN 1/WEEK	187	4.27	44	37	4	15
BY HOW LONG RIDING SAMTRANS						
LESS THAN ONE YEAR	523	4.08	34	42	4	20
1 TO 3 YEARS	584	4.08	31	45	3	21
4-20 YEARS	722	4.07	34	41	5	21
MORE THAN 20 YEARS	270	4.18	41	35	3	22
BY GEOGRAPHIC REGION OF ROUTE						
NORTH	712	4.26	42	40	1	16
CENTRAL	275	4.01	30	44	5	21
SOUTH	180	4.09	34	40	3	23
COASTAL	152	3.97	27	45	6	22
MULTIPLE REGIONS	789	3.98	29	42	5	24
BY WEEKDAY ROUTE DENSITY						
VERY HIGH	300	3.98	28	48	6	18
HIGH	673	4.14	38	39	4	20
MEDIUM	202	4.17	36	44	2	18
LIGHT	67	4.04	34	40	6	20
BY WEEKEND ROUTE DENSITY						
VERY HIGH	222	4.01	30	42	5	23
HIGH	205	4.19	39	35	2	25
MEDIUM	195	4.06	32	41	<1	28
LIGHT	98	4.19	39	45	3	13
BY LANGUAGE OF QUESTIONNAIRE						
ENGLISH	1838	4.09	34	42	3	21
SPANISH	216	4.07	37	38	7	19
CHINESE	55	4.29	38	32	<1	31

	BASE #	MEAN 5-PT SCALE	VERY SATISFIED (5) %	SATISFIED (4) %	DISSATISFIED (1 OR 2) %	NEUTRAL/NA/ BLANK %
BY AGE						
13 TO 17	507	4.02	28	48	3	22
18 TO 24	246	4.12	33	48	4	14
25 TO 34	275	4.07	34	42	3	21
35 TO 44	258	4.05	36	36	4	24
45 TO 54	267	4.14	36	39	4	20
55 AND OLDER	531	4.15	39	37	4	20
HOME COUNTY						
SAN MATEO	1628	4.06	33	43	4	21
SAN FRANCISCO	154	4.15	39	36	4	21
SANTA CLARA	20*	4.30	38	47	<1	15
EAST BAY	29*	4.11	23	58	<1	19
NORTH BAY	1*	3.00	-	-	<1	100
BY FARE MEDIA						
CASH	780	4.17	37	41	4	18
CLIPPER CASH VALUE	472	4.05	31	46	4	20
SAMTRANS CLIPPER MONTHLY PASS	485	4.00	30	41	3	25
SAMTRANS PAPER MONTHLY PASS	97	3.96	32	37	4	26
PAPER DAY PASS	66	4.07	39	32	6	22
TOKEN	59	4.03	28	51	4	16
SAMTRANS MOBILE APP	39	4.40	53	25	<1	22
OTHER	89	4.11	33	43	3	20

* Caution: Low Base

(See Statistical Table Q6 Overall)

SAMTRANS TRANSIT CENTERS

Q7 In the past week, have you used any of the following transit centers for SamTrans trips?

J Daly City BART is the most cited SamTrans Transit Center with over one-third (37%) of riders saying they have used it in the past week. This is followed with Colma BART at 28%, Redwood City Transit Center at 22%, and Serramonte and Hillsdale Shopping Centers, each at 16%. San Francisco Transbay Terminal was the least cited Transit Center with only 3% of riders saying they had used it in the past week.

	2019			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	2,109	732	657	720
	(%)	(%)	(%)	(%)
Daly City BART	37	36	38	38
Colma BART	28	27	29	29
Redwood City Transit Center	22	17	24	26
Serramonte Shopping Center	16	16	18	15
Hillsdale Shopping Center	16	12	18	17
San Bruno BART	15	11	15	20
South San Francisco BART	14	14	12	15
Palo Alto Transit Center	13	8	15	15
Millbrae Transit Center	9	7	9	11
San Carlos Caltrain	7	6	7	10
San Francisco Airport Transit Center	6	5	8	6
Evergreen Ave - Daly City	5	3	6	6
Mission Street Transit Center	5	3	6	6
Linda Mar Park and Ride	4	5	6	2
San Francisco Transbay Terminal	3	2	3	3
Other (Unspecified)	15	16	14	16
Blank	5	8	6	1

(See Statistical Table Q7)

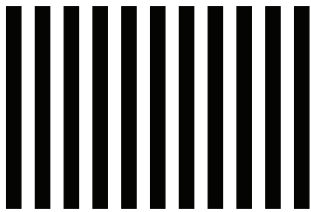
DEMOGRAPHICS

Included below is the demographic data of survey respondents.

	2019			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	2,109	732	657	720
	(%)	(%)	(%)	(%)
Age				
13 to 18 years old	24	42	15	14
19 to 24 years old	12	9	18	9
25 to 34 years old	13	11	13	15
35 to 44 years old	12	9	11	16
45 to 54 years old	13	11	13	14
55 to 64 years old	12	10	12	15
65 years or older	13	7	17	15
No answer	1	1	1	2
Average (Mean)	38	32	40	42
Questionnaire Language				
English	87	91	89	82
Spanish	10	7	9	15
Chinese	3	2	2	4
Home County				
San Mateo County	77	81	74	77
San Francisco County	7	5	9	8
Alameda County	1	1	1	<1
Santa Clara County	1	1	1	<1
Contra Costa County	1	<1	1	1
Marin County	<1	-	<1	<1
Sonoma County	<1	<1	-	-
Northern CA, Outside Bay Area	1	<1	<1	1
Other CA	<1	<1	<1	1
Outside CA	1	1	1	<1
Refused	11	10	12	11
Ridership Segment				
Weekday Peak	35			
Weekday Off-Peak	31			
Weekend	34			

Appendix A: QUESTIONNAIRE

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA

POSTAGE WILL BE PAID BY ADDRESSEE

PASSENGER SURVEY

SAMTRANS

PO BOX 3006

SAN CARLOS CA 94070-9927



SamTrans Customer Survey 2019



Dear SamTrans Passenger,

Please take a few moments to complete this questionnaire and tell us how we are doing. Please hand the completed survey back to the onboard surveyor. Thank you!

USAGE

1. How long have you been riding SamTrans?

- | | |
|-------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> 6 months or less | <input type="checkbox"/> 4 – 10 years |
| <input type="checkbox"/> 7 – 11 months | <input type="checkbox"/> 11 – 20 years |
| <input type="checkbox"/> 1 – 3 years | <input type="checkbox"/> More than 20 years |

2. How did you pay for this bus trip (today)

- | | |
|-------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Cash | <input type="checkbox"/> Mobile app – one-way ticket |
| <input type="checkbox"/> Clipper – cash value | <input type="checkbox"/> Mobile app – day pass |
| <input type="checkbox"/> Clipper – monthly pass | <input type="checkbox"/> Caltrain monthly pass (2+ zones) |
| <input type="checkbox"/> Paper – monthly pass | <input type="checkbox"/> Way2Go Pass |
| <input type="checkbox"/> Paper – day pass | <input type="checkbox"/> Other (specify): _____ |
| <input type="checkbox"/> Token | |

3. About how often do you ride SamTrans?

- | | |
|-----------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> 6-7 days /week | <input type="checkbox"/> 2 days /week |
| <input type="checkbox"/> 5 days /week | <input type="checkbox"/> 1 day /week |
| <input type="checkbox"/> 4 days /week | <input type="checkbox"/> 1 – 3 days /month |
| <input type="checkbox"/> 3 days /week | <input type="checkbox"/> Less than once a month |

ABOUT YOU

4. Age
- | | | |
|-----------------------------------|----------------------------------|--------------------------------------|
| <input type="checkbox"/> Under 13 | <input type="checkbox"/> 25 - 34 | <input type="checkbox"/> 55 - 64 |
| <input type="checkbox"/> 13 - 18 | <input type="checkbox"/> 35 - 44 | <input type="checkbox"/> 65 or older |
| <input type="checkbox"/> 19 - 24 | <input type="checkbox"/> 45 - 54 | |

5. What is your 5-digit home Zip Code? _____

Run ID: _____

RATINGS

6. Please respond by circling the number that best reflects your rating of SamTrans service where: 5 = Very Satisfied and 1 = Very Dissatisfied. If the question does not apply to you, check NA for Not Applicable.

	Very Satisfied				Very Dissatisfied	NA
At Stops / Transit Centers						
a. Cleanliness at bus stops/transit centers	5	4	3	2	1	<input type="checkbox"/>
b. Cleanliness of shelters.....	5	4	3	2	1	<input type="checkbox"/>
c. Condition of benches.....	5	4	3	2	1	<input type="checkbox"/>
d. Your sense of security while at the bus stop/transit center	5	4	3	2	1	<input type="checkbox"/>
e. Transit Center real time info posted on electronic signs	5	4	3	2	1	<input type="checkbox"/>
f. Posted information on info. boards (schedules, flyers, maps).....	5	4	3	2	1	<input type="checkbox"/>

Communication / Tickets

g. Communication of service changes (schedule, fare changes, etc.)	5	4	3	2	1	<input type="checkbox"/>
h. Real time bus arrival information (511)	5	4	3	2	1	<input type="checkbox"/>
i. SamTrans mobile app real time info	5	4	3	2	1	<input type="checkbox"/>
j. Experience purchasing your ticket (onboard bus, on Clipper, etc.)	5	4	3	2	1	<input type="checkbox"/>
k. Digital communications (website, social media) ...	5	4	3	2	1	<input type="checkbox"/>
l. Helpfulness/courtesy of Customer Service Center (1-800-660-4287)	5	4	3	2	1	<input type="checkbox"/>

Onboard buses

m. On-time arrival (within five minutes of scheduled arrival time)	5	4	3	2	1	<input type="checkbox"/>
n. Experience using your ticket onboard (paper, Clipper, token, etc.)	5	4	3	2	1	<input type="checkbox"/>
o. Total trip time	5	4	3	2	1	<input type="checkbox"/>

Very Satisfied ← → Very Dissatisfied NA

Onboard buses (continued)

p. Comfort of ride	5	4	3	2	1	<input type="checkbox"/>
q. Cleanliness of bus interiors	5	4	3	2	1	<input type="checkbox"/>
r. Ability to report security or safety issues.....	5	4	3	2	1	<input type="checkbox"/>
s. Availability of printed materials	5	4	3	2	1	<input type="checkbox"/>
t. Adequacy and clarity of onboard announcements (audio, electronic display)	5	4	3	2	1	<input type="checkbox"/>
u. Helpfulness/courtesy of bus operators	5	4	3	2	1	<input type="checkbox"/>

Overall

How would you rate your overall SamTrans experience?	5	4	3	2	1	<input type="checkbox"/>
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TRANSIT CENTERS

7. In the past week, have you used any of the following **Transit Centers** for SamTrans trips? (check all that apply)

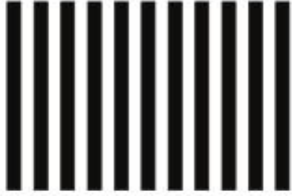
- | | |
|--------------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Colma BART | <input type="checkbox"/> Redwood City Caltrain |
| <input type="checkbox"/> Daly City BART | <input type="checkbox"/> San Carlos Caltrain |
| <input type="checkbox"/> Hillsdale Shopping Center | <input type="checkbox"/> SF Airport Transit Center |
| <input type="checkbox"/> Linda Mar Park and Ride | <input type="checkbox"/> San Bruno BART |
| <input type="checkbox"/> Millbrae Transit Center | <input type="checkbox"/> Serramonte Shopping Center |
| <input type="checkbox"/> Mission Street Transit Center | <input type="checkbox"/> South San Francisco BART |
| <input type="checkbox"/> Evergreen Ave – Daly City | <input type="checkbox"/> SF Transbay Terminal |
| <input type="checkbox"/> Palo Alto Transit Center | |

COMMENTS

Thank you very much for participating in this survey!



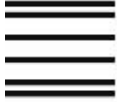
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IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA

POSTAGE WILL BE PAID BY ADDRESSEE

PASSENGER SURVEY
SAMTRANS
PO BOX 3006
SAN CARLOS CA 94070-9927



Encuesta de Clientes SamTrans 2019

Apreciado/a Pasajero/a de SamTrans,



Por favor, tómese unos momentos para completar este cuestionario y díganos qué tal lo estamos haciendo. Por favor, una vez finalizada entréguele la encuesta al entrevistador de a bordo. ¡Muchas gracias!

Uso

1. ¿Cuánto tiempo lleva usted utilizando SamTrans para sus desplazamientos?

- | | |
|------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> 6 meses o menos | <input type="checkbox"/> 4 – 10 años |
| <input type="checkbox"/> 7 – 11 meses | <input type="checkbox"/> 11 – 20 años |
| <input type="checkbox"/> 1 – 3 años | <input type="checkbox"/> Más de 20 años |

2. ¿Cómo pagó su tarifa de hoy día?

- | | |
|---------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> En efectivo | <input type="checkbox"/> Aplicación móvil – boleto de ida |
| <input type="checkbox"/> Clipper – valor efectivo | <input type="checkbox"/> Aplicación móvil – pase diario |
| <input type="checkbox"/> Clipper – pase mensual | <input type="checkbox"/> Pase mensual Caltrain (2+ zonas) |
| <input type="checkbox"/> Papel – Pase mensual | <input type="checkbox"/> Pase Way2Go |
| <input type="checkbox"/> Paper – pase diario | <input type="checkbox"/> Otra forma (especificar): _____ |
| <input type="checkbox"/> Ficha | |

3. Aproximadamente, ¿con cuánta frecuencia usa SamTrans?

- | | |
|-------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> 6-7 días /semana | <input type="checkbox"/> 2 días /semana |
| <input type="checkbox"/> 5 días /semana | <input type="checkbox"/> 1 día /semana |
| <input type="checkbox"/> 4 días /semana | <input type="checkbox"/> 1 – 3 días /mes |
| <input type="checkbox"/> 3 días /semana | <input type="checkbox"/> Menos de una vez al mes |

ACERCA DE USTED

4. Edad
- | | | |
|--------------------------------------|----------------------------------|-------------------------------------|
| <input type="checkbox"/> Menor de 13 | <input type="checkbox"/> 25 - 34 | <input type="checkbox"/> 55 - 64 |
| <input type="checkbox"/> 13 - 18 | <input type="checkbox"/> 35 - 44 | <input type="checkbox"/> 65 o mayor |
| <input type="checkbox"/> 19 - 24 | <input type="checkbox"/> 45 - 54 | |

5. ¿Cuál es el código postal de su hogar? _____

Run ID: _____

CALIFICACIONES

6. Por favor, responda haciendo un círculo alrededor del número que mejor refleje su calificación del servicio de SamTrans, usando una escala en la que 5 = Muy satisfecho/a y 1 = Muy insatisfecho/a. Si la pregunta no le incumbe, marque NA para indicar No Aplica.

Muy Satisfecho/a ← → Muy Insatisfecho/a NA

En las paradas / Centros de tránsito

a. Limpieza en las paradas/centros de tránsito ..	5	4	3	2	1	<input type="checkbox"/>
b. Limpieza en los refugios	5	4	3	2	1	<input type="checkbox"/>
c. Condición de los bancos	5	4	3	2	1	<input type="checkbox"/>
d. Su sensación de seguridad mientras está en la parada/el centro de tránsito	5	4	3	2	1	<input type="checkbox"/>
e. Información en tiempo real indicada en los letreros electrónicos	5	4	3	2	1	<input type="checkbox"/>
f. Información presente en los tableros informativos (horarios, panfletos, mapas)	5	4	3	2	1	<input type="checkbox"/>

Comunicación / Boletos

g. Comunicación sobre cambio de servicio (horario, cambios de tarifa, etc.)	5	4	3	2	1	<input type="checkbox"/>
h. Información sobre llegadas de buses en tiempo real (511)	5	4	3	2	1	<input type="checkbox"/>
i. Información en tiempo real en la aplicación móvil de SamTrans	5	4	3	2	1	<input type="checkbox"/>
j. Experiencia comprando su boleto (a bordo del bus, en Clipper, etc.)	5	4	3	2	1	<input type="checkbox"/>
k. Comunicados digitales (sitio web, redes sociales) ..	5	4	3	2	1	<input type="checkbox"/>
l. Ayuda/cortesía del Centro de Atención al cliente (1-800-660-4287)	5	4	3	2	1	<input type="checkbox"/>

A bordo de los buses

m. Llegadas a tiempo (en un plazo de cinco minutos de la hora de llegada prevista)	5	4	3	2	1	<input type="checkbox"/>
n. Experiencia usando su boleto a bordo (papel, Clipper, ficha, etc.)	5	4	3	2	1	<input type="checkbox"/>
o. Duración total del desplazamiento	5	4	3	2	1	<input type="checkbox"/>

Muy Satisfecho/a ← → Muy Insatisfecho/a NA

A bordo de los buses (continuación)

p. Comodidad del viaje	5	4	3	2	1	<input type="checkbox"/>
q. Limpieza del interior de los buses	5	4	3	2	1	<input type="checkbox"/>
r. Posibilidad de reportar asuntos de seguridad ..	5	4	3	2	1	<input type="checkbox"/>
s. Disponibilidad de materiales impresos	5	4	3	2	1	<input type="checkbox"/>
t. Idoneidad y claridad de los anuncios de a bordo (audio, letreros electrónicos)	5	4	3	2	1	<input type="checkbox"/>
u. Ayuda/cortesía de los operadores del bus	5	4	3	2	1	<input type="checkbox"/>

General

En general, ¿cómo calificaría usted su experiencia con el servicio de SamTrans?	5	4	3	2	1	<input type="checkbox"/>
---------------------------------------------------------------------------------------	---	---	---	---	---	--------------------------

CENTROS DE TRÁNSITO

7. En la última semana, ¿ha usado usted alguno de los siguientes **Centros de Tránsito** en sus desplazamientos con SamTrans? (marque todos los que correspondan)

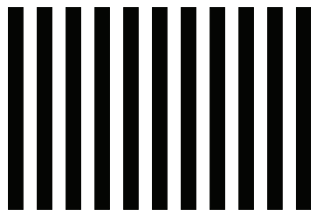
<input type="checkbox"/> Colma BART	<input type="checkbox"/> Redwood City Caltrain
<input type="checkbox"/> Daly City BART	<input type="checkbox"/> San Carlos Caltrain
<input type="checkbox"/> Centro Comercial Hillsdale	<input type="checkbox"/> Centro de Tránsito Aeropuerto SF
<input type="checkbox"/> Linda Mar Park and Ride	<input type="checkbox"/> San Bruno BART
<input type="checkbox"/> Centro de Tránsito Millbrae	<input type="checkbox"/> Centro Comercial Serramonte
<input type="checkbox"/> Centro de Tránsito Calle Mission	<input type="checkbox"/> South San Francisco BART
<input type="checkbox"/> Evergreen Ave – Daly City	<input type="checkbox"/> Terminal Transbay SF
<input type="checkbox"/> Centro de Tránsito Palo Alto	

COMENTARIOS

¡Muchas gracias por participar en esta encuesta!



NO POSTAGE
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IN THE
UNITED STATES



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA

POSTAGE WILL BE PAID BY ADDRESSEE

PASSENGER SURVEY
SAMTRANS
PO BOX 3006
SAN CARLOS CA 94070-9927



SamTrans 乘客滿意調查 2019



親愛的 SamTrans 乘客，

請用少少時間填答此調查問卷，告訴我們的表現如何。請將填妥的問卷交回給車上的調查員。謝謝你。

使用

1. 你搭乘 SamTrans 已有多久？

- | | |
|------------------------------------|------------------------------------|
| <input type="checkbox"/> 6 個月或以下 | <input type="checkbox"/> 4 – 10 年 |
| <input type="checkbox"/> 7 – 11 個月 | <input type="checkbox"/> 11 – 20 年 |
| <input type="checkbox"/> 1 – 3 年 | <input type="checkbox"/> 超過 20 年 |

2. 你如何付（今天）的車費？

- | | |
|----------------------------------------|----------------------------------------------|
| <input type="checkbox"/> 現金 | <input type="checkbox"/> 手機軟件－單程票 |
| <input type="checkbox"/> Clipper 卡－現金值 | <input type="checkbox"/> 手機軟件－全日通行票 |
| <input type="checkbox"/> Clipper 卡－月票 | <input type="checkbox"/> Caltrain 月票 (2+ 地區) |
| <input type="checkbox"/> 紙面月票 | <input type="checkbox"/> Way2Go Pass 通行票 |
| <input type="checkbox"/> 紙面全日通行票 | <input type="checkbox"/> 其他（請說明）：_____ |
| <input type="checkbox"/> 代幣 | |

3. 你搭乘 SamTrans 的次數是多少？

- | | |
|------------------------------------|--------------------------------------|
| <input type="checkbox"/> 每星期 6-7 天 | <input type="checkbox"/> 每星期 2 天 |
| <input type="checkbox"/> 每星期 5 天 | <input type="checkbox"/> 每星期 1 天 |
| <input type="checkbox"/> 每星期 4 天 | <input type="checkbox"/> 每個月 1 – 3 天 |
| <input type="checkbox"/> 每星期 3 天 | <input type="checkbox"/> 每個月少於一天 |

關於你

4. 年齡 ☐ 13 歲以下 ☐ 25 - 34 ☐ 55 - 64
☐ 13 - 18 ☐ 35 - 44 ☐ 65 或以上
☐ 19 - 24 ☐ 45 - 54

5. 你住家 5 個數字的郵區號是什麼？ _____

Run ID: _____

評分

6.請圈選最能代表你對 SamTrans 服務的評分：5 = 十分滿意和 1 = 十分不滿意。如問題不適用於你，請在 NA（不適用）格標示。

	十分滿意					十分不滿意	不適用
在車站／運輸中心							
a. 巴士站／運輸中心的清潔	5	4	3	2	1		<input type="checkbox"/>
b. 有蓋車站的清潔	5	4	3	2	1		<input type="checkbox"/>
c. 座椅的情況	5	4	3	2	1		<input type="checkbox"/>
d. 在車站／運輸中心的安全感	5	4	3	2	1		<input type="checkbox"/>
e. 運輸中心電子標誌牌的實時資料	5	4	3	2	1		<input type="checkbox"/>
f. 在公佈板上貼出的資料 (時間表，傳單，地圖)	5	4	3	2	1		<input type="checkbox"/>

溝通／車票

g. 服務改變的溝通 (時間表，車費改變等)	5	4	3	2	1		<input type="checkbox"/>
h. 實時巴士抵達資料 (511)	5	4	3	2	1		<input type="checkbox"/>
i. SamTrans 手機軟件實時資料	5	4	3	2	1		<input type="checkbox"/>
j. 購票經驗 (上車時購買，用 Clipper 卡等)	5	4	3	2	1		<input type="checkbox"/>
k. 數碼溝通(網站，社交媒體)	5	4	3	2	1		<input type="checkbox"/>
l. 顧客服務中心(1-800-660-4287)的協助和禮貌...	5	4	3	2	1		<input type="checkbox"/>

車上

m. 準時抵達(在時間表所定時間 5 分鐘內到達)	5	4	3	2	1		<input type="checkbox"/>
n. 上車時使用車票的經驗 (紙面車票，Clipper 卡，代幣等)	5	4	3	2	1		<input type="checkbox"/>
o. 全程時間	5	4	3	2	1		<input type="checkbox"/>

十分滿意 ← → 十分不滿意 不適用

車上 (續)

p. 搭乘舒服	5	4	3	2	1		<input type="checkbox"/>
q. 巴士內部清潔	5	4	3	2	1		<input type="checkbox"/>
r. 報告保安或安全能力	5	4	3	2	1		<input type="checkbox"/>
s. 備有印刷材料	5	4	3	2	1		<input type="checkbox"/>
t. 車上宣佈之準確和清楚 (聲音，電子展示牌)	5	4	3	2	1		<input type="checkbox"/>
u. 司機協助／禮貌	5	4	3	2	1		<input type="checkbox"/>

整體

你對你的整體 SamTrans 經驗的評分是多少？ .5 4 3 2 1 ☐

運輸中心

7. 在過去一個星期，你有沒有就乘坐 SamTrans 而使用以下任何一個運輸中心？ (標示所有適用項目)

- | | |
|----------------------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Colma BART 地鐵站 | <input type="checkbox"/> Redwood City 火車站站 |
| <input type="checkbox"/> Daly City BART 地鐵站 | <input type="checkbox"/> San Carlos 火車站 |
| <input type="checkbox"/> Hillsdale 購物中心 | <input type="checkbox"/> SF Airport 運輸中心 |
| <input type="checkbox"/> Linda Mar Park and Ride | <input type="checkbox"/> San Bruno BART 地鐵站 |
| <input type="checkbox"/> Millbrae 運輸中心 | <input type="checkbox"/> Serramonte 購物中心 |
| <input type="checkbox"/> Mission Street 運輸中心 | <input type="checkbox"/> South San Francisco BART 地鐵站 |
| <input type="checkbox"/> Evergreen Ave – Daly City | <input type="checkbox"/> 三藩市跨灣運輸總站 |
| <input type="checkbox"/> Palo Alto 運輸中心 | |

評論

十分感謝你參與此調查！

Appendix B: METHODOLOGY

DESCRIPTION OF METHODOLOGY

FIELD PROCEDURES

In total, six interviewers worked on the 2019 study. The training session for interviewers was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Thursday, April 18, 2019. Field interviewing on this project was conducted from Friday, April 19, through Wednesday, May 29, 2019.

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. Those who could not use the English or Spanish survey instruments due to language issues were offered a card with a phone number which enabled the respondent to have the survey questions asked of them via an interpreter on a language line.

Interviewers returned completed questionnaires to the CC&G office within 24 hours of shift completion. 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

In total, 2,109 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 2.02% (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. Surveying was attempted on all regular fixed-route buses, as well as many school/community routes, and surveys were collected on 36 of these routes (including all heavily traveled and medium traveled 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 ECR, fewer runs were covered in a single shift because the surveyor remained on the bus for the full length of the bus route.

Routes were selected 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 route locations were also considered 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. About 86% of the shifts were assigned to weekday routes, and 14% to weekend routes. Although it was not a separate region, routes were also selected to ensure proper coverage of the Coastsides region of SamTrans' service area (e.g. in and around Pacifica and Half Moon Bay).

Segmentation groupings are shown below.

WEEKDAY

Route Type	Avg Weekday Ridership	% of Weekday Ridership	# of Routes	Range of Surveys to be Collected
ECR (Very highly traveled)	8,754	23%	1	250-350
Highly traveled routes	981-4,851/route	49%	8	700-900
Moderately traveled routes	400-750/route	14%	10	300-500
Lightly traveled routes	Below 300/route	5%	15	100-150
School routes	15-450/route	9%	36 (21 serve high schools)	100-150

WEEKEND

Route Type	Avg Weekend Ridership	% of Weekend Ridership	# of Routes	Range of Surveys to be Collected
ECR (Very highly traveled)	11,000	32%	1	85-100
Highly traveled routes	3,985-5,700/route	28%	2	75-100
Moderately traveled routes	900-2,700/route	27%	6	40-75
Lightly traveled routes	620/route or less	14%	17	40-60

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 May 2019. The data was then weighted according to 9 different weights:

-) Weekday – school, low, medium, high, and very high-volume routes; and
-) Weekend – low, medium, high, and very high-volume routes.

The comparison below shows the breakdown of actual May 2019 riders on low, medium, and high volume routes, compared to the actual number of surveys collected on each, for both weekday and weekend ridership. The table then also shows the weight applied for each sub-group.

WEEKDAY					
	Very High	High	Med	Low	School
Actual Riders – May 2019 (#)	7,933	17,789	5,353	1,774	3,857
Actual Riders - May 2019 (%)	22%	48%	15%	5%	11%
Surveys Collected (#)*	271	768	440	129	167
Surveys Collected (%)*	15%	43%	25%	7%	9%
Weight applied (#)	1.10742	0.87628	0.46015	0.51989	0.87391

WEEKEND				
	Very High	High	Med	Low
Actual Riders – May 2019 (#)	14,681	13,565	12,887	6,485
Actual Riders - May 2019 (%)	31%	28%	27%	14%
Surveys Collected (#)*	77	114	79	64
Surveys Collected (%)*	23%	34%	24%	19%
Weight applied (#)	2.88413	1.80005	2.46940	1.53232

* Unweighted numbers

Appendix C: EDITING AND CODING PROCEDURES

EDITING AND CODING

This section outlines editing and coding procedures utilized on the 2019 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 Q2, 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."

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.

Appendix D: INTERVIEWER TRAINING INSTRUCTIONS

SamTrans 2019 Customer Satisfaction Onboard Survey Interviewer Instructions

Project Overview

This project is a passenger survey being conducted on-board SamTrans buses. It is an onboard, self-administered questionnaire to be distributed and collected on specific SamTrans routes. This fieldwork will take place beginning April 19, 2019 and continue through around May 31, 2019. In most cases, you will be working alone.

The San Mateo County Transit District is the administrative body for the principal public transit and transportation programs in San Mateo County. In addition to running SamTrans bus service, they also provide Redi-Wheels paratransit service, and Caltrain commuter rail. This survey will take place on SamTrans buses only – although you may travel to and from your shift on Caltrain. You can find out more about SamTrans, including maps and schedules for all routes, on their website, www.samtrans.com.

Safety!

Working on a moving bus can be challenging at times. Ensure your safety, as well as the safety of passengers at all times! 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. NEVER block passengers entering or exiting the bus.

You are required to wear your backpack while surveying on board the bus. Since many buses have very narrow aisles, please be aware of your movement and avoid injuring passengers with your backpack.

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.

Tips for Getting Everyone to Complete a Questionnaire

1. **Be prepared and professional!** Whether you enter the bus organized and with a smile on your face, or disorganized, uncertain, and panicked – passengers are watching. Just like a job interview begins as you enter the door of an office, remember that riders are making an assessment of you as you wait for/enter the bus.
2. **Politely introduce yourself to the bus driver.** Be sure your badge is on and your access letter is handy. Remember that you are on the driver's vehicle and treat them with respect.
3. As you hand out surveys, give a short **introduction** about the survey. You need to reach everyone on the bus – so avoid lengthy explanations or conversations.
4. **Do not ask riders if they want to fill out the survey, but rather, use a positive approach.** Some phrases which work well include: “We need your opinions on this survey.” If they hesitate, you might add: “We want to know what you think.”
5. **Be easygoing and friendly.** Answer questions about the survey so passengers can complete the questionnaire – but *avoid questions seeking YOUR opinion or lengthy discussions (whether about the survey or not)*. Some riders will try to engage you in a conversation they feel passionately about. Instead of joining the conversation, encourage them to provide their opinion on the survey itself.
6. **Be aware of the environment on the bus.** Some early morning buses, particularly, may have riders on them who want a quiet atmosphere – lower the volume of your voice if that is desired. Conversely, on

some busier buses, you may be able to give a brief introduction to many people at one time, and/or ask those around you to hand out surveys to those you cannot reach (because the bus is so crowded).

After surveys are distributed, walk through the bus every few minutes and watch for people who may have questions or are finished. 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.

Survey Eligibility

-)] Attempt to distribute surveys to all passengers who appear to be 13 or older. NEVER ask someone's age. If you are uncertain – offer them a survey anyway.
-)] All riders traveling in a group should be given a questionnaire, as should couples. The surveys are NOT intended to be a group response.
-)] If someone speaks Spanish or Chinese, offer them a questionnaire in their language. Do NOT profile/assume someone speaks Spanish or Chinese based on appearance.

Do not distribute questionnaires to:

-)] Passengers who appear to be under 13 years of age
-)] Employees of the transit system
-)] Sleeping passengers
-)] Other CC&G employees traveling on the bus

Instruct passengers to return completed surveys to you.

Important: In order to account for every questionnaire properly, the RunID MUST be written in the lower left-hand corner (labeled "RouteID"). You should 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. Follow these guidelines:

-)] **ECR, ECR Rapid, 292, and all routes in the 100's or 300's series** – pre-number 20 questionnaires;
-)] **All other routes in the 200's series and Routes 14 and 17** – pre-number 10 questionnaires;
-)] **All route numbers under 100 (other than 14/17), SFO and FLX Pacifica** – pre-number 5 questionnaires.
-)] *You can always pre-number more than the above guidelines and should do so if you are surveying Monday-Friday during AM Peak (6 am – 9 am) or PM Peak (3 pm – 6 pm) hours.*

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

Handling Refusals and Survey Completion Options

Getting to "Zero Refusals"

Here are some tips to help you address refusals and convert them into participation:

-)] **Use positive language to overcome resistance.** Some passengers may ask, "Is this survey required??" Do not go on the defensive, but instead, respond in a positive manner: "No, but we greatly value your input and hope you will participate anyway."
-)] **Use the "domino effect" in your favor.** If you start at one end of the bus, and get a refusal, do not stay in that area – move to another area and ask other passengers. Passengers who hear other passengers participating are more likely to participate themselves. Passengers who hear other passengers refuse are more likely to refuse. Get and keep the positive responses going!
-)] **Offer solutions to "I have no time."** Some passengers are doing something else on their trip (working, sleeping, "me time") and do not want to do the survey just then. Other passengers may be taking a very

short trip, and they do not feel they have enough time to complete the survey. Point out to them that they may complete it later and mailing it in – just by folding it and affixing tape where indicated. (No postage is necessary.) **But use this as a last resort – our response rate for those who take the survey with them tends to be low.**

- J **Do NOT assume** they will refuse because they are using a tablet, phone, or other device. If they are in a conversation on their phone, you can hand the survey to them. If they are working, politely explain they can complete it later – and repeat the options above.
- J **Briefly address questions/concerns.** If a passenger is concerned about privacy, let them know that the survey is completely anonymous. No contact information is requested. You may also let them know we are conducting this *and we are a survey research company – we NEVER participate in sales-related activities. We ONLY do survey research.* Thus, the results will be used to help improve SamTrans – nothing else.
- J **For patrons who are unable to fill out the survey onboard (e.g. blind, speak a language other than English, Spanish or Chinese, etc.),** ask the person if they are able to have someone help them with the survey at home, and [point out the mail-back panel](#).
- J **You may need to (quickly) decide whether to take an incomplete survey or encourage them to participate via return mail.** A survey will not be considered complete unless more than half of the questions have been answered (e.g. about 2 of the 3 pages of the questionnaire). If the passenger has filled out 2 of the 3 pages, it is better to accept the survey with skipped questions than to risk losing that survey (which is very unlikely to be mailed in).

Survey Quality Assurance - Completeness

- J Be sure to **tell the patrons to fill in all pages** of the survey.

Tracking Completes and Non-Responses

You will complete a [Survey Control Sheet \(Green Card\)](#) for EVERY run of your shift. (A 'run' has its own Run number on the detailed schedule and is one specific bus you survey from a start point to an end point.) Most of the survey control sheet **MUST** be completed IN REAL TIME (that is, as you are distributing and collecting surveys on the bus).

At the Start of Each Run, Enter:

- J The current date and day
- J Route number of the bus you are boarding (Route #)
- J Your last name
- J The specific location where you are boarding the bus to start the run. (Trip Start Location)
- J The time the run started (e.g. the time you boarded the bus)

During your run, keep track of 4 KEY items in real time:

1. **The number of questionnaires distributed.** English surveys come in packs of 25, and Spanish and Chinese surveys in packs of 10, to help you keep track.
2. **A tally of all non-responses** (passengers under 13, refusals, already participated, etc.) on your survey control sheet. **Use a 'hash mark' (e.g. | | | |) to keep track of these quickly.**
3. The **actual start time/place** for your run.
4. The **actual end time/place** for your run.

At the end of each Run, enter on the survey control sheet:

- J Location where you exited the bus.

-] The time that the run ended.
-] The total number of questionnaires DISTRIBUTED for English, Spanish, and Chinese.
-] 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

When you fully complete your Survey Control Sheet, every person who was on the bus should be represented – either in the top half (received a questionnaire) or on the bottom half (non-response).

Non-Response Definitions

Refusal – Anyone who does not take a survey because they do not want to (and is not covered by one of the categories below).

Under 13 – Anyone who is obviously under 13 years of age. NEVER ask someone their age – if you are uncertain, assume they are at least 13 and offer a survey.

Language Barrier - Spanish-speaking/Chinese-speaking passengers who refuse a questionnaire are tallied as “refusals” since we have a Spanish/Chinese surveys. *Only passengers who speak a language other than English/Spanish/Chinese count as a Language Barrier.* Write the language spoken/apparently spoken – particularly if you have more than one or two Language Barrier non-responses.

Sleeping – NEVER wake up someone who is asleep. However, keep an eye on the passenger – if they wake up, offer them a survey (and erase the non-response from this category).

Already Participated – This is someone who has already completed a survey – either on the current route or another route. On this survey patrons should NOT be encouraged to fill out a second survey if they’ve already completed one.

Other (specify) – Use this for all other non-responses. This includes:

-] On-duty law enforcement;
-] SamTrans employees; and
-] CC&G surveyors traveling to/from shifts.
-] Specify which of the "Other" categories the person/people belong to. “Other” non-responses with no reason specified are automatically coded up to “Refusals.”
-] The Other (specify) option is NOT for those on the phone, on a computer, etc. These riders should be approached and offered a survey.

At the End of Each Bus Shift

-] Be sure ALL Survey Control sheets are completely filled out. Tally the total number of questionnaires distributed, questionnaires returned, and total non-responses.
-] All returned surveys and the completed survey control sheet should be rubber-banded together and placed in the appropriate packet envelope.

- J Be sure you fill out the front of the packet envelope for each run. Transfer the total number of completes and total number of non-responses to the sheet on the front of the packet envelope.
- J Note on the front of the packet envelope any unusual happenings that may have affected transit service or passengers' experience on this shift.
 - o DO write notes on: Heating/air conditioning issues, door issues, or other items on board the bus; disruptive passengers; police/emergency activity; or any circumstances which caused you to exit early and/or at a different stop, or for the bus to be substantially late (more than 15-20 minutes).
 - o DO NOT write notes which are not a part of the survey – e.g. weather conditions (unless incredibly extreme) or personal observations.
 - o Remember you are an impartial interviewer – so your opinions about whether passengers are nice, mean, etc., SHOULD NEVER be aired.
 - o DO NOT wait to tell someone at check-in/drop-off anything relevant without writing it down on the packet control sheet FIRST!
- J **TURN IN ALL COMPLETED WORK WITHIN 24 HOURS.** Initially, you will need to check in your work. Once you no longer have to check in, you MUST drop off completed work within 24 hours. You can either:
 - o Turn it in to Carol or Jon during office hours; or
 - o Drop it in the trunk in the office lobby.

Important Information About This Project

This survey project has several elements you will need to understand clearly.

1. A system map will be provided to you today, which will help you understand the general travel direction of the routes you survey. **However, you may also want to look up maps for specific start, transfer, and end locations.**
2. SamTrans travels throughout San Mateo County. All bus routes serve San Mateo county, with a few heading north into San Francisco and a few heading south into Palo Alto (Santa Clara County).
3. Many streets cross multiple cities (El Camino Real, Hillsdale Boulevard, etc.).
4. SamTrans schedules often do NOT specify which side of a street your bus stop is on – the same cross-streets are often used in the same order – e.g. Airport/Linden (as an intersection) is often used regardless of the direction you are going. Thus, take extra time to find your correct bus stop and be sure you are going the correct direction you need to go.
5. The main non-freeway road in San Mateo County is El Camino Real – usually shortened to "El Camino." Two of the system's routes – ECR and ECR Rapid – are named after the fact that much of these routes go up and down El Camino Real in San Mateo County.
6. A meal break is included in full survey shifts to maximize survey time.
 - a. **The routes scheduled before your meal break are ALMOST always a higher priority than the routes scheduled after your meal break.** The Coastside area (Pacifica/Half Moon Bay) is the exception to this – generally, your runs in Pacifica and Half Moon Bay are the priority, and other runs being used to get you to/from that area are of lesser priority.
 - b. **Note that the 'meal break' portion of the time period is 30 minutes.** Often, more than 30 minutes is provided – as this allows for late bus arrivals. It also provides a chance for you to catch up on any paperwork and be ready for the remainder of your shift, as well as making sure you are at the correct bus stop in time for the next run.
7. A number of bus stops are not right at a Caltrain station, but within 1-3 blocks of a Caltrain station. This makes looking at a map prior to your shift extremely important.
8. NEVER take an earlier bus or board at a different stop – unless the schedule specifies it is OK to do so.

Conduct and Communication

Good conduct and good communication are an essential part of this project, and CC&G's standard Fieldwork and Communication Protocols are an integral part of this project. Below are some of the key items to note from these protocols – remember you are representing both CC&G and SamTrans.

-] Always act professionally.
-] **Be punctual.** You should be in place, at your starting point at the time indicated in red type (bright yellow background), which is 15 minutes prior to the time your first bus is due. *Failing to adhere to the published schedule, and/or starting shifts late, will lead to dismissal.*
-] **Dress in business casual attire.** This is typically long trousers and collared shirts for men, and a pair of slacks and blouse/top for women. **Wear comfortable, closed-toed shoes which allow you to walk quickly and easily maintain your balance.**
-] Note that 'business casual' DOES NOT include t-shirts, 'sweats', workout wear, yoga pants, shorts, sandals, flip-flops, and ANY clothing with prominent brand names, logos, or slogans.
-] All surveyors must wear their ID badges and have a valid photo ID at all times while surveying.
-] Your surveyor badge and survey access letter permit you to ride on SamTrans SOLELY for the purposes of this study. Any other use is prohibited and cause for immediate dismissal.
-] You must wear your surveyor badge for every shift. If your badge is lost or stolen, you must report it to CC&G immediately.
-] **Look ahead on the schedule.** It is part of your job to ask questions if you are unsure how you will travel there, to ask for additional maps or directions if needed, etc.
-] **Adhere to check-ins and work return deadlines.** You will be expected to check in at the beginning of the project, and there may be other check-ins announced.
 - o Check-ins will occur for EVERYONE after you have completed your first 1 to 3 shifts. Everyone will check in (in-depth) 1 to 3 times. For AM shifts, plan to check in IMMEDIATELY AFTER your shift. For PM Shifts, plan to check in ABOUT 45 MINUTES PRIOR to the time you need to leave for the start of your shift the next day. If you are planning to check in at other times, you MUST contact CC&G and make those arrangements!
 - o Return completed work within 24 hours after the end of your shift.
-] **Communication is part of the job.** Questions which arise, changes to protocols, updated schedules – all of these things require constant communication during the project.
 - o **Check your email daily.** With many people in the field from early morning to late at night, this is the best way to communicate timely (but not urgent) information so everyone is aware of it.
 - o Schedules will generally be both emailed and printed. These are based on the availability you have noted in ScheduleBase and discussed with CC&G. Your availability on ScheduleBase should be accurate at least 2-4 weeks beyond the current day.
 - o If for any reason you CANNOT make a shift – and it is 5 or more days away – email Carol at carolc@ccgresearch.com.
 - o If for any reason you CANNOT make a shift – and the shift is less than 5 calendar days away – use the urgent notification numbers below and let CC&G know AS SOON AS POSSIBLE.

CONTACT INFORMATION

Corey, Canapary & Galanis – main number is (415) 397-1200
ONLY call this number for urgent matters from 8 am to 4 pm, Monday through Friday

For all other times/days:

Before 8 am Monday-Friday and before 12 noon weekends – Carol Anne Carroll (415) 200-5277

After 4 pm Monday-Friday and after 12 noon weekends – Jon Canapary (415) 577-2428

Client Contact

Julian Jest. Market Research & Development.

650-508-6245

If a passenger specifically asks for a contact at the District, provide Julian's name and phone number. If you do give out this information, notify CC&G RIGHT AWAY.

Preparing For Your Shift

Several days before you work a shift, look at your specific shift assignment. Check samtrans.com. Make sure you know:

1. Where your starting point is;
2. How long it will take you to reach your starting point;
3. If one run ends at one point and your next run starts at another, you will usually have to walk a short distance to reach the next run. Be sure you know where these points are; and
4. Where your ending point is – and how you will travel back from your end point either to CC&G offices (usually if on an AM shift) or home (if on a PM shift).
5. If you are unsure of any information you need – starting point, transfer point, ending point, travel to or from – it is your responsibility to ask questions/ask for help, and to do so BEFORE the day of the shift. Look as far ahead as the schedule is issued.

Before you leave for your shift, be sure you have the following items:

- | | |
|--------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| 1. Backpack | 10. Survey control sheets |
| 2. SamTrans system map | 11. Rubber bands |
| 3. Your <i>personal</i> interviewer schedule | 12. Interviewer Instructions (this document) |
| 4. System authorization letter (from SamTrans – shown to driver as needed) | 13. Clipboard |
| 5. Your personal surveyor badge | 14. A watch (NOT a phone – if you do not have a watch – ask for one before you leave) |
| 6. Apron | 15. Your time sheet |
| 7. Pens | 16. A CC&G Clipper card (specifically issued to you) |
| 8. SamTrans questionnaires (100 English, 30 Spanish, and 20 Chinese per shift) | 17. Caltrain day passes (specifically issued to you) |
| 9. Completed Questionnaire Envelope(s) – take 1 for each run in your shift | 18. Your personal identification with photo ID (provided by you) |

Appendix E:

SAMTRANS ROUTES SELECTED TO SAMPLE

Route #	Route Geography	WEEKDAY CLASSIFICATION	WEEKEND CLASSIFICATION
SFO	Express/Multi-City	Low	Low
FLXP	Express/Multi-City	Low	
ECR Rapid	Express/Multi-City	Med	Med
ECR	Express/Multi-City	Very High	Very High
398	Express/Multi-City	Med	Med
397	Express/Multi-City	Low	Low
296	South	High	Med
295	Central	Low	
294	Express/Multi-City	Low	Low
292	Express/Multi-City	High	High
286	South	Low	
281	South	Med	Low
280	South	Low	Low
278	Central		Low
276	Central	Low	
275	Central	Med	
274	Central	Med	
270	Central	Low	Low
260	Central	Med	Low
256	Central	Low	Low
251	Central	Low	Low
250	Central	High	Low
141	North	Med	Low
140	North	Med	Low
130	North	High	Med
122	North	High	Med
121	North	High	Med
120	North	High	High
118	Coastside	Low	
112	Coastside	Med	Low
110	Coastside	High	Low
95	Central	School	
87	South	School	
84	South	School	
82	South	School	
81	South	School	
80	South	School	
67	Central	School	
62	Central	School	

Route #	Route Geography	WEEKDAY CLASSIFICATION	WEEKEND CLASSIFICATION
61	Central	School	
60	Central	School	
59	Central	School	
57	Central	School	
56	Central	School	
53	Central	School	
49	North	School	
46	North	School	
38	North	Low	Low
35	North	School	
28	North	School	
24	North	School	
18	Coastside	School	
17	Coastside	Med	Low
16	Coastside	School	
14	Coastside	Low	

SAMTRANS MARKET SEGMENTATION STUDY SPRING 2018

SUMMARY REPORT

Prepared by

COREY, CANAPARY & GALANIS RESEARCH
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INTRODUCTION

This report details the findings of the SamTrans Market Segmentation Study, conducted for SamTrans by Corey, Canapary & Galanis (CC&G).

The Study consisted of two primary components:

-)] **A qualitative portion**, consisting of four focus groups. These groups were conducted December 15-16, 2017, and included one group each of riders, former riders, and non-riders, as well as a group of Spanish-speaking participants (which was a mix of current, former, and non-riders). All four groups were held at San Mateo County Transit District headquarters. Groups were led by professional moderators, and each group consisted of 9-12 participants. The primary goals of this portion of the study were to:
 - Help in the development of the quantitative questionnaire; and
 - Obtain input which was best suited for more of an in-depth, directional discussion, with a focus on what might motivate non-riders to try SamTrans, why former riders no longer use SamTrans, and other specialized aspects, such as how SamTrans is perceived within the Hispanic/Spanish-speaking community.
-)] **A quantitative portion**, consisting of a telephone survey of San Mateo County residents, which was conducted from January 30 to March 28, 2018. Of the 664 completed surveys, 625 were conducted in English and 39 were conducted in Spanish. Key objectives of the telephone survey included determining a respondent's:
 - Current transportation mode;
 - Incentives and barriers to SamTrans use;
 - Rider and non-rider perception of SamTrans and its service; and
 - Preferred methods of communication.

This report includes the following key sections: Executive Overview, Charts/Key Findings and Detailed Results. While the report focuses on the results from the quantitative questionnaire, findings from the focus groups (particularly those not covered in the quantitative questionnaire) are included throughout where relevant. The Appendix of this report includes a copy of the questionnaire, as well as the moderator outline, group notes, and handouts for the qualitative (focus group) portion.

Questions regarding this project may be directed to: Julian Jest, SamTrans, 650-508-6245.

Key Sub-Groups and Statistically Significant Differences from Telephone Survey

For both the telephone survey and focus groups, potential respondents were initially asked about their use of SamTrans and were divided into three groups:

-)] Non-riders: those who had not used SamTrans;
-)] Former Riders: those who had used SamTrans but not within the past six months; and
-)] Riders: those who had used SamTrans in the past six months.

For the focus groups, one group each was conducted among Non-riders, Former Riders, and Riders. From the telephone survey, 664 completed surveys were conducted. Of these, 280 (42%) were conducted with non-riders, 262 (40%) were conducted with former riders, and 122 (18%) were conducted with regular riders.

Respondent Geographic Distribution

ZONE	TOTAL	Non-Rider	Former Rider	Rider
MID	45%	44%	45%	45%
NORTH	31%	28%	32%	39%
SOUTH	13%	17%	11%	6%
COASTSIDE	11%	11%	11%	10%

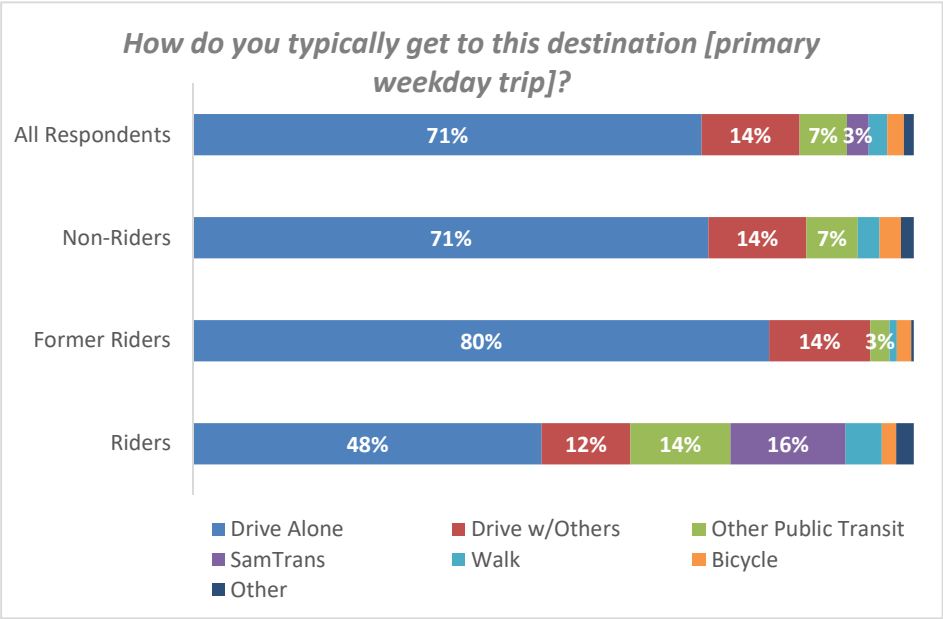
For the total number of respondents in the telephone survey (n = 664) who participated, the margin of error is +/- 3.74% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:

- Non-Riders (n = 280) +/-5.82% at the 95% confidence level;
- Former Riders (n = 262) +/-6.01% at the 95% confidence level;
- Riders (n = 122) +/-8.85% at the 95% confidence level.

EXECUTIVE SUMMARY

Mode Choice and Timing of Primary Weekday Trip

Among all respondents, the vast majority (85%) used some form of car-based transportation for their primary weekday trip, with 71% driving alone, 14% driving with others, and 1% using Uber/Lyft or a similar service. Coastside residents were most likely to use some form of car-based transportation (89%), followed by Mid County (86%), North County (83%), and South County (82%) residents.



Only 10% used some form of public transportation, with 3% using SamTrans and 7% using some other form of public transit. North County residents were most likely to use SamTrans for their primary weekday trip (4%), followed closely by Mid-County residents (3%). Only 1% each of South County and Coastside respondents said they used SamTrans for their primary weekday trip. **Only 16% of SamTrans riders use SamTrans for their primary weekday trip.**

While **South County residents** were least likely to say they use some form of car-based transportation, as well as the least likely to use any form of transit (SamTrans or otherwise), 10% say they bicycle and 5% say they walk for their primary trip (much higher than 3% of respondents overall who say they walk and 2% of respondents overall who say they bicycle). **This coincides with the fact that 77% of South County respondents say their primary weekday trip takes 30 minutes or less.**

The heavy dependency on car-based transportation is not as surprising given that **96% of respondents indicated they have access to a [personal] car**, making nearly every potential rider within San Mateo County a choice rider.

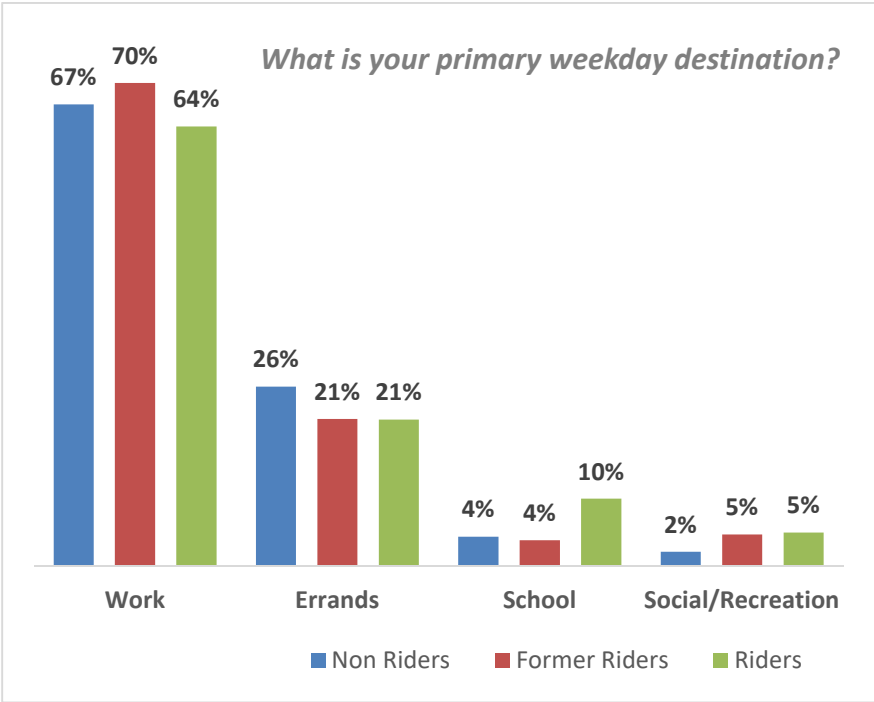
Use of SamTrans

More than half (58%) of respondents said they had used SamTrans at some point. North County residents (64%) were most likely to say they had ever used SamTrans – while South County residents (44%) were least likely to have done so.

However, only 17% of respondents overall said they had used SamTrans within the past 6 months. By region, North County residents were twice as likely to have used SamTrans in the past 6 months as South County residents, and nearly twice as likely as Coastside residents. (Mid-County residents were less likely to have used SamTrans in the past 6 months compared to North County residents, but were more likely to have ridden than South and Coastside residents.)

Nearly half of all Riders (45%) say they use SamTrans less than once a month; only 21% of Riders use SamTrans 4 times per week or more. By region, North and Mid-County riders were most likely to use SamTrans 4 or more times per week. None of the South County riders said they used SamTrans more than once per month. (Coastside riders were somewhat less likely to use SamTrans 4 or more times per week compared to North and Mid-County riders, but rode more frequently than South County riders.)

Riders of SamTrans are slightly less likely to say their primary weekday trip is work (64% Riders vs. 68% respondents overall), but twice as likely to say their primary weekday trip is school (10% Riders vs. 5% respondents overall). The trend of SamTrans riders being less likely to travel to work, and more likely to travel to school, held true within North, Mid, and South County regions as well. However, the share of Riders in South County and Coastside are quite small.



SamTrans currently serves, and/or is known by, more established residents.

- J Non-riders were almost twice as likely to be new residents (3 years or less) – 19% -- when compared to respondents overall (11%). New residents who are also non-riders are most heavily concentrated in the Mid-County and South County areas.
- J Conversely, former riders and riders of SamTrans were much more likely to be longer-term residents; very few former riders and riders of SamTrans have lived in San Mateo County less than three years.

Barriers and Incentives

When asked about what factors would cause them to consider (or not consider) SamTrans, one-fourth of respondents (25%) indicated that SamTrans does not go to/near their destination (including 15% of those who currently use the service).

Nearly one-fourth (22%) indicated that SamTrans takes too long, or requires too many transfers (including 22% of those who currently use the service).

Why is that? [why consider/not consider SamTrans]

BARRIERS*	All Respondents	Non-Riders	Former Riders	Riders
SAMTRANS DOESN'T GO TO/NEAR MY DESTINATION/BUS STOPS TOO FAR AWAY	25%	27%	27%	15%
SAMTRANS TAKES TOO LONG/TOO MANY STOPS/TRANSFERS (NET)	22%	20%	25%	22%
SAMTRANS TAKES TOO LONG	17%	16%	19%	16%
SAMTRANS HAS TOO MANY TRANSFERS	5%	4%	5%	6%
SAMTRANS HAS TOO MANY STOPS	2%	2%	3%	2%
NEED CAR FOR WORK/NEED TO MAKE MULTIPLE STOPS/TRANSPORT CHILDREN/TOOLS/MATERIAL	11%	12%	12%	7%
DESTINATION IS TOO CLOSE TO TAKE A BUS	8%	9%	9%	6%
DON'T KNOW HOW TO USE SAMTRANS/WHERE STOPS ARE	7%	10%	5%	2%
SAMTRANS IS TOO INFLEXIBLE/CAN'T CONTROL WHEN I ARRIVE/WHERE I GO	6%	6%	7%	5%
SLOWER/LESS CONVENIENT THAN MUNI, CALTRAIN OR BART	5%	5%	5%	2%
TOO INFREQUENT	4%	4%	5%	6%
TOO MANY HOMELESS/OFFENSIVE PEOPLE ON SAMTRANS	3%	3%	2%	5%
WORRY ABOUT SAFETY/SECURITY ONBOARD/AT STOPS	3%	4%	3%	2%

Note: Multiple responses accepted.

*Partial table. Only responses cited by 3% or more overall are cited. See statistical tables for complete list.

INCENTIVES	All Respondents	Non-Riders	Former Riders	Riders
SAMTRANS STOPS/ROUTES ARE CLOSE TO ME	4%	2%	3%	11%
DON'T HAVE TO WORRY ABOUT TRAFFIC/PARKING	2%	2%	1%	7%
SAMTRANS IS CHEAPER THAN DRIVING/UBER	2%	1%	3%	5%
IT'S RELIABLE/ON-TIME	1%	<1%	-	4%
SAMTRANS IS GREENER THAN DRIVING	1%	1%	<1%	2%
CAN WORK/READ/DO OTHER THINGS ON THE BUS.	1%	1%	-	3%
IT'S FASTER	<1%	-	-	2%
FRIENDLY/HELPFUL PERSONNEL	<1%	<1%	<1%	1%
BUSES ARE CLEAN/WELL MAINTAINED	<1%	-	<1%	1%
SYSTEM IS EASY TO USE	<1%	-	<1%	1%

Note: Multiple responses accepted.

These findings from the telephone study reflect what were also revealed during the focus groups.

Specifically:

-) That the typical weekday trip/work trip could not be made using SamTrans – or could be made only with multiple transfers, making the commute length impractical. Said one respondent: *“Make it so working people can get from where they can afford to live to where jobs are.”*
-) Within the Spanish-speaking focus group, many respondents indicated they use SamTrans on weekends (or would use it on weekends), but are frustrated by the reduced service. **In relation to this – in the quantitative telephone study, 32% of current SamTrans riders said they make their primary weekday trip on weekends as well.**
-) This sense of excessive trip time and/or onerous multiple transfers was exacerbated by the prevalence of Uber, Lyft, and similar services. Most focus group participants indicated these services are now an integral part of their lives – and their use is widespread.

 - They are a fully integrated transportation network option for many, whether riders, former riders, or non-riders. One Spanish language respondent noted: *“(Uber) is the best thing that happened in (my) life. Another non-rider noted: “seems like everyone uses (these services).”*
 - In comparison, there was a sense that Uber/Lyft would still be needed for SamTrans trips. Said one former riders: *“If you take a bus somewhere you need Uber or Lyft to get rest of way – no direct way – having to transfer.”*
 - There was some negativity towards Uber/Lyft when it came to pricing; however, most non-riders and former riders did not compare SamTrans favorably on price, largely due to the lack of transfers and perceived lack of a day pass (or other ways to pay which did not require an up-front investment, as a monthly pass would).

In the telephone study, respondents generally expressed the idea that trip length (time) was a much more important factor than pricing (money). When asked to rate the statement, “I must arrive at my destination by a specific time,” [on a scale of 1 to 5, 5 indicating highest level of agreement], respondents rated this statement 3.85 (out of 5.00). However, when asked to rate the statement, “I’m not concerned about how much it costs to get to my destination,” respondents gave an average rating of 3.01.

The telephone study also asked respondents to rate their agreement with other attitudinal statements as well. These statements (table below) show that:

- J While 64% of Non-riders and 68% of Former Riders say SamTrans would take too long, 40% of Riders also agree with this statement. For Non-riders and Former Riders, this statement is the one which they agreed to most.
- J Similarly, 23% of Riders agree that it is confusing to plan a trip on SamTrans (compared with 32% of Former Riders and 40% of Non-Riders).
- J However, Riders also responded more positively to the concepts of Express Buses and Free Wi-Fi. Thus, such moves would likely increase ridership, but starting with those who currently use the system. More than two-thirds of Riders (70%) said they would use SamTrans more if Express Routes were added.

Statement*	Agree / Agree Strongly		
	Non-Riders	Former Riders	Riders
I know how to reach my destination using SamTrans	13%	36%	(not asked)
SamTrans (would) take(s) too long to reach my destination	64%	68%	40%
SamTrans would be (is) less expensive than my current option(s)	29%	37%	55%
It would be (is) confusing to plan a trip on SamTrans	40%	32%	23%
Adding express routes which make fewer stops would make me more likely to use SamTrans [more]	38%	50%	70%
Adding free Wi-Fi onboard buses would make me more likely to use SamTrans	31%	34%	46%
Overall, SamTrans provides better service than other bus systems in the Bay Area	11%	32%	41%
SamTrans buses do not come often enough	(not asked)	(not asked)	44%

*Some statements were read with minor variations in wording. See Appendix for full questionnaire and wording.

***Spanish Language Respondent Focus**

Comfort and Familiarity

-)] Spanish language respondents are more familiar with SamTrans.
 - Spanish language respondents were twice as likely to ride SamTrans regularly (4+ times a week) compared to other county residents.
 - 41% of Spanish speaking respondents agreed strongly that they knew how to use SamTrans to get to their destination (vs. 15% of English language respondents).
-)] Spanish language respondents are more likely to consider using SamTrans instead of a car.
 - 53% of Spanish language respondents who typically drive to their destination would use SamTrans, compared to only 15% of English language respondents who typically drive to their destination.

Attracting Non-SamTrans Riders

-)] Express buses are of interest to Spanish language respondents.
 - Nearly half (45%) of Spanish language non-users or former users agreed that adding express buses would make them ride more; this is similar to English language respondents (44% agreed).
-)] Free Wi-Fi is a less attractive incentive for Spanish language respondents.
 - Only 10% of Spanish language respondents who were non-users or former users of SamTrans agreed that adding Wi-Fi would make them ride SamTrans more. (vs. 33% of English respondents).

Demographics

-)] Two thirds (69%) of Spanish language residents live within a fifteen-minute walk of El Camino Real.
-)] Most (85%) Spanish language respondents own or have access to a car.
-)] Two-thirds (64%) of Spanish language respondents make less than \$50,000 and over one-third (38%) live in households of four or more people.

*Note: Of the 664 interviews completed, 39 were conducted among Spanish-only speaking respondents.

Infrequent Rider Focus*

Infrequent riders who haven't ridden SamTrans in the past six months are most concerned with the time a SamTrans trip would take, as well as the cost of the trip

-)] Two-thirds (68%) of these infrequent riders agreed with the statement "SamTrans would take too long to reach my destination."
-)] Half (50%) of these infrequent riders agreed that "adding express routes with fewer stops would make me more likely to use SamTrans."
-)] Only one-third (37%) of these infrequent riders agreed that "SamTrans would be less expensive than my current option."
-)] Only about one-third (34%) of these infrequent riders agree that "adding free Wi-Fi onboard buses would make me more likely to use SamTrans."

Infrequent riders are familiar with the SamTrans system, but do not necessarily know how to use SamTrans to get to their destination

-)] Most (85%) infrequent riders say they are familiar with SamTrans stops near their home.
-)] Only one-third (33%) of infrequent riders who haven't ridden SamTrans in the past twelve months agree that "it would be confusing to plan a trip on SamTrans."
-)] Only one-third (36%) of infrequent riders who haven't ridden SamTrans in the past twelve months agree that "they know how to reach my destination using SamTrans."

Demographics

-)] Two thirds (65%) of infrequent riders make trips of less than 30 minutes.
-)] Half (50%) of infrequent riders live within a fifteen-minute walk of El Camino Real.
-)] Most (98%) of infrequent riders own or have access to a car.
-)] Three-fourths (78%) of infrequent riders live in the Mid-County or North County areas.
-)] Most (83%) of infrequent riders make more than \$50,000 and nearly half (42%) live in households of two or fewer people.

*Note: Of the 664 interviews completed, 385 said they have ridden a SamTrans bus. Of these, 344 said they rode once a month or less (Infrequent Riders) and 41 said they rode once a week or more (Frequent Riders).

Highlights from Focus Group-Only Topics

There were several topics which were not raised in the quantitative telephone study, but instead, were discussed only within one or more focus groups.

Reactions to Fare Chart

-) Most agreed that SamTrans fares are a good value.
-) There was significant confusion about the difference in fare leaving San Francisco. Very few were even aware of this pricing difference, even among riders. Once participants viewed the fare chart, however, there was confusion and frustration and multiple theories put forth around why the fare leaving San Francisco was more than the fare entering San Francisco. Most felt the fare going and coming should be the same.

SamTrans and the Hispanic Community (only Spanish Language Group)

-) Several respondents indicated they feel comfortable riding SamTrans buses. Several called out the helpfulness of SamTrans drivers. Two quotes:
 - “Drivers treat me the same – since I’m a Latin they do not treat me differently, better or worse. I see that the drivers are professionals in the way they treat the public in general”
 - “Don’t see a racial difference. I don’t speak English. I speak to drivers in Spanish and they try, they make an effort even if they don’t speak Spanish. They make effort to understand me. They are helpful that way.”
-) On how to communicate with the Hispanic community better, one respondent indicates SamTrans is doing well now: *“...they are doing a lot now. (It) shows they care when information is (printed) in Spanish, Chinese and English.”*

DETAILED RESULTS – TELEPHONE STUDY

Primary Weekday Destination

What is your primary weekday destination?

-) Overall, work was the most likely primary weekday destination.
-) Respondents from Coastsides were least likely to cite work, and most likely to cite errands, as a primary weekday destination.

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (All Respondents)	664	280	262	122
WORK	68%	67%	70%	64%
ERRANDS	23%	26%	21%	21%
SCHOOL	5%	4%	4%	10%
SOCIAL/RECREATIONAL	4%	2%	5%	5%
OTHER PLACE (UNSPECIFIED)	<1%	<1%	-	-
TOTAL	100%	100%	100%	100%

	TOTAL	County Region			
		North	Mid	South	Coastsides
Base (All Respondents)	664	209	298	84	73
WORK	68%	73%	69%	62%	53%
ERRANDS	23%	19%	22%	30%	36%
SCHOOL	5%	6%	5%	5%	4%
SOCIAL/RECREATIONAL	4%	3%	3%	4%	7%
OTHER PLACE (UNSPECIFIED)	<1%	-	<1%	-	-
TOTAL	100%	100%	100%	100%	100%

Mode Choice

How do you typically get to this destination?

-) Respondents who live in the Coastsides zone are most likely to drive alone or with others (88%) to get to their primary weekday destination.
-) Those in the North zone were most likely to use public transit or SamTrans (14%).

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (All Respondents)	664	280	262	122
DRIVE ALONE	71%	71%	80%	48%
DRIVE WITH OTHERS	14%	14%	14%	12%
OTHER PUBLIC TRANSPORTATION (CALTRAIN, BART, ETC.)	7%	7%	3%	14%
SAMTRANS	3%	-	-	16%
WALK	3%	4%	<1%	5%
BICYCLE	2%	3%	2%	2%
COMPANY SHUTTLE	1%	1%	<1%	-
UBER, LYFT OR SIMILAR	1%	<1%	-	2%
TOTAL	100%	100%	100%	100%

	TOTAL	County Region			
		North	Mid	South	Coastsides
Base (All Respondents)	664	209	298	84	73
DRIVE ALONE	71%	68%	74%	62%	74%
DRIVE WITH OTHERS	14%	14%	11%	20%	14%
OTHER PUBLIC TRANSPORTATION (CALTRAIN, BART, ETC.)	7%	10%	6%	1%	7%
SAMTRANS	3%	4%	3%	1%	1%
WALK	3%	2%	3%	5%	
BICYCLE	2%	<1%	1%	10%	3%
COMPANY SHUTTLE	1%	-	1%	1%	-
UBER, LYFT OR SIMILAR	1%	<1%	1%	-	1%
TOTAL	100%	100%	100%	100%	100%

Alternative Mode

If a vehicle was not available for this trip, how would you get there?

-) Overall, respondents who drove alone or with others were most likely to use Uber, Lyft, or something similar (34%) if their vehicle was unavailable. However, riders were about half as likely to say they would do this (18%).
-) While 11% of these respondents said they wouldn't make the trip if their vehicle were unavailable, riders were the least likely to provide this response (5%).
-) Respondents from the Coastside were most likely to use SamTrans (27%) as an alternative mode.

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (Stated they typically drive alone or with others)	559	238	247	74
UBER, LYFT OR SIMILAR	34%	38%	34%	18%
OTHER PUBLIC TRANSPORTATION (CALTRAIN, BART, ETC.)	22%	22%	21%	22%
SAMTRANS	17%	9%	21%	32%
WOULDN'T MAKE TRIP	11%	12%	11%	5%
WALK	9%	9%	7%	14%
BICYCLE	5%	6%	4%	5%
RIDE WITH FRIEND/FAMILY	2%	1%	2%	3%
COMPANY SHUTTLE	1%	1%	<1%	-
RENT A CAR	1%	1%	<1%	1%
TOTAL	100%	100%	100%	100%

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (All Respondents)	559	173	253	69	64
UBER, LYFT OR SIMILAR	34%	31%	37%	29%	33%
OTHER PUBLIC TRANSPORTATION (CALTRAIN, BART, ETC.)	22%	27%	22%	17%	13%
SAMTRANS	17%	21%	15%	9%	27%
WOULDN'T MAKE TRIP	11%	11%	8%	14%	14%
WALK	9%	7%	10%	10%	8%
BICYCLE	5%	1%	6%	13%	2%
RIDE WITH FRIEND/FAMILY	2%	2%	<1%	3%	5%
COMPANY SHUTTLE	1%	-	1%	1%	-
RENT A CAR	1%	1%	<1%	3%	-
TOTAL	100%	100%	100%	100%	100%

Travel Patterns

Is your typical travel time to your primary weekday destination...

Overall, nearly two thirds of respondents (63%) said trips to their primary weekday destination were less than 30 minutes. Just over half (59%) made this trip during commute times. Of those who made this trip outside of commute time, two thirds (78%) made their trip between 9 AM and 3 PM. Three-fourths of respondents (75%) only make this trip during the week.

		Rider Type		
		Non-Rider	Former Rider	Rider
	TOTAL			
Base (All Respondents)	664	280	262	122
LESS THAN 30 MINUTES	63%	64%	66%	56%
31 - 60 MINUTES	30%	31%	26%	34%
MORE THAN 60 MINUTES	7%	5%	8%	9%
DON'T KNOW	<1%	<1%	<1%	1%
	TOTAL	100%	100%	100%

		County Region			
		North	Mid	South	Coastside
	TOTAL				
Base (All Respondents)	664	209	298	84	73
LESS THAN 30 MINUTES	63%	59%	66%	77%	47%
31 - 60 MINUTES	30%	32%	29%	18%	42%
MORE THAN 60 MINUTES	7%	9%	5%	5%	11%
DON'T KNOW	<1%	<1%	1%	-	-
	TOTAL	100%	100%	100%	100%

Travel Patterns (Continued)

Do you usually make this trip during commute times or at other times of the day?

		Rider Type		
			Former	Rider
	TOTAL	Non-Rider	Rider	Rider
Base (All Respondents)	664	280	262	122
DURING COMMUTE TIMES	59%	55%	63%	60%
OTHER TIMES OF THE DAY	34%	35%	33%	33%
BOTH COMMUTE AND OTHER TIMES	7%	10%	4%	7%
DON'T KNOW	<1%	<1%	-	1%
TOTAL	100%	100%	100%	100%

		County Region			
	TOTAL	North	Mid	South	Coastside
Base (All Respondents)	664	209	298	84	73
DURING COMMUTE TIMES	59%	62%	63%	52%	41%
OTHER TIMES OF THE DAY	34%	32%	29%	39%	51%
BOTH COMMUTE AND OTHER TIMES	7%	7%	7%	8%	8%
DON'T KNOW	<1%	-	1%	-	-
TOTAL	100%	100%	100%	100%	100%

Travel Patterns (Continued)

What times do you usually make this trip? Would you say...

		Rider Type		
		Non-Rider	Former Rider	Rider
Base (Travel during “Other times of the Day” or “Both Commute and Other Times”)	TOTAL	125	97	48
EARLY MORNING, BEFORE 6 AM	13%	10%	12%	25%
BETWEEN 9 AM AND 3 PM	78%	82%	79%	67%
EVENING, AFTER 7 PM	6%	5%	6%	8%
DON'T KNOW	3%	4%	2%	-
TOTAL	100%	100%	100%	100%

		County Region			
		North	Mid	South	Coastside
Base (Travel during “Other times of the Day” or “Both Commute and Other Times”)	TOTAL	80	107	40	43
EARLY MORNING, BEFORE 6 AM	13%	21%	12%	8%	7%
BETWEEN 9 AM AND 3 PM	78%	69%	78%	90%	86%
EVENING, AFTER 7 PM	6%	8%	8%	-	2%
DON'T KNOW	3%	3%	2%	3%	5%
TOTAL	100%	100%	100%	100%	100%

Travel Patterns (Continued)

Do you usually make this same trip on weekends?

		Rider Type		
			Former	Rider
	TOTAL	Non-Rider	Rider	Rider
Base (All Respondents)	664	280	262	122
YES	24%	23%	23%	32%
NO	75%	77%	76%	67%
DON'T KNOW	1%	1%	1%	1%
	TOTAL	100%	100%	100%

		County Region			
	TOTAL	North	Mid	South	Coastside
Base (All Respondents)	664	209	298	84	73
YES	24%	27%	25%	21%	15%
NO	75%	72%	74%	77%	84%
DON'T KNOW	1%	1%	1%	1%	1%
	TOTAL	100%	100%	100%	100%

Likelihood of Using SamTrans

How likely would you be to use SamTrans for this trip?

-) Over three-fourths of respondents (79%) who do not use SamTrans to make their typical daily trip were not likely to begin using it.
-) Of those who used SamTrans to make their daily trip, most (85%) were very likely to use SamTrans to make this trip. The remainder (15%) were somewhat likely.

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (Respondents who did NOT use SamTrans for their trip)	644	280	262	102
VERY LIKELY (4)	9%	4%	6%	25%
SOMEWHAT LIKELY..... (3)	8%	7%	8%	14%
NOT TOO LIKELY (2)	20%	19%	19%	25%
NOT AT ALL LIKELY (1)	63%	69%	66%	36%
DON'T KNOW	1%	1%	<1%	-
TOTAL	100%	100%	100%	100%
MEAN (Out of 4.00)	1.63	1.46	1.54	2.28

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Respondents who did NOT use SamTrans for their trip)	644	200	289	83	72
VERY LIKELY..... (4)	10%	9%	5%	7%	10%
SOMEWHAT LIKELY..... (3)	11%	8%	4%	7%	11%
NOT TOO LIKELY..... (2)	19%	21%	16%	24%	19%
NOT AT ALL LIKELY (1)	60%	61%	76%	61%	60%
DON'T KNOW	1%	1%	-	1%	1%
TOTAL	100%	100%	100%	100%	100%
MEAN (Out of 4.00)	1.71	1.65	1.37	1.59	1.71

Incentives/Barriers to SamTrans Use (Likely to Use SamTrans)

Why is that?

-) The most cited reason for being likely to use SamTrans is that the stops or routes are close to the respondent (29%).
-) The next most commonly cited reasons were not having to worry about traffic or parking (12%) and being cheaper than driving or taking Uber (12%).

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (Respondents who were very or somewhat likely to use SamTrans for their trip)	129	32	37	60
SAMTRANS STOPS/ROUTES ARE CLOSE TO ME	22%	16%	24%	23%
DON'T HAVE TO WORRY ABOUT TRAFFIC/PARKING	12%	16%	5%	13%
SAMTRANS IS CHEAPER THAN DRIVING/UBER	12%	6%	19%	10%
SAMTRANS TAKES TOO LONG/TOO MANY STOPS/TRANSFERS	10%	13%	5%	12%
SAMTRANS DOESN'T GO TO/NEAR MY DESTINATION/BUS STOPS TOO FAR AWAY	9%	6%	16%	7%
HAVE USED SAMTRANS BEFORE	9%	-	19%	8%
DON'T KNOW HOW TO USE SAMTRANS/WHERE STOPS ARE	5%	13%	3%	2%
TOO INFREQUENT	5%	9%	3%	3%
IT'S RELIABLE/ON-TIME	5%	3%	-	8%
SAMTRANS IS GREENER THAN DRIVING	5%	9%	3%	3%
CAN WORK/READ/DO OTHER THINGS ON THE BUS.	5%	6%	-	7%
SAMTRANS IS TOO CROWDED	4%	3%	3%	5%
TOO MANY HOMELESS/OFFENSIVE PEOPLE ON SAMTRANS	3%	6%	-	3%
SAMTRANS ISN'T DOOR TO DOOR	2%	6%	3%	-
SAMTRANS IS TOO INFLEXIBLE/CAN'T CONTROL WHEN I ARRIVE/WHERE I GO	2%	3%	5%	-
SAMTRANS IS UNRELIABLE	2%	3%	-	3%
IT'S FASTER	2%	-	-	5%
FRIENDLY/HELPFUL PERSONNEL	2%	3%	3%	2%
NEED CAR FOR WORK/NEED TO MAKE MULTIPLE STOPS/TRANSPORT CHILDREN/TOOLS/MATERIAL	2%	3%	3%	-
DESTINATION IS TOO CLOSE TO TAKE A BUS	2%	-	-	3%
SLOWER/LESS CONVENIENT THAN MUNI, CALTRAIN OR BART	2%	3%	-	2%
SAMTRANS WOULD COST MORE	2%	3%	3%	-
WORRY ABOUT SAFETY/SECURITY ONBOARD/AT STOPS	2%	-	3%	2%
BUSES ARE CLEAN/WELL MAINTAINED	2%	-	3%	2%
SYSTEM IS EASY TO USE	2%	-	3%	2%
POOR CLEANLINESS	1%	-	-	2%
RUDE/UNHELPFUL STAFF	1%	-	-	2%
DON'T KNOW	5%	3%	8%	5%

Incentives/Barriers to SamTrans Use (Likely to Use SamTrans)

Why is that?

*Warning: Small sample size

		County Region			
	TOTAL	North	Mid	South	Coastside
Base (Respondents who were very or somewhat likely to use SamTrans for their trip)	129	51	59	8*	11*
SAMTRANS STOPS/ROUTES ARE CLOSE TO ME	22%	24%	25%	13%	-
DON'T HAVE TO WORRY ABOUT TRAFFIC/PARKING	12%	12%	14%	-	9%
SAMTRANS IS CHEAPER THAN DRIVING/UBER	12%	12%	10%	25%	9%
SAMTRANS TAKES TOO LONG/TOO MANY STOPS/TRANSFERS	10%	12%	5%	13%	27%
SAMTRANS DOESN'T GO TO/NEAR MY DESTINATION/BUS STOPS TOO FAR AWAY	9%	12%	5%	25%	9%
HAVE USED SAMTRANS BEFORE	9%	8%	14%	-	-
DON'T KNOW HOW TO USE SAMTRANS/WHERE STOPS ARE	5%	4%	5%	13%	-
TOO INFREQUENT	5%	2%	5%	13%	9%
IT'S RELIABLE/ON-TIME	5%	6%	3%	-	9%
SAMTRANS IS GREENER THAN DRIVING	5%	2%	7%	-	9%
CAN WORK/READ/DO OTHER THINGS ON THE BUS.	5%	4%	7%	-	-
SAMTRANS IS TOO CROWDED	4%	-	7%	-	9%
TOO MANY HOMELESS/OFFENSIVE PEOPLE ON SAMTRANS	3%	2%	3%	-	9%
SAMTRANS ISN'T DOOR TO DOOR	2%	-	5%	-	-
SAMTRANS IS TOO INFLEXIBLE/CAN'T CONTROL WHEN I ARRIVE/WHERE I GO	2%	2%	2%	-	9%
SAMTRANS IS UNRELIABLE	2%	4%	2%	-	-
IT'S FASTER	2%	6%		-	-
FRIENDLY/HELPFUL PERSONNEL	2%	4%	2%	-	-
NEED CAR FOR WORK/NEED TO MAKE MULTIPLE STOPS/TRANSPORT CHILDREN/TOOLS/MATERIAL	2%	2%	-	13%	-
DESTINATION IS TOO CLOSE TO TAKE A BUS	2%	-	2%	-	9%
SLOWER/LESS CONVENIENT THAN MUNI, CALTRAIN OR BART	2%	2%	-	13%	-
SAMTRANS WOULD COST MORE	2%	2%	-	-	9%
WORRY ABOUT SAFETY/SECURITY ONBOARD/AT STOPS	2%	4%	-	-	-
BUSES ARE CLEAN/WELL MAINTAINED	2%	-	3%	-	-
SYSTEM IS EASY TO USE	2%	2%	2%	-	-
POOR CLEANLINESS	1%	2%	-	-	-
RUDE/UNHELPFUL STAFF	1%	-	2%	-	-
DON'T KNOW	5%	6%	5%	-	9%

Incentives/Barriers to SamTrans Use (Not Likely to Use SamTrans)

Why is that?

The most cited reason for not being likely to use SamTrans is that the stops or routes are too far away or that SamTrans doesn't go to a respondent's destination (29%). Also cited was trip length (26%), or the need for a car to make multiple stops/carry items (14%).

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (Respondents who were at not too or not at all likely to use SamTrans for their trip)	535	248	225	62
SAMTRANS DOESN'T GO TO/NEAR MY DESTINATION/BUS STOPS TOO FAR AWAY	29%	30%	29%	23%
SAMTRANS TAKES TOO LONG/TOO MANY STOPS/TRANSFERS	25%	21%	28%	32%
NEED CAR FOR WORK/NEED TO MAKE MULTIPLE STOPS/TRANSPORT CHILDREN/TOOLS/MATERIAL	14%	14%	13%	15%
DESTINATION IS TOO CLOSE TO TAKE A BUS	10%	10%	11%	8%
DON'T KNOW HOW TO USE SAMTRANS/WHERE STOPS ARE	7%	10%	6%	3%
SAMTRANS IS TOO INFLEXIBLE/CAN'T CONTROL WHEN I ARRIVE/WHERE I GO	7%	7%	8%	10%
SLOWER/LESS CONVENIENT THAN MUNI, CALTRAIN OR BART	5%	6%	6%	3%
TOO INFREQUENT	4%	3%	5%	8%
WORRY ABOUT SAFETY/SECURITY ONBOARD/AT STOPS	3%	4%	3%	2%
TOO MANY HOMELESS/OFFENSIVE PEOPLE ON SAMTRANS	3%	3%	2%	6%
SAMTRANS ISN'T DOOR TO DOOR	2%	3%	2%	2%
SAMTRANS WOULD COST MORE	2%	2%	3%	2%
PHYSICAL IMPAIRMENT	2%	4%	1%	2%
POOR CLEANLINESS	2%	2%	2%	-
WORK PROVIDES TRANSPORTATION/PARKING	1%	2%	<1%	2%
SAMTRANS IS TOO CROWDED	1%	2%	-	3%
SAMTRANS ISN'T RUNNING WHEN I NEED IT	1%	1%	1%	2%
SAMTRANS IS UNRELIABLE	1%	1%	1%	-
RUDE/UNHELPFUL STAFF	<1%	-	<1%	-
DON'T HAVE TO WORRY ABOUT TRAFFIC/PARKING	<1%	-	<1%	-
HAVE USED SAMTRANS BEFORE	<1%	-	<1%	-
DON'T KNOW	1%	1%	1%	-

Incentives/Barriers to SamTrans Use (Not Likely to Use SamTrans)

Why is that?

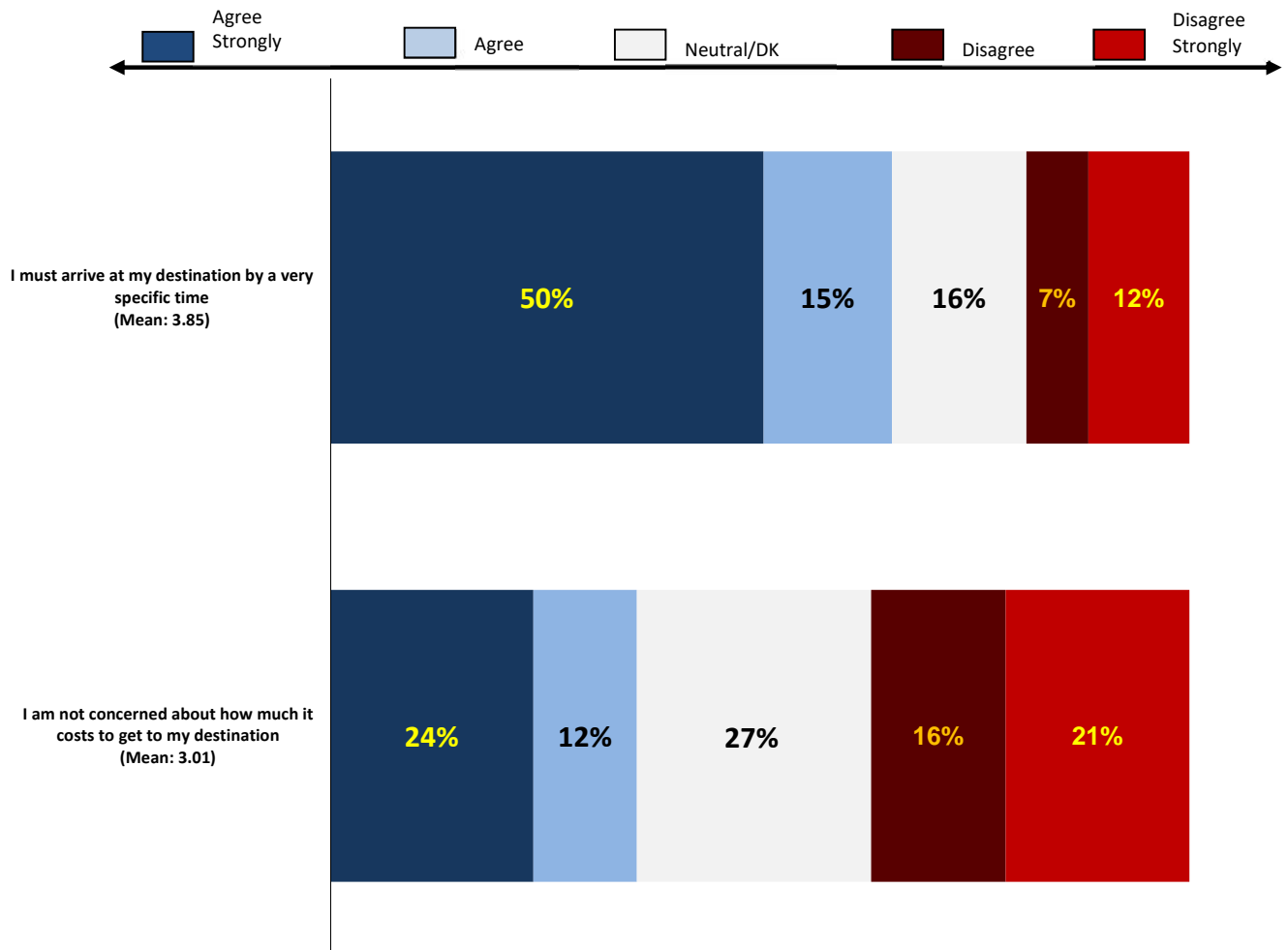
		County Region			
	TOTAL	North	Mid	South	Coastside
Base (Respondents who were at not too or not at all likely to use SamTrans for their trip)	535	158	239	76	62
SAMTRANS DOESN'T GO TO/NEAR MY DESTINATION/BUS STOPS TOO FAR AWAY	29%	30%	30%	25%	24%
SAMTRANS TAKES TOO LONG/TOO MANY STOPS/TRANSFERS	25%	25%	26%	25%	26%
NEED CAR FOR WORK/NEED TO MAKE MULTIPLE STOPS/TRANSPORT CHILDREN/TOOLS/MATERIAL	14%	14%	14%	11%	16%
DESTINATION IS TOO CLOSE TO TAKE A BUS	10%	4%	10%	20%	13%
DON'T KNOW HOW TO USE SAMTRANS/WHERE STOPS ARE	7%	6%	9%	8%	6%
SAMTRANS IS TOO INFLEXIBLE/CAN'T CONTROL WHEN I ARRIVE/WHERE I GO	7%	6%	9%	8%	6%
SLOWER/LESS CONVENIENT THAN MUNI, CALTRAIN OR BART	5%	6%	7%	-	5%
TOO INFREQUENT	4%	6%	3%	5%	5%
WORRY ABOUT SAFETY/SECURITY ONBOARD/AT STOPS	3%	3%	3%	1%	5%
TOO MANY HOMELESS/OFFENSIVE PEOPLE ON SAMTRANS	3%	3%	5%	-	2%
SAMTRANS ISN'T DOOR TO DOOR	2%	3%	1%	4%	3%
SAMTRANS WOULD COST MORE	2%	1%	2%	4%	3%
PHYSICAL IMPAIRMENT	2%	2%	3%	4%	-
POOR CLEANLINESS	2%	3%	2%	-	3%
WORK PROVIDES TRANSPORTATION/PARKING	1%	1%	2%	1%	2%
SAMTRANS IS TOO CROWDED	1%	2%	-	1%	5%
SAMTRANS ISN'T RUNNING WHEN I NEED IT	1%	2%	1%	1%	-
SAMTRANS IS UNRELIABLE	1%	1%	<1%	1%	-
RUDE/UNHELPFUL STAFF	<1%	1%	-	-	-
DON'T HAVE TO WORRY ABOUT TRAFFIC/PARKING	<1%	1%	-	-	-
HAVE USED SAMTRANS BEFORE	<1%	-	<1%	-	-
DON'T KNOW	1%	1%	<1%	1%	3%

Attitudinal Questions

Now I am going to read you statements regarding SamTrans and trips to your regular weekday destination. For each, please rate the statement on a 5-point scale where 5 means agree strongly and 1 means disagree strongly. You may choose any number in between

Asked of all Respondents:

-) Nearly two-thirds of respondents (65%) agreed that they needed to arrive at their destination by a very specific time. Cost of transportation is an issue as only just over one-third (36%) of respondents agreed that they weren't concerned about how much it costs to get to their destination.
-) Non-riders and respondents in the Coastside were the least concerned about how much it costs to reach their destination, rating their agreement with the statement 3.10 and 3.32 out of 5.0 respectively. Riders and respondents in Mid-County were the most concerned with cost, rating their agreement with the statement 2.85 and 2.95 out of 5.0 respectively



AGREE
STRONGLY
5 4 3

DISAGREE
STRONGLY
2 1

DON'T MEAN
KNOW SCORE
[] (5 Pt.
Scale)

----- read % across ▶ -----

RIDER TYPE

I must arrive at my destination by a very specific time

Total (N=664)	50	15	15	7	12	<1	3.85
Non-Rider (N=280)	45	15	17	8	14	<1	3.70
Former Rider (N=262)	57	13	13	6	10	<1	4.00
Rider (N=122)	48	17	18	7	9	-	3.89

I am not concerned about how much it costs to get to my destination

Total (N=664)	24	12	27	16	21	1	3.01
Non-Rider (N=280)	24	13	26	18	17	2	3.10
Former Rider (N=262)	25	12	24	14	25	-	2.99
Rider (N=122)	19	10	33	15	24	-	2.85

COUNTY REGION

I must arrive at my destination by a very specific time

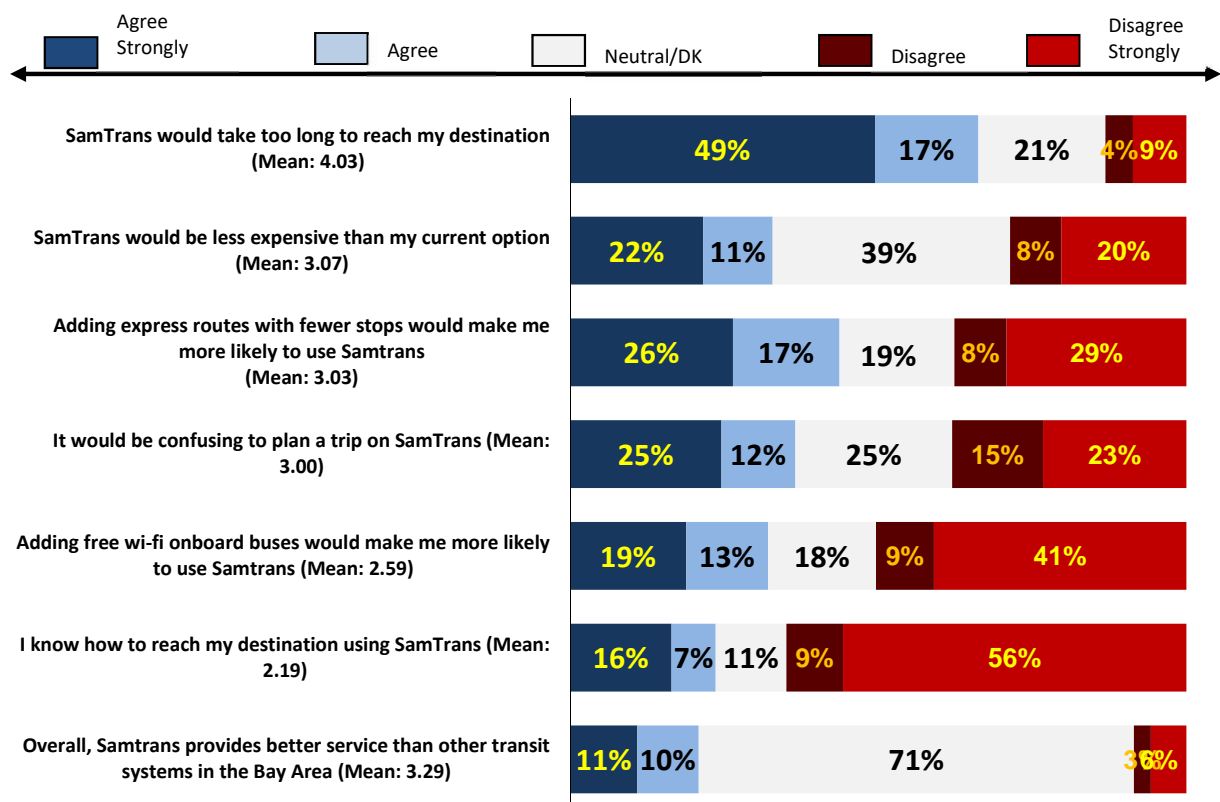
Total (N=664)	50	15	15	7	12	<1	3.85
North Zone (N=209)	58	15	12	5	10	-	4.07
Mid Zone (N=298)	48	15	16	8	12	1	3.79
South Zone (N=84)	50	12	13	11	14	-	3.73
Coastside Zone (N=73)	38	18	25	7	12	-	3.63

I am not concerned about how much it costs to get to my destination

Total (N=664)	24	12	27	16	21	1	3.01
North Zone (N=209)	25	10	28	14	23	-	3.01
Mid Zone (N=298)	22	12	24	18	22	1	2.95
South Zone (N=84)	19	10	36	15	18	2	2.96
Coastside Zone (N=73)	30	19	21	10	19	1	3.32

Asked of Non-Riders and Former Riders Only:

- Non-Riders and former riders were most concerned with the time SamTrans would take to reach their destination, with two-thirds (66%) agreeing with the statement the “SamTrans would take too long to reach my destination.” Respondents in the North and Coastside zones were the most likely to agree with this statement, rating it 4.22 out of 5.00.
- Knowledge of SamTrans seems to be a barrier, with only about one-quarter (23%) of non-riders and former riders agreeing with the statement, “I know how to reach my destination using SamTrans.”



	AGREE STRONGLY			DISAGREE STRONGLY		DON'T KNOW	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)

----- read % across ► -----

RIDER TYPE

SamTrans would take too long to reach my destination

Total (N=542)	49	17	12	4	9	9	4.03
Non-Rider (N=280)	47	17	13	4	8	11	4.03
Former Rider (N=262)	52	16	11	5	9	6	4.03

SamTrans would be less expensive than my current option

Total (N=542)	22	11	22	8	20	17	3.07
Non-Rider (N=280)	17	13	21	6	23	21	2.93
Former Rider (N=262)	27	10	22	11	18	13	3.20

Adding express routes with fewer stops would make me more likely to use SamTrans

Total (N=542)	26	17	16	8	29	3	3.03
Non-Rider (N=280)	19	19	16	10	33	3	2.80
Former Rider (N=262)	34	16	16	7	25	2	3.29

It would be confusing to plan a trip on SamTrans

Total (N=542)	25	12	20	15	23	5	3.00
Non-Rider (N=280)	28	12	21	13	18	8	3.22
Former Rider (N=262)	21	12	19	16	29	2	2.77

Adding free Wi-Fi onboard buses would make me more likely to use SamTrans

Total (N=542)	19	13	16	9	41	2	2.59
Non-Rider (N=280)	19	12	13	13	42	2	2.53
Former Rider (N=262)	19	15	19	6	40	2	2.66

I know how to reach my destination using SamTrans

Total (N=542)	16	7	11	9	56	1	2.19
Non-Rider (N=280)	7	5	8	9	70	1	1.70
Former Rider (N=262)	26	9	14	10	41	-	2.70

Overall, SamTrans provides better service than other transit systems in the Bay Area

Total (N=542)	11	10	30	3	6	40	3.29
Non-Rider (N=280)	5	5	33	3	6	46	3.00
Former Rider (N=262)	17	15	27	2	5	34	3.55

	AGREE STRONGLY			DISAGREE STRONGLY		DON'T KNOW	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)

----- read % across ► -----

COUNTY REGION

SamTrans would take too long to reach my destination

Total (N=542)	49	17	12	4	9	9	4.03
North Zone (N=161)	59	12	11	3	7	8	4.22
Mid Zone (N=243)	42	19	14	5	9	9	3.88
South Zone (N=77)	45	18	8	5	10	13	3.96
Coastside Zone (N=61)	57	20	10	3	7	3	4.22

SamTrans would be less expensive than my current option

Total (N=542)	22	11	22	8	20	17	3.07
North Zone (N=161)	24	8	20	9	18	20	3.15
Mid Zone (N=243)	23	13	20	8	21	16	3.11
South Zone (N=77)	21	12	21	10	22	14	2.98
Coastside Zone (N=61)	11	13	31	7	23	15	2.81

Adding express routes with fewer stops would make me more likely to use SamTrans

Total (N=542)	26	17	16	8	29	3	3.03
North Zone (N=161)	29	16	15	9	27	5	3.12
Mid Zone (N=243)	24	19	20	9	27	1	3.05
South Zone (N=77)	26	16	13	6	35	4	2.91
Coastside Zone (N=61)	28	18	5	8	38	3	2.90

It would be confusing to plan a trip on SamTrans

Total (N=542)	25	12	20	15	23	5	3.00
North Zone (N=161)	28	11	16	15	27	4	2.98
Mid Zone (N=243)	22	13	21	16	21	6	2.98
South Zone (N=77)	26	12	21	14	22	5	3.05
Coastside Zone (N=61)	23	13	28	10	23	3	3.03

Adding free Wi-Fi onboard buses would make me more likely to use SamTrans

Total (N=542)	19	13	16	9	41	2	2.59
North Zone (N=161)	2	12	16	7	42	2	2.63
Mid Zone (N=243)	19	14	16	10	39	2	2.62
South Zone (N=77)	18	16	14	6	45	-	2.55
Coastside Zone (N=61)	11	13	15	16	39	5	2.38

	AGREE STRONGLY			DISAGREE STRONGLY		DON'T KNOW	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)

----- read % across ► -----

I know how to reach my destination using SamTrans

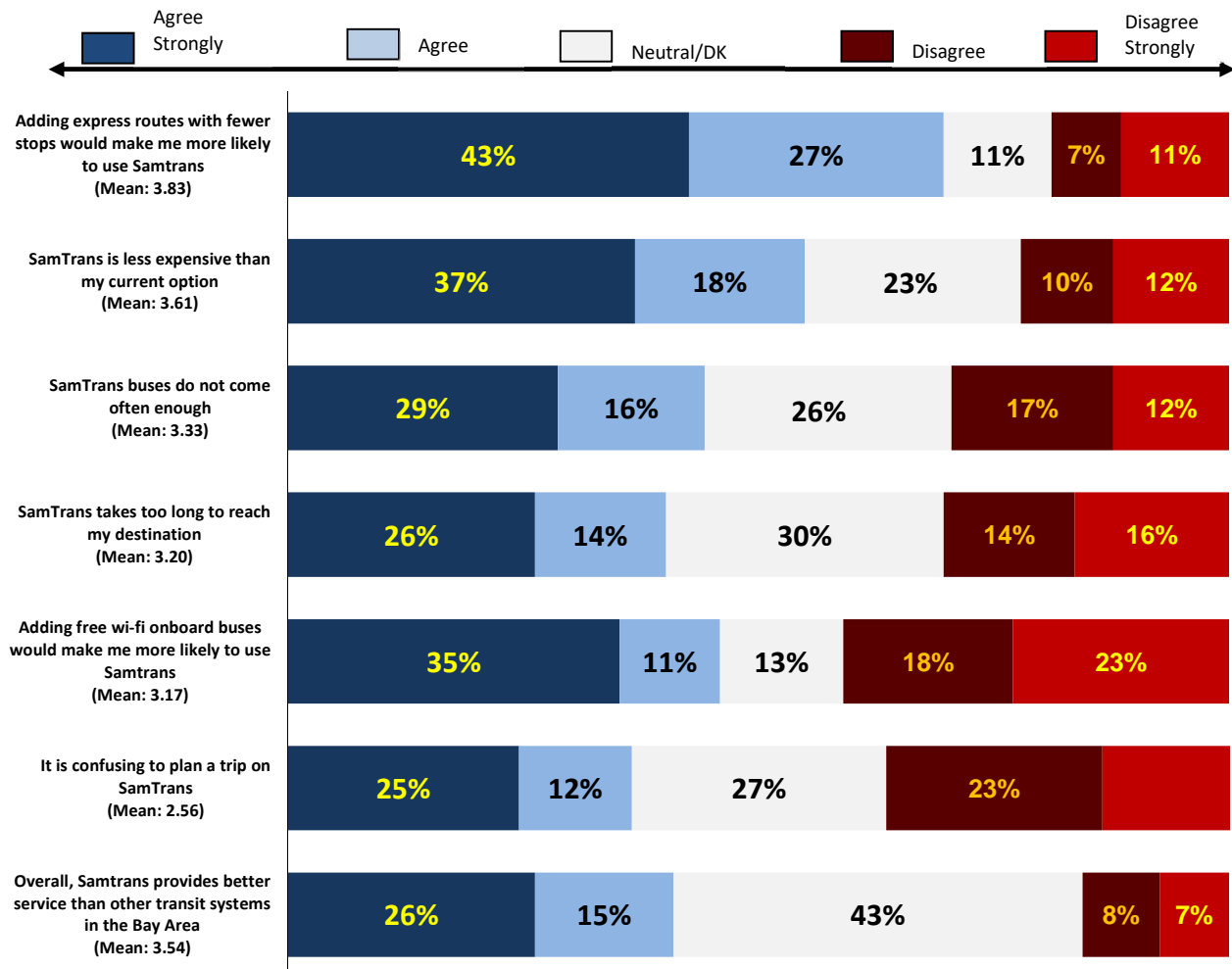
Total (N=542)	16	7	11	9	56	1	2.19
North Zone (N=161)	22	5	9	9	55	1	2.29
Mid Zone (N=243)	15	7	10	10	56	1	2.15
South Zone (N=77)	12	6	12	8	62	-	1.97
Coastside Zone (N=61)	13	13	16	8	48	2	2.35

Overall, SamTrans provides better service than other transit systems in the Bay Area

Total (N=542)	11	10	30	3	6	40	3.29
North Zone (N=161)	13	11	27	4	7	38	3.28
Mid Zone (N=243)	9	11	31	2	4	43	3.36
South Zone (N=77)	8	10	32	3	8	39	3.13
Coastside Zone (N=61)	15	5	34	3	7	36	3.28

Asked of Riders Only:

- Riders were most likely to agree (70%) with the statement, “Adding express buses with fewer stops would make me more likely to use SamTrans.”
- One-third of riders (37%) agree that, “It is confusing to plan a trip on SamTrans.”



	AGREE STRONGLY			DISAGREE STRONGLY		DON'T KNOW	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)

----- read % across ► -----

COUNTY REGION

Adding express routes with fewer stops would make me more likely to use SamTrans

Total (N=122)	43	27	11	7	11	1	3.83
North Zone (N=48)	48	29	8	4	10	-	4.00
Mid Zone (N=55)	38	24	13	13	13	-	3.62
South Zone (N=7*)	29	29	14	-	14	14	3.67
Coastside Zone (N=12*)	50	33	8	-	8	-	4.17

SamTrans is less expensive than my current option

Total (N=542)	37	18	17	10	12	6	3.61
North Zone (N=48)	40	17	15	10	13	6	3.64
Mid Zone (N=55)	33	22	20	11	9	5	3.62
South Zone (N=7*)	43	-	14	-	43	-	3.00
Coastside Zone (N=12*)	42	17	17	8	8	8	3.82

SamTrans buses do not come often enough

Total (N=542)	29	16	21	17	12	5	3.33
North Zone (N=48)	17	21	21	17	21	4	2.96
Mid Zone (N=55)	35	13	24	18	5	5	3.56
South Zone (N=7*)	29	14	14	14	14	14	3.33
Coastside Zone (N=12*)	50	8	17	17	8	-	3.75

SamTrans takes too long to reach my destination

Total (N=542)	26	14	26	14	16	3	3.20
North Zone (N=48)	21	17	31	15	13	4	3.20
Mid Zone (N=55)	27	16	22	16	16	2	3.22
South Zone (N=7*)	29	-	14	14	29	14	2.83
Coastside Zone (N=12*)	42	-	33	-	25	-	3.33

Adding free Wi-Fi onboard buses would make me more likely to use SamTrans

Total (N=542)	35	11	13	18	23	-	3.17
North Zone (N=48)	33	8	19	21	19	-	3.17
Mid Zone (N=55)	35	13	13	15	25	-	3.16
South Zone (N=7*)	71	-	-	14	14	-	4.00
Coastside Zone (N=12*)	25	17	-	25	33	-	2.75

	AGREE STRONGLY			DISAGREE STRONGLY		DON'T KNOW	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)
----- read % across ► -----							
It is confusing to plan a trip on SamTrans							
Total (N=542)	12	11	23	23	27	4	2.56
North Zone (N=48)	6	10	19	27	33	4	2.26
Mid Zone (N=55)	15	11	20	24	27	4	2.60
South Zone (N=7*)	29	14	29	14	14	-	3.29
Coastside Zone (N=12*)	17	8	50	8	8	8	3.18

* Warning: Low Base

Overall, SamTrans provides better service than other transit systems in the Bay Area							
Total (N=542)	26	15	25	8	7	18	3.54
North Zone (N=48)	35	15	21	6	4	19	3.87
Mid Zone (N=55)	18	15	33	7	7	20	3.36
South Zone (N=7*)	14	14	14	14	29	14	2.67
Coastside Zone (N=12*)	33	17	17	17	8	8	3.55

* Warning: Low Base

Distance from El Camino Real

Do you live within a 15-minute walk of El Camino Real?

-) Distance from El Camino Real does not seem to be a barrier to SamTrans use as half of all respondents (50%) and half of riders (53%) live within a 15-minute walk of El Camino Real.

		Rider Type		
		Non-Rider	Former Rider	Rider
	TOTAL			
Base (All Respondents)	664	280	262	122
YES	50%	49%	48%	53%
NO	50%	50%	52%	45%
DON'T KNOW	<1%	<1%	-	2%
TOTAL	100%	100%	100%	100%

		County Region			
		North	Mid	South	Coastside
	TOTAL				
Base (All Respondents)	664	209	298	84	73
YES	50%	62%	55%	39%	5%
NO	50%	37%	45%	61%	95%
DON'T KNOW	<1%	1%	-	-	-
TOTAL	100%	100%	100%	100%	100%

Familiarity with SamTrans Routes

How familiar are you with the location of SamTrans bus stops near your home?

-) Respondents seem generally familiar with the SamTrans bus stops in their area, with nearly three-quarters (74%) overall, and over half (58%) of non-riders stating they are at least somewhat familiar with the location of SamTrans stop near their home.
-) Respondents in the Mid-County zone were the least familiar with SamTrans stops near their home, those in the South zone were most familiar.

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (All Respondents)	664	280	262	122
VERY FAMILIAR (4)	48%	30%	54%	75%
SOMEWHAT FAMILIAR (3)	26%	28%	29%	17%
NOT TOO FAMILIAR (2)	9%	10%	9%	6%
NOT AT ALL FAMILIAR (1)	17%	32%	8%	2%
DON'T KNOW	<1%	<1%	-	-
TOTAL	100%	100%	100%	100%
MEAN (Out of 4.00)	3.05	2.56	3.28	3.66

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (All Respondents)	664	209	298	84	73
VERY FAMILIAR (4)	48%	56%	46%	29%	53%
SOMEWHAT LIKELY (3)	26%	23%	26%	31%	29%
NOT TOO LIKELY (2)	9%	8%	9%	12%	8%
NOT AT ALL LIKELY (1)	17%	13%	18%	29%	10%
DON'T KNOW	<1%	-	<1%	-	-
TOTAL	100%	100%	100%	100%	100%
MEAN (Out of 4.00)	3.05	3.00	2.60	3.26	3.22

Fare Payment and Real Time Bus Information

How do you typically pay your SamTrans fare?

Which of the following would you prefer to use to get real time SamTrans bus information?

-) Half of riders (50%) still pay their fare with cash.
-) Just of half of riders (57%) were interested in receiving real-time SamTrans bus information. Over two-thirds (68%) of these respondents would prefer this information be presented in a mobile SamTrans app.

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Riders)	122	48	55	7*	12*
CASH	50%	44%	29%	75%	50%
CLIPPER (CASH VALUE OR MONTHLY PASS)	35%	42%	29%	17%	35%
PAPER SAMTRANS MONTHLY PASS	4%	7%	14%	8%	4%
TOKEN	4%	5%	14%	-	4%
DAY PASS	4%	2%	14%	-	4%
WAY2GO PASS	2%	-	-	-	2%
TOTAL	100%	100%	100%	100%	100%

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Riders interested in real-time bus information)	79	34	32	4*	9*
MOBILE APP	68%	71%	63%	100%	67%
CALLING A PHONE NUMBER	14%	12%	16%	-	22%
TEXT MESSAGE SENT TO YOU	8%	6%	9%	-	11%
WEBSITE	6%	3%	13%	-	-
EMAIL SENT TO YOU	3%	6%	-	-	-
DON'T KNOW	1%	3%	-	-	-
TOTAL	100%	100%	100%	100%	100%

* Warning: Low Base

Alternative Public Transit Systems Used - Non and Former Riders

Have you ridden public transit, such as Caltrain or BART , in the past six months?

Which of the following would you prefer to use to get real time SamTrans bus information?

-) Nearly two-thirds (61%) of non and former riders have used public transit other than SamTrans in the previous six months. Respondents from the North zone were most likely to use alternate public transit (66%), respondents from the Coastsides zone were the least likely (52%)
-) BART and Caltrain are the most cited alternative public transit systems used.

		County Region			
	TOTAL	North	Mid	South	Coastside
Base (Non and Former Riders)	542	161	243	77	61
YES	61%	66%	60%	57%	52%
NO	39%	34%	40%	43%	48%
TOTAL	100%	100%	100%	100%	100%

		County Region			
	TOTAL	North	Mid	South	Coastside
Base (Non and Former riders who have used other public transit in the past six months)	329	107	146	44	32
BART	73%	89%	63%	52%	91%
CALTRAIN	64%	43%	81%	84%	28%
SF MUNI	16%	24%	14%	9%	3%
SANTA CLARA VTA	3%	2%	3%	5%	9%
AC TRANSIT	1%	2%	1%	-	-
GOLDEN GATE FERRY	<1%	1%	-	-	-

Non-Riders and Former Riders - Acceptable Trip Time

Realistically, would you ever consider using SamTrans for your trip to your typical weekday destination?

Would you still consider using SamTrans if it took slightly longer than a typical trip to get to your destination?

About how much longer would be acceptable?

- Only about a quarter (25%) would realistically consider using SamTrans for their trip to their typical weekday destination. Of these respondents, 70% would use SamTrans even if the trip was slightly longer than their current mode. Most (80%) of these riders would find a trip of 30 minutes or less, longer than their current mode acceptable.

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Non and Former Riders)	542	161	243	77	61
YES, WOULD CONSIDER USING SAMTRANS	25%	32%	23%	26%	25%
Base (Non and Former Riders, who would consider using SamTrans)	151	40	77	18	16
YES, EVEN IF THE TRIP WAS SLIGHTLY LONGER	70%	73%	68%	67%	81%

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Non and Former Riders who would use SamTrans even the trip is slightly longer than their current mode)	106	29	52	12*	13*
LESS THAN 10 MINUTES	37%	66%	60%	57%	52%
10 - 20 MINUTES	43%	48%	27%	58%	31%
21 - 30 MINUTES	12%	41%	46%	42%	38%
31 - 45 MINUTES	4%	7%	13%	-	31%
46 - 60 MINUTES	1%	3%	6%	-	-
DON'T KNOW	3%	-	2%	-	-
TOTAL	100%	100%	100%	100%	100%

* Warning: Low Base

Suggestions

Do you have any final suggestions on things SamTrans could do to get more people to ride their buses (or ride them more often)?

-) The most cited suggestion was to increase the number of routes to go more places. Also cited was a desire for express buses/faster trips, increased frequency, and more outreach/advertising about SamTrans.

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (Respondents who provided a suggestion)	375	144	157	74
INCREASE ROUTES/GO MORE PLACES	26%	31%	24%	20%
GO FASTER/STREAMLINE ROUTES/EXPRESS BUSES	23%	15%	27%	27%
INCREASE FREQUENCY	19%	15%	18%	26%
MORE OUTREACH/ADVERTISING/EDUCATION ABOUT USE	15%	21%	11%	11%
ADD WI-FI TO BUSES	7%	5%	7%	14%
CHEAPER FARES/TRANSFERS	6%	6%	8%	3%
SAMTRANS APP WITH PAY OPTION/REAL TIME TRACKING	6%	4%	4%	12%
CLEANER BUSES	5%	5%	4%	7%
BETTER CONNECTIONS TO OTHER SAMTRANS BUSES/MUNI/BART/CALTRAIN	5%	5%	3%	7%
INCREASE SAFETY/SECURITY ON BOARD/AT STOPS	3%	4%	3%	4%
UPGRADE BUSES/IMPROVE SEATING/ADD MONITORS	3%	3%	2%	4%
INCREASE RELIABILITY	3%	3%	4%	-
GOOD AS IS, NO CHANGES NEEDED	3%	1%	4%	1%
IMPROVE CUSTOMER SERVICE	2%	1%	3%	3%
IMPROVE STOPS-ADD SHELTER, BENCHES, LIGHTING	2%	2%	1%	3%
BUS ONLY LANES TO AVOID TRAFFIC/WIDEN STREETS	2%	2%	1%	1%
REDUCE CROWDING	1%	-	2%	3%
IMPROVE ACCESS FOR DISABLED PASSENGERS	1%	2%	-	-
MORE PARKING AT STATIONS	1%	1%	1%	-
CONSOLIDATE TRANSPORTATION AGENCIES	1%	-	1%	1%
INCREASE HOURS	1%	-	1%	1%
OTHER	1%	1%	2%	-

Demographics

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (All Respondents)	664	280	262	122
VEHICLE AVAILABILITY				
Have a vehicle available	96%	98%	99%	86%
Do not have a vehicle available	4%	2%	1%	14%
CLIPPER CARD				
Have a Clipper card	32%	31%	28%	45%
Do Not have a Clipper Card	67%	68%	72%	55%
Don't Know	<1%	1%	<1%	-
HOUSEHOLD SIZE				
JUST YOURSELF	14%	12%	15%	16%
2	28%	31%	27%	22%
3	22%	26%	20%	19%
4	21%	20%	21%	21%
5	8%	5%	10%	11%
6 OR MORE	5%	3%	6%	10%
REFUSED	2%	3%	2%	-
AGE				
18	1%	<1%	-	2%
19-24	4%	1%	6%	8%
25-34	18%	15%	21%	20%
35-44	17%	21%	15%	15%
45-54	19%	19%	19%	18%
55-64	21%	23%	18%	22%
65 OR OLDER	17%	17%	19%	13%
REFUSED	3%	4%	3%	2%
GENDER				
MALE	49%	46%	49%	54%
FEMALE	51%	53%	50%	45%
REFUSED	1%	1%	1%	1%

		Rider Type		
		TOTAL	Non-Rider	Former Rider
Base (All Respondents)	664	280	262	122
RACE/ETHNICITY	56%	59%	58%	44%
CAUCASIAN/WHITE	56%	59%	58%	44%
HISPANIC/LATINO	19%	13%	23%	23%
ASIAN	13%	12%	12%	17%
BLACK/AFRICAN AMERICAN	3%	4%	2%	4%
FILIPINO	3%	3%	3%	6%
AMERICAN INDIAN/ALASKAN NATIVE	1%	1%	1%	3%
MIDDLE EASTERN	1%	1%	1%	
PACIFIC ISLANDER	1%	1%	1%	1%
EAST INDIAN	0%	1%	0%	
MIXED (UNSPECIFIED)	0%	0%		1%
OTHER (UNSPECIFIED)	0%	1%		1%
REFUSED	5%	7%	2%	5%
INCOME				
LESS THAN \$10,000	2%	1%	2%	2%
\$10,000 - \$24,999	6%	5%	6%	10%
\$25,000 - \$49,999	8%	6%	9%	10%
\$50,000 - \$74,999	14%	8%	17%	18%
\$75,000 - \$99,999	11%	10%	10%	13%
\$100,000 - \$149,999	15%	14%	17%	16%
\$150,000 - \$199,999	9%	9%	8%	11%
\$200,000 OR MORE	21%	32%	16%	7%
REFUSED	14%	15%	15%	12%
ZONE				
MID	45%	44%	45%	45%
NORTH	31%	28%	32%	39%
SOUTH	13%	17%	11%	6%
COASTSIDE	11%	11%	11%	10%
INTERVIEW LANGUAGE				
ENGLISH	94%	95%	95%	92%
SPANISH	6%	5%	5%	8%

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (All Respondents)	664	280	262	122
HOME ZIP CODE				
94025	8%	11%	7%	3%
94080	7%	4%	8%	11%
94066	6%	6%	7%	6%
94010	6%	9%	4%	6%
94401	6%	4%	5%	12%
94063	6%	4%	7%	7%
94062	6%	8%	3%	6%
94403	5%	6%	5%	6%
94404	5%	5%	6%	3%
94014	5%	3%	7%	6%
94070	5%	6%	5%	2%
94044	5%	5%	5%	5%
94061	4%	3%	5%	4%
94002	4%	3%	5%	1%
94015	4%	2%	4%	7%
94402	4%	4%	3%	2%
94019	3%	3%	5%	2%
94030	2%	3%	2%	3%
94303	2%	3%	2%	2%
94065	1%	1%	<1%	2%
94020	1%	1%	2%	-
94037	1%	1%	1%	1%
94018	1%	1%	<1%	2%
94038	1%	1%	1%	1%
94005	1%	1%	1%	1%
94027	<1%	1%	-	-
94011	<1%	-	<1%	1%
94028	<1%	<1%	<1%	-
94023	<1%	-	<1%	-
94026	<1%	-	<1%	-
94060	<1%	<1%	-	-

DETAILED RESULTS – NOTES FROM FOCUS GROUPS

Focus Group #1 (Riders)

Tuesday, December 12, 2017 | 5:30 pm

10 attendees

Introductions

Quality of life in the Bay Area

Show of hands – number who say life in Bay Area is:

-) Getting better – 0
-) Staying about the same – 2
-) Getting worse – 8

Positive words and phrases – Quality of Life in Bay Area

-) Good weather
-) Just love it
-) Good weather
-) Mild weather
-) Restaurants to shopping
-) Cultural
-) Good schools
-) Can get whatever you need
-) Lots of low income housing
-) Jobs – lots of them

Negative words and phrases – Qualify of Life in Bay Area

-) High rents
-) Traffic
-) Cost of living
-) Too expensive
-) Violence
-) Hard for young families
-) Tech

Trips made within San Mateo County – positive words and phrases

-) ECR – El Camino
-) 260 bus route - fantastic
-) Nice bus drivers
-) Many favorite bus drivers
-) Relaxing
-) Lots of room
-) Not enough people taking bus
-) Lots of options

-) It's easy
-) Very affordable
-) Reliable source of transportation – SamTrans
-) Usually on time
-) Can bring bike on SamTrans or on train

Trips made within San Mateo County – negative words and phrases

-) Public transit – not convenient on Coastside
-) Weekends kind of shuts down
-) Caltrain goes 1-1.5 hours between trains
-) 260 doesn't run after 6 pm, and only half day on Sundays
-) I live in Carlmont area, senior citizen complex - and you're stuck
-) Traffic on Saturday and Sunday
-) Full trains and buses
-) ECR is many times crowded

How do you normally get around in San Mateo County?

-) Public transit
-) Bus, train, BART
-) Motorcycle as well
-) Otherwise take Lyft
-) Lyft
-) Lyft to get to BART – no good way to get there
-) I take them all
-) Bus, drive, BART, Redi-Wheels
-) Try to use public transit

What comes to mind when I mention each of the following agencies/companies?

Caltrain

-) Not enough
-) Great
-) Bad experience
-) Drivers
-) Convenient – gets me to most places
-) Infrequent
-) Bad connections
-) Hit or miss
-) Quick
-) Cost
-) Inexpensive
-) Unpredictable

-) Hate to think going up the stairs
-) New lifts needed

BART

-) Horrible
-) Smelly
-) Noisy
-) Mugged on it
-) Dangerous
-) Been assaulted on it
-) Lots of crime
-) Doesn't come far enough south
-) Don't feel safe
-) Conductors unhelpful – they just turn away and won't do anything when you've been robbed
-) Expensive

SamTrans

-) Nice
-) Convenient for me
-) Love drivers
-) Clean
-) Expensive
-) ECRs – three come at once
-) Expensive
-) More advertising needed
-) Rolling motel at night
-) Should have transfers
-) It's like someone laying on a bed on the seats
-) Too many buses at once then – one crowded, next one no one in it
-) Adherence to schedule – reading it properly and being on time – hard to do
-) Could coordinate better with trains

San Francisco Muni

-) (Laughter)
-) It's alright
-) Never go there
-) Very crowded
-) Pay your fare or you'll be fined 120 bucks
-) Transfers - you can ride all day
-) No ride for 2 hours
-) Homeless people on it

-) Dirty
-) Confusing
-) I like it

Uber and Lyft

-) Very convenient
-) Never used it
-) Liked it
-) Won't use either one
-) Got to have a credit card
-) Have to
-) Even Coastside – you can preschedule a ride and it's there
-) Risky –

Chariot

-) Never heard of it
-) Nope
-) Never heard of it

Heard of Chariot (show of hands) – 1

Any impression

-) Don't know what it is
-) Coliseum?
-) Nice name though

As an agency, how does SamTrans compare to other transit agencies in the Bay Area?

-) Head and shoulders above East Bay
-) Buses aren't as nice
-) Need to do more advertising – more would take it if they knew how to get it and the schedules
-) I see a lot of people getting on the bus and confused whether they are on the right bus
-) San Francisco has Nextbus – signage – lots of people don't have phones
-) Better run than some others
-) Cleaner
-) No comparison for me
-) VTA is better
-) No, SamTrans is better
-) It's variable – you can compare it with Muni – in some ways it's better and some ways it's not
-) Nicer drivers
-) Very considerate drivers
-) Every time I get lost – good direction [from staff] – helpful

Key areas that SamTrans is outstanding/exceptional for riders

-) Cost
-) Drivers
-) On time
-) ECR is pretty much on schedule
-) Like the pass as a disabled person – and no lifts any more, just a flip out ramp
-) Safe – really no crime
-) Customer service – when you email they respond very quickly
-) They always make a point to reach out to you and use your name

Suggestions to improve the rider experience on SamTrans

-) Newer buses
-) 3 ECR's come together –
-) Cleaner restrooms [sic]
-) More Coastside service – better routes, direct from Half Moon Bay to Daly City
-) I can't believe they don't have that – they don't have to go via Linda Mar
-) [Of course] I use the bus because it picks me up at home and drops me off right at the job
-) Later routes
-) Express – with Muni you have the 14 and also the 14R (rapid)
-) Tracking (real time) would be good
-) 295 – used to go from San Mateo to Redwood City – now it ends in San Carlos – need to bring back full length – before it was hitting 3 hospitals – important for older people
-) Transfers would be nice – sometimes have to get on just for a minute or so and cannot get a transfer

Moderator distributes Self-Administered Questionnaire #1 (Barriers to Use)

What are some barriers to why you don't use SamTrans more?

-) Not enough room for disabled
-) No transfers
-) No early morning
-) More Coastside service – need express service – not every single one, but a few in morning and evening
-) Make it so working people can get from where they can afford to live to where jobs are – and make it well advertised
-) At night it's a rolling motel
-) Have to take more than one bus –
-) 260, 295 – don't go in my neighborhood on Sunday
-) After 6:30 pm there's no service to/from my home
-) Some drivers are polite and some are not – I use it all the time anyway but it's a barrier

Besides SamTrans, what public transit options are available where you live/travel?

-) BART/SamTrans/Caltrain
-) Caltrain/SamTrans
-) Caltrain/BART
-) Caltrain/SamTrans
-) Caltrain/SamTrans/BART
-) BART/AC Transit/SamTrans/Caltrain
-) BART/Caltrain/SamTrans
-) SamTrans/Caltrain/BART/my car
-) SamTrans/Caltrain

What are some positive words and short phrases about other transit systems [system – comment]

-) BART - stops are convenient, easy to walk
-) SamTrans - drivers great
-) Caltrain - clean
-) AC Transit - can get bike on
-) Muni - inexpensive
-) BART - runs
-) VTA - has free shuttles
-) Ferries - Sausalito – easy

What are some negative words and short phrases about other transit systems [system – comment]

-) BART – very noisy
-) BART – nasty
-) BART – unsafe
-) AC Transit - drivers not very polite
-) AC Transit - no security
-) SamTrans, BART, Caltrain - Limited access
-) BART, Caltrain, VTA - A lot of people ride free
-) BART is at max capacity
-) BART - I have to use the disabled gate and 4 people enter behind me and go through [without paying]

What are the key reasons for you to consider/use public transit (in general)?

-) Picks me up where I live and drops me off where I work
-) Cost
-) Try to do the right thing
-) County subsidizes me
-) Keeps us a one car family
-) Don't want to drive
-) Crazy drivers on the road
-) Can use your time
-) Can relax
-) The environment
-) Save a lot of money

Moderator distributes Self-Administered Questionnaire #2 (Information Sources)

SamTrans printed schedules

-) 8 use it
-) How /why use
-) Make sure of where I'm going
-) Check out routes
-) As a map
-) For everything

www.SamTrans.com

-) 3 use it
-) when they say they will change stuff or have a meeting – will see why
-) to see when routes run, what days

Customer service phone number

-) 6 use it
-) see when next bus coming
-) lost and found
-) called and SamTrans police arrived within half an hour
-) if I'm lost and not sure where I'm at, I call; also for schedule
-) have used it to complain sometimes

Google maps

-) 7 use it
-) All for SamTrans info? yes/sometimes
-) They'll tell you if public transit is available –
-) see how far restaurant or store is from the stop
-) More accurate, other than 511
-) Use it but not in relation to SamTrans
-) It is good and easier than 511 – tells you how long a walk
-) 511 is good when you're at the stop and want to know when it's coming

511.org website

-) 3 use
-) Sometimes have no idea how to get from Point A to Point B
-) Use it to plan a trip – and what are my options

511 phone

-) 5 use
-) Going somewhere new and want to know where next bus is coming
-) Use it when I get to stop to find out when next bus is coming

SamTrans related tweets – no one in group uses

Twitter

-) No one uses it for transit information
-) 4 use it generally

SamTrans related Facebook posts

-) 2 use it
-) Just seasonal – special events
-) Seasonal – events at convention center, craft/jewelry show

Use twitter for other transportation related information - 2 use it
Facebook for other? 1

Other sources

Word of mouth/other riders

Preference for accessing schedule or real time information: on printed material, on a website, or using a mobile app?

Printed – 2

Website – 0

Mobile – 7

None of those (call) - 1

Printed material – why?

) I like it can read everything

Mobile apps – why?

) Quickest

) Most accurate

) Can personalize it

) Don't have to look at stuff not relevant to you

) It's the future

) Especially looking at connections with other transit agencies

) Can just look at SamTrans

) Gives accurate, live info

Calling 511 – why?

) Tells you when next bus is going to be

Mobile apps – is there an exceptional one for SamTrans?

) Google maps

) It's only one

) Knows the buses

What would the ideal SamTrans mobile app include?

) Real time tracking

) Push notifications – for example, your bus is running five minutes late

Other sources of info – on buses?

) Schedules

) And the train information

) Driver (as information resource)

) Just pick up schedules (paper) some time

) Do seem kind of antiquated

) Handy for people – people like them

Information at bus stops?

- ☐ None
- ☐ Stop ID for 511
- ☐ Some have electronic signs
- ☐ Some don't
- ☐ Few have that
- ☐ Other passengers – can be source of information

Familiarity with bus stops or drop off points for SamTrans – “How familiar are you with SamTrans bus stops/drop off points?”

- ☐ Very
- ☐ Very
- ☐ Except at night
- ☐ Sometimes they don't announce it and cannot see
- ☐ They turn off announcements
- ☐ Only familiar with ECR
- ☐ Only the stops I use

Moderator distributes Self-Administered Questionnaire #3 (SamTrans Service)

Words or phrases that strongly apply to SamTrans bus service - positive

- ☐ Lean
- ☐ Good overall service
- ☐ Affordable
- ☐ Safe
- ☐ Drivers
- ☐ Convenient

Words or phrases that strongly apply to SamTrans bus service - negative

- ☐ Negatives
- ☐ Routing
- ☐ Slow
- ☐ Shortened routes
- ☐ Nighttime service
- ☐ Dirty at night

Agree or disagree with each of the following statements. Show of hands. And, very briefly, why?

SamTrans buses are generally on time

-) Agree – 8
-) Always good
-) It's always within minutes
-) Depends on what bus you're taking – if you're on El Camino it's a whole different story
-) As disabled person - I won't take it during busy hours; I will take Redi-Wheels instead

SamTrans buses run frequently

-) Agree – 3
-) Just on certain routes
-) I can work around the schedule
-) They run frequently but on El Camino it's so crowded
-) Bike rack – need capacity

SamTrans buses are generally reliable

-) Agree – 9
-) They don't break down
-) Lifts don't hang up
-) Generally on schedule
-) Safe drivers

SamTrans routes are convenient

-) Agree – 4
-) Run up and down – very easy
-) Point A to Point B
-) I do have to transfer halfway – take 2 buses instead of 1
-) Almost like we're talking about 2 different things (have to transfer or direct)

SamTrans buses travel time is too long

-) Agree – 4
-) On El Camino -- too many stops
-) No express from where I live

Moderator distributes current SamTrans Fare Chart.

Reaction to fare chart?

- ☐ Great
- ☐ Inexpensive
- ☐ Very fair
- ☐ Affordable
- ☐ Just got new disabled card – didn't say anything about us having to swipe it – (question)

Are these fares a good value?

- ☐ Yes (multiple) why?
- ☐ Cheaper than driving
- ☐ Nothing else out there
- ☐ It's 5 dollars to go over the bridge
- ☐ Very good value
- ☐ Can't convince my kids of this, but for \$27 to go anywhere I wanted – at their age I would be all over that
- ☐ If more kids did it – a lot of kids take the bus – otherwise everyone just sits on Ralston
- ☐ I don't want more kids on the bus though

Fare question – into SF – first 4 columns – into SF, then KX, etc. out of SF – did any of you notice that?

Yes (multiple/many)

If you have a day pass – will ask you for more on top of that - how many were not aware of those differences?

[show of hands] 6

Questions about it? Anyone know why there is a difference?

- ☐ Out of SF – assumed you guys have to pay
- ☐ Makes more sense at airport, like BART
- ☐ No idea
- ☐ Assume have to pay sf money

Are these fares clear? Are they understandable?

- ☐ Yes
- ☐ Some bus drivers make announcement about it, others don't
- ☐ They are confusing – because into San Francisco – that is confusing
- ☐ Just into San Francisco – that's not confusing

Fares – how do you usually pay your fare?

-) Clipper – 7
-) Cash – 3
-) Don't have local pass any more
-) It's not convenient for me to get a Clipper card
-) Live up the street but didn't know they were available – Caltrain doesn't seem to have them Available – just don't know where
-) Just want to know I paid for it
-) I do half and half - Redi-Wheels and Clipper

Moderator distributes Potential New Fare Products handout and asks participants to review it.

Reaction to monthly/ 31 day pass?

-) Makes sense
-) Very clear
-) If I bought it on December 10th is it good until January 10th?
-) Confusing
-) Clear
-) I think it's clear

Existing monthly pass – only good for calendar month; this particular product – only change is it's good for full 31 days – 12/10 good through 1/10 – yes (not like that now – this is a future proposed)

-) Would be clearer if you added the example –
-) From a customer standpoint – great – from SamTrans – a lot not
-) Takes stress away from having to get it for the 1st of the month
-) If you go on vacation you aren't losing usefulness of a pass
-) How would bus driver know? (printed on it presumably or readable on clipper)
-) I think SamTrans would lose some money there
-) But from customer standpoint – maybe more riders

Day pass concept – clear?

-) Whoever thought of that – it's the greatest thing – I go places 10x a day sometimes
-) Don't understand it
-) Tourists would love it
-) Great –
-) Not sure how it would work
-) Unlimited, all day
-) Unclear? 1-2

(moderator explanation)

Reaction to that?

-) Don't have that already?

-) Things pop up unexpectedly
-) Don't have to know ahead of time
-) Now you have to know that ahead of time
-) I thought they said it was already in effect on Clipper
- (moderator) no*
-) Don't like having to pay – have to plan –
- (moderator) that is the way it is now – has to be purchased*
-) How come Clipper is cheaper on fares (generally)?
- Anyone know why? (moderator)*
-) They don't have to store/touch the money
-) It's an incentive to ride the bus –
-) They don't have labor cost and there's always a balance on your card –

Moderator distributes system map

-) *Show of hands - # use it? 4*
- What would you like to see on this?*
-) Timetable
-) # of buses
-) Streets
-) Can't put a whole schedule on it
-) Great - shows you can go into San Francisco
-) What more can you put on a map?
-) Bus numbers/routes
-) Color of route
-) Landmarks
-) BART stations are on here
-) Fare info? [show of hands who want] yes =4
-) Map [useful/use] yes = 2-3
-) Schedule info – somewhat, yes
-) 511 thing – have to know that # on side
-) Can't put too much on a map – not a good idea
-) Don't need it
-) How long it runs [how late]

Stop locations? Important?

-) Cannot put on map – it would have to be huge

Info on events

-) No (multiple)
-) If you didn't have a version – to be able to zoom in and get stop numbers, etc. – no
-) Do I have to use a paper map? Just want it on my phone
-) Give it to students and parents so they don't have to drive them to school every day
-) Why is coloring off?
-) Every route should have a different color

) Can't – you would need far more colors than you have – it's fine the way it is

Routes by area – is that clear which routes are which area? Any other comments?

-) I see no problems whatsoever
-) It's an overview – as an overview it's very informative
-) It's very positive
-) Everybody's welcome
-) I think these should be at workplaces, new hires too – it seems as though SamTrans is a big secret

Moderator distributes route 141 map (new version)

Point out a couple of things – printed larger; different type of map

What is key info you want to see on this?

-) Exactly what's here – directions it's going
-) Times
-) First and last times especially
-) Key stops
-) Want to see my stop
-) If there aren't stops that happen – a notation so I know there are stops in between
-) You need to know where they stop
-) Would be good to know every stop – want to see all stops so I know best place to get off
-) Would be nice to do it if legible
-) Question – they have bus to BART things – should they have a discount for that since you're paying for BART already and taking transit?
-) Are bikes allowed on all buses or just certain ones? Would be good to know
-) Like that it says different on school days (so you know variations)

Advertising/points of interest?

-) There are NO points of interest on the 141!!! (laughter)

Take a look at map that's on here – how useful?

-) Not very
-) How straight
-) I think it's useful

Timetable – how's the size?

-) Nice
-) Good
-) How would you read that timetable?
-) Very clear
-) Got to guess in between stops (multiple)

These are called time points – familiar?

) Yes

Is it clear that's what it's showing?

) no, not always

) It's first thing on here (reads from schedule)

) Would rather just read the timetable and see my stop

) Could make it a hybrid – if on map you delineated those other stops I could guess that – but don't know how many stops in between

Major issue no stops in between?

) No (multiple)

) If my stop is in between the two stops on the schedule yes

) People at my work won't always get it

) Once you take the route you sort of get it

What is your preference – printed or online only?

Printed – 4

Online – 6

Mock exercise

Wrap-up

Last thing – around the table – if you could make one recommendation to the director of SamTrans, what would it be?

) Bus routes to other transportation

) Do a lot of checking on routes (undercover)

) Transfer system for limited time (e.g. 90 minutes)

) Subscription service for express route from Coastside – guarantee # of riders

) Make sure it's safe at night

) Welcome packets to realtors, new people in community – how great the schedule is

) Update the fleet of buses

) Express buses on El Camino

) New time on bus routes – run later

) Smartphone app with schedules

Focus Group #2 (Former Riders)

Tuesday, December 12, 2017 | 7:30 pm

12 attendees

Introductions

Quality of life in the Bay Area

Show of hands – number who say life in Bay Area is:

-) Same – 2
-) Better - 0
-) Worse – 10

Positive words and phrases – Quality of Life in Bay Area

-) Diverse
-) Weather

Negative words and phrases – Qualify of Life in Bay Area

-) Traffic
-) Construction
-) Potholes

Trips made within San Mateo County – positive words and phrases

-) Scenery
-) Redwood City – sunny (Daly City – fog)
-) Lots of options
-) Parks – county, national
-) Always events
-) Different modes of transportation – sometimes take BART into San Francisco

Trips made within San Mateo County – negative words and phrases

-) Potholes
-) Roads
-) Traffic
-) Big buses on freeways
-) Construction
-) Drivers
-) Lack of access to public transportation
-) Difficult to get from point a to point b
-) Parking at BART – no spaces left
-) New drivers

How do you normally get around in San Mateo County? (around the table)

- ☐ Drive, sometimes BART, carpool
- ☐ Drive
- ☐ Drive
- ☐ Drive
- ☐ Drive
- ☐ Drive or Caltrain
- ☐ Mostly drive
- ☐ Sometimes also park
- ☐ Sometimes SamTrans
- ☐ Carpool
- ☐ Drive and Uber
- ☐ Drive

What comes to mind when I mention each of the following agencies/companies?

Caltrain

- ☐ Convenient – can use any time
- ☐ Inconvenient – not much of a schedule
- ☐ Fast – doesn't stop as much
- ☐ Noisy
- ☐ Crowded
- ☐ Expensive
- ☐ Far away
- ☐ Not many places to catch it
- ☐ Public transit
- ☐ Not super reliable
- ☐ Suicides on track
- ☐ Noisy
- ☐ Need at least 2 modes of transportation

BART

- ☐ Dirty
- ☐ Scary
- ☐ Overcrowded
- ☐ Crime
- ☐ Fast
- ☐ Noisy
- ☐ Crime
- ☐ People are rude

-) Hard to get help to buy a ticket or parking – they talk in the booth but they don't acknowledge you
-) Bureaucracy
-) Kind of slow – Millbrae up through Daly City – quicker to drive if not a lot of traffic
-) Not enough parking

SamTrans

-) Takes a long time to get anywhere
-) Not necessarily convenient
-) Very delayed if traffic
-) Not reliable – schedules
-) Not many stops
-) Dirty
-) Have to change buses a lot
-) Expensive
-) Good service
-) Sometimes overcrowded
-) Bus drivers are nice
-) Can call and find out schedule – customer service phone

San Francisco Muni

-) Crowded
-) Ugh (multiple)
-) Dirty
-) Smelly
-) Unreliable
-) Rude drivers
-) Unsafe – personal safety
-) Not convenient – can find a stop anywhere within 3 blocks in San Francisco
-) Schedule seems nonexistent
-) Drivers not responsive
-) Can track it on cell phone

Uber/Lyft

-) Easy
-) Clean
-) Convenient – at top of your cell phone if you need to get to a place fast
-) Easy to pay
-) Easy to pay if you have a credit card
-) Pricey
-) Double park
-) No experience

-) Bad drivers
-) Make their own rules
-) Convenient – easy access
-) Don't trust it
-) Drivers have been nice
-) Modern
-) Everywhere
-) Clean cars
-) Take you to airport at 3 am
-) Convenient
-) Overpriced

Chariot

-) Never heard of it
-) What is it?

heard of chariot – 6

-) Very elite and expensive
-) Heard it but don't know it
-) Thought they went out of business
-) Seem like another bus

As an agency, how does SamTrans compare to other transit agencies in the Bay Area?

-) Buses seem more welcoming
- (can be perception)*
-) Buses just look cleaner, nicer
 -) Seem newer
 -) Don't ever see many people on them
 -) Fewer people
 -) Problems – don't seem to have them – don't remember a SamTrans strike ever – and they pick up kids for school – seems more community oriented
 -) Unfortunately a lot of drivers make a lot of traffic violations – have to call dispatch
 -) Don't seem to have as much garbage – papers, wrappers – on buses
 -) Does take a while to get around
 -) Less graffiti
 -) Drivers not all that friendly

Key areas that SamTrans is outstanding/exceptional for riders [perception if not ridden in a while]

-) Customer service
-) Specialized routes
-) Along ECR – regularly
-) Seem to have buses that go into area I live

-) Customer service usually answers phone with live person promptly
-) Parking in a lot of the spots
-) Great with Caltrain – easy to get on the train and then get on bus if need to
-) Times I've been on SamTrans – where Caltrain had a delay and SamTrans was free

Suggestions to improve the rider experience on SamTrans

-) Express routes (multiple)
-) Bus stops on busy points – e.g. 250 – takes an hour to get from downtown to College of San Mateo looping around San Mateo – but that's the only route it goes that way
-) Predictability – real time eta on buses – signage
-) Would rather they don't just sit and wait
-) Used to get transfer as a kid and last time I rode realized they don't exist – have to pay separately and have to take multiple buses to get anywhere
-) Don't know if there's an app for SamTrans
-) It is difficult – rode it for a few weeks when car broke down – found since I didn't have a pass it was more difficult for me to pay – they need to make it easier to pay
-) Would like to see it expand more along Coastside

Moderator distributes Self-Administered Questionnaire #1 (Barriers to Use)

What are some barriers to why you don't use SamTrans more?

-) 2 different kids, 2 different schools – can't be delayed
-) Take too long to get somewhere
-) Location not convenient – live in Redwood City and work in South San Francisco – no way can work
-) Takes too long
-) No working routes
-) Bus stop too far
-) Only worth to take to Caltrain station – to get from my house to
-) If you take a bus somewhere you need Uber or Lyft to get rest of way – no direct way – having to transfer
-) Express buses used to have worked well – took from San Mateo to San Francisco and in an hour you're there
-) Takes too long
-) Just faster to drive
-) Just stops too often – every couple of blocks – like baby bullet train – with buses it stops every few blocks

Besides SamTrans, what public transit options are available where you live/travel?

-) Caltrain
-) BART
-) BART
-) Caltrain
-) BART
-) Caltrain
-) BART closets
-) Caltrain
-) Caltrain and BART
-) BART
-) BART
-) Caltrain
-) Caltrain
-) BART

Show of hands – how many have used other public transportation within the last 6 months?

11 (of 12)

What are some positive words and short phrases about other transit systems [system – comment]

-) Uber – convenient
- For now let's keep Uber out*
-) Caltrain - convenient don't have to drive and can go to eh game (not pay for expensive parking)
 -) Muni – frequent
 -) BART – when running right goes to a lot of places
 -) BART – goes into city and no worry about parking
 -) Caltrain – reliable
 -) Spent a lot of time in England – the tube goes everywhere in London and 200 stops – buses cleaner and drivers are nicer and it's part of society to just use the buses
 -) Caltrain – runs often
 -) BART – convenient – goes every 12 minutes
 -) Kids like to take the train – fun, and easier to take the train as a family

What are some negative words and short phrases about other transit systems [system – comment]

-) BART – embarrassed – someone smells or dirty
-) BART – panhandlers
-) BART – too expensive
-) BART – don't feel safe, with attacks which have happened

-) BART – don't feel safe, lots of homeless
-) BART – loud; doctor said you should have ear protection
-) BART – unpredictable
-) BART – in station at night – no employees, even in booths, not responsive to you
-) BART – girlfriend was held at gunpoint and robbed

What are the key reasons for you to consider/use public transit (in general)?

-) Save gas
-) Parking – don't have to worry - convenient
-) Stay out of traffic
-) Go somewhere
-) Can get there quicker than sitting in traffic
-) More family friendly
-) Parking is tough
-) Lower stress
-) Save money
-) Be productive while you're on it
-) Less stress – not caught in traffic
-) Safety
-) Sometimes not safe to drive

(around table) What is one thing SamTrans could do to get you to at least try using its service again?

-) If routes went to where I want to go
-) If route from Pacifica to San Francisco without taking 3 buses and a train
-) If riding bus was faster
-) If a stop in South San Francisco from Redwood City –
-) If a free ride once in a month – to know more about route
-) If more routes/more express routes – maybe something for free rides for seniors
-) If it didn't take so long
-) If faster routes
-) If complimentary routes and up to date pamphlets
-) Fewer bus changes and more express routes
-) Routes and raising awareness – convenient transportation
-) Routes –

Moderator distributes Self-Administered Questionnaire #2 (Information Sources)

SamTrans printed schedules

) Used - 11

Reaction?

) Confusing

) Not accurate necessarily

) Not up to date

) Not all route one brochure for one route – so have to take 5 different brochures to connect them

) Try to get through which one is the right route

) The colors -red, blue, what do they mean?

) I pick them up but then I get home and throw them away

SamTrans.com

) Used – 10

Reaction?

) Convenient – can look at on my phone

) Just being able to have it on phone

) Just like having on phone

) Does it show where you're coming from /going to? (question)

) Last time I tried it too much info for the screen

(do you access on phone?)

) Tried on computer but couldn't parse all info on it

Customer service phone number

) Used - 2

) I like it – can tell him where you are and where you need to get it and they help you, with times

) Professional too – answer quickly, seem to know what they're doing – get a live person

Google maps

) used 10

Google maps used SamTrans info?

) 3

) So easy

) Awesome – just easy to use, convenient

) Tells you all the different ways – car, other transit, see which one gets you there and how

) Got me here – it's convenient

) Looks the same if you're using it here or using it somewhere else

) Once you know it it's very familiar regardless of where you are

) Tells you real time traffic

) Walking distance is accurate, and traffic – delays -tells you – as well as bridge tolls

Google maps for SamTrans-specific info

-) Integrates really well – tells you which routes
-) Gives you all the choices [not just bus]

511.org website

-) use – 6
-) Stopped using it when google got good
-) All info, every transit system -e very time they update it gets worse
-) Use it mainly for more accurate traffic
-) Use it in AM
-) 511 for SamTrans? 1
-) Seemed to work, but a while ago when I did it – it was fine for trying to figure out from Point A to Point B

511 phone

-) 2 use
-) Just called to see what it was like
-) It's good for traffic conditions – long menu to go through and horrible voice recognition

SamTrans related tweets – no one in group uses

Twitter – SamTrans related Tweets

-) None

Twitter – use at all

-) 3 use generally

SamTrans related tweets – comments

-) Would never think to follow them on twitter feed
-) Caltrain has twitter feed when hit someone or over 10 minutes late – very helpful

SamTrans related Facebook posts

-) None
-) Not think of looking at it on Facebook
-) Seems more static

Preference for accessing schedule or real time information: on printed material, on a website, or using a mobile app?

-) Printed – 1
-) Web – 1
-) Mobile app – 9
-) [none of above] Calling – 1

Printed material – why?

-) Never worry about power, have it with you

Mobile apps – why?

-) I liked it when I used it
-) Instant
-) For every
-) When I go somewhere I have phone with me
-) Phone is always with me
-) If schedule always follows printed material, id' want that (phone could be dead, etc.)
-) Just convenience
-) Seems like better interface than website which vary by browser

Mobile apps – is there an exceptional one for SamTrans?

-) No
-) Didn't think they had one

What would the ideal SamTrans mobile app include?

-) Location
-) Routes
-) GPS
-) Delays – updates
-) Alternative routes – if regular route isn't workable
-) If you had a bus stop and how far away bus was # minutes – real time
-) Show bus, routes, input where you are, and where you want to go, and could tell you what is coming
-) Fare – buy ticket – calculate your fare from where you are to where you want to go
-) Transfers – tell you which buses to go to, when to transfer
-) Payment options too using app

Other sources of info – on buses?

-) Next bus stop
-) From other passengers
-) Bus driver
-) Pamphlets – routes or transfer points
-) Sometimes advertising – about the system

Information at bus stops?

-) Phone #
-) Destination of line
-) Bus numbers
-) What buses serve stop
-) Doesn't tell you what hours they run

Familiarity with bus stops or drop off points for SamTrans – “How familiar are you with SamTrans bus stops/drop off points? Around the table – are you familiar?”

- ☐ Yes
- ☐ Yes
- ☐ Yes
- ☐ Yes
- ☐ Yes
- ☐ No
- ☐ Sort of/close to ECR and I know that
- ☐ Yes
- ☐ Just one
- ☐ Know where bus stop is but don't know where it takes me – assuming it would but not sure
- ☐ Don't know where local one is – know where hub is
- ☐ Just know local one – just down El Camino is all I know and stops every 2 blocks

Moderator distributes Self-Administered Questionnaire #3 (SamTrans Service)

Words or phrases that strongly apply to SamTrans bus service - positive

- ☐ Economic
- ☐ Great customer service
- ☐ Nice drivers
- ☐ Reliable

Words or phrases that strongly apply to SamTrans bus service - negative

- ☐ Inconvenient
- ☐ Delays
- ☐ Time consuming
- ☐ Unkept schedules
- ☐ Need to know how to get somewhere
- ☐ Too many tops
- ☐ Slow
- ☐ Mostly empty
- ☐ Not cool – stigma (take bus – assume destitute, near homeless)

Agree or disagree with each of the following statements. Show of hands. And, very briefly, why?

SamTrans buses are generally on time

- ☐ 5 agree
- ☐ Why?
- ☐ I see buses – assume they're keeping a schedule

-) See them picking up people
-) They were always on time when I took them

Disagree?

-) Sometimes traffic
-) Schedule just says every 15 minute – not set time – hard to say on time or not
-) Don't really know
-) Personal experience – kids going to high school – got detention late or not showing up – was not a good excuse

SamTrans buses run frequently

-) Agree– 5

Why?

-) Always see them
-) See them a lot
-) Always behind them in a car
-) Always in the wrong lane – behind them (laughter)
-) Seem to be there a lot
-) Depends – along El Camino yes, other places not

Disagree?

-) Never see them at all
-) See them during commute and school hours – outside of those hours no

SamTrans buses are generally reliable

-) Agree - 8
-) If you're waiting something will show up
-) Qualify reliability it doesn't break down – haven't seen any on side of road
-) Have seen a lot which say not in service

SamTrans routes are convenient

-) Agree - 0
-) Only goes on El Camino
-) Not destination based – seems to just loop around the town or on El Camino – if you need to get somewhere not convenient
-) Takes too long
-) Costly
-) Very roundabout
-) Doesn't come close enough to my home and doesn't stop close enough to destinations

SamTrans buses travel time is too long

-) Agree – 12
-) Tonight would have been 2.5 hours on the bus from Pacifica
-) Would have been 2 hrs. for my kids to get to the mall

-) If I was going to see a client other than here- take me a really long time to get there – 2 hrs.
-) Or can't get back from destination – buses stop running

Moderator distributes current SamTrans Fare Chart.

Reaction to fare chart?

-) Interesting monthly pass – valid for unlimited rides 7 days a week – buses aren't available 7 days a week
-) Cheap
-) Confusing
-) 18 – that's an adult
-) 19-64 adult - ?
-) Why is senior – 65?
-) Day pass is too high – should be round trip
-) Trend to force everyone onto clipper – this is same
-) What is this into San Francisco and out of San Francisco? Why the difference?
-) More expensive to get out of San Francisco? Should be the same

Are these fares a good value?

-) No – expensive – when I took it, it was 25 cents
-) When I was a kid it was 25 cents, but BART was 5 bucks – I think the fares are cheap; last time I took a SamTrans – was an express route – if you can go one way for \$2.25 – can't think any other system where you can go one way for that amount
-) You can go further than muni –
-) Good value but how long does it take – time is money – if it takes too long to get there it's not a good value
-) Excellent value – if that's what it takes to get to my destination 2.25 – yes; if I can't get there, then no; \$2 to Caltrain which is 2 miles – no
-) It's time vs distance
-) If it's here to market street yes – we don't know where it's going
-) [difference in pricing]
-) BART is set – this is what it is – this is almost random – like being punished for leaving San Francisco
-) More community based so for San Mateo county – funded for San Mateo residents – don't know if you're a resident
-) Just distance based – farther you go
-) Thought it would cost more to go in than to go out – e.g. charge a fee to drive in/not come out
-) So if I go into San Francisco - have to come out – why are the monthly passes 2 different prices when you have to go out if you come in

Are these fares clear? Are they understandable? (generally – not including San Francisco fares)

-) Don't know if round trip or one way
-) Wasn't sure if 225 only applied to KX, 292, etc. or cheaper on other routes
-) Yes, clear – applied only to those lines
-) Clear, understandable
-) Don't understand why KX is priced same as local – should be priced differently

Fare question – into SAN FRANCISCO – first 4 columns – into SAN FRANCISCO, then KX, etc. out of SAN FRANCISCO – did any of you notice that? Anyone know why there is a difference?

-) No
-) Threw me off
-) Confusing you can get day pass into San Francisco but don't know that it gets you out of San Francisco
-) How do you get a day pass?
-) Says it down there you can buy it on the bus
-) Can pay cash; particularly coins; don't know what a change card is –
-) Do they take credit cards? Think you have to have the exact change? (Jon – or clipper)

Moderator distributes system map

What would you like to see on this?

-) If you're on a bus, how to connect to BART or Caltrain
-) Should fare info should be on this – yes
-) Not be on? No, it's necessary

Map – is the map critical info?

-) yes
-) Any type of schedule info o this? Should there be?
-) Time schedules; how often/frequency of run; hours of each run
-) Eta times; yes
-) This is too much info – this map
-) Too much info –
-) The stations are fine – should just have SamTrans – everything else is . . .
-) No because a lot of people take the bus to get to BART – they need to know that
-) But they have to know which bus to take to get to that BART or Caltrain station

Info on events – is that appropriate to have, useful?

-) No (multiple)
-) It's useful on venues advertising – but not on this document

Routes are colored – is that helpful, needed?

-) Yes

-) It distinguishes because they are in different colors
-) Blue – lines to BART; red – to Caltrain

Anyone think coloring not helpful –

-) Lots of colors and green is very light – gets lost
-) Multiple shades of same color

Assigning routes by area – is that clear to you? Is that useful?

-) Like the smaller #s neighborhood numbers?

Moderator distributes route 141 map (new version)

Point out a couple of things – printed larger; different type of map

What is key info you want to see on this?

-) Street name
-) Key stops
-) Cities it services
-) Key stops and times
-) Like it – it's clear, has the times and clear to me- everything is right there for you
-) Doesn't make me feel dumb – other one I just looked at and it's overwhelming – didn't care to figure it out
-) This is cleaner, easier on the eye
-) Doesn't show where bus stop actually are – just key ones
-) Should have disclaimer within 5 min not considered late – how often does SamTrans update schedule or thrown in schedule?
-) Hard to explain it's up and down same street – don't know which side of street I'm supposed to be on

How useful is the map?

-) Useful and like way they detail the routes that don't go every time – n
-) If you know the area it's easier to read, but from out of town, you're like where is this?
-) Doesn't show the wiggly parts – don't care it has to go around curves but a to b to c – makes it easier to figure out start point and destination –

Timetable itself – size ok?

-) Yes
-) All these asterisks and school days – why not just make it consistent?

Do you understand how to read it?

-) I could never figure this out – couldn't understand the map thing on left and try to figure out – it's always a guessing game

Time points – is that clear (yes)

-) There are more stops than these?

-) There are more stops than these – these are the major stops - is that a problem (Jon)
-) Yes – never knew these weren't all the stops
-) They're going to stop every 2 blocks
-) Problem between points – these are not linear roads – could be a point here and a point there – don't know where you are and where stop is-
-) Sort of –
-) Would have assumed it was showing all the stops

What is your preference – printed or online only?

-) Printed material- 2
-) Online only – 10

Mock exercise

Wrap-up exercise - around the table – if you could make one recommendation to the director of SamTrans, what would that be?

-) Promote SamTrans
-) Innovate
-) Change routing so it's more convenient
-) Better driver training safety and smile –
-) Wi-Fi on buses
-) Express routes
-) Make it more cool – get rid of red, white, and blue colors – it looks old fashioned
-) Find some route people don't use too much and change to smaller buses
-) More convenient routes and express routes
-) Tech on buses – to attract kids
-) Experiment with flexible routes and demand busing
-) Streamline routes – more express routes

Focus Group #3 (Non-Riders)

Wednesday, December 13, 2017 | 5:30pm

9 attendees

Introductions

Quality of life in the Bay Area

Show of hands – number who say life in Bay Area is:

-) Better – 0
-) Same – 0
-) Worse – 9

Positive words and phrases – Quality of Life in Bay Area

-) Weather
-) Culture
-) Parks for kids
-) Lots to do
-) Variety of cultures/diversity

Negative words and phrases – Quality of Life in Bay Area

-) Congestion
-) Housing Prices
-) Overall costs going up
-) Roads – beat up

Trips made within San Mateo County – positive words and phrases

-) Flow during off peak is fine; it's OK
-) Took 280 because it still flows, not as bad as 101
-) Have access to natural beauty

Trips made within San Mateo County – negative words and phrases

-) Leave an hour earlier than normal to get somewhere on 101
-) Lack of parking
-) Pay for parking
-) Lack of HOV lanes on 101
-) Bottlenecks between SF and San Mateo; bottlenecks in San Mateo county
-) Traffic on border of Mountain view is awful; leave for school at 7:30am and takes an hour
-) Congestion because of job market and because of people going on bridge (San Mateo)
-) Use HOV lane, have done multiple tests and it is slower than the regular lanes
-) Not enough access points to get to bridge

How do you normally get around in San Mateo County?

-) Car
 -) Car
 -) Car
- (anyone use anything but car?)
-) No. all car drivers

What comes to mind when I mention each of the following agencies/companies?

Caltrain

-) Expensive
-) No parking
-) Dated – technology is dated, routes not direct, has not kept up w times
-) Crowded at times
-) Crowded
-) Not accessible for people with disabilities
-) Seems slow

BART

-) Badly needed but has problems
-) Improving, upgrading trains and expanding, it's OK
-) Expensive to park
-) Expensive
-) Security issue last time I was on BART

SamTrans

-) Feeder network to Caltrain; people that live here and need to get to Caltrain
-) Should have more benches
-) Unreliable
-) Bus is empty most of the time
-) Empty buses
-) Broken down buses, takes too long to get somewhere
-) Don't have accommodation for people with mobility disabilities

SF Muni

-) Old
-) Crowded
-) Will close door when trying to get on
-) More dedicated lines
-) Trying to improve
-) Bottlenecks, traffic jams

Uber/Lyft

-) Love em
-) Helpful
- (*what love about it?*)
 -) New services...uber pool, uber express. Have taken it for less money than BART
 -) Simple to use, reliable
 -) Use it for airport and can book ahead
 -) Good for emergencies
 -) Cheap
 -) Haven't used...but and going to try it
 -) Seems like everyone uses
 -) Easy to pay for

Chariot

-) Don't know it
-) Not familiar
-) Have seen is SF; don't think it comes down here
- (how many have heard of chariot)
 -) 2 people
 -) Trying to be like uber, but can't tell if vans are driven by a regular person, like Uber or Lyft drivers, or someone who works for Chariot

As an agency, how does SamTrans compare to other transit agencies in the Bay Area?

-) Antiquated, not like Uber / Lyft
-) Outdated – that's my perception - last time I road was 2003
-) Looks like they have hard time catching up with competition; buses are usually empty, maybe people not interested
-) Not reliable
-) Buses are not always full
-) Other places do light rail, rely here in San Mateo county on buses/vans, it's not efficient

Key areas that SamTrans is outstanding/exceptional for riders

-) Used to use express between foster city and SF- that was OK
-) Drivers are nice
-) Have point to point for disabled – that is a positive

Suggestions to improve the rider experience on SamTrans

-) Frequency, increase this
-) Increase destinations where they go. Very few between Mt View and Palo Alto, etc.
-) Need light rail with dedicated lines; buses are just going to go slower and slower as time goes by and traffic gets worse
-) Seems like you want more buses but buses are empty

-) Need to adapt, mimic what other transportation companies do, like Uber and Lyft, you are not going to last if you don't, must adapt
-) People want to get there fast
-) Need to look at services like chariot, the people who use this service are people who might usually take bus

Moderator distributes Self-Administered Questionnaire #1 (Barriers to Use)

What are some barriers to why you don't use SamTrans more?

-) Have other rides
-) Main one – need to carry a lot of tools, laptops, materials
-) Like convenience of my own car
-) Just takes too long
-) More buses in mornings, see a lot of people not able to get on, think that is the problem. Sometimes buses leave without everyone getting on
-) Don't see need to use it; I drive, have my own car

Besides SamTrans, what public transit options are available where you live/travel?

(around table)

-) Uber, Lyft and Zoom
-) Train station – Caltrain
-) Caltrain
-) SamTrans
-) Caltrain
-) Taxis
-) Provided by JCC and the city; go to different places, bring people to doctor's office, appointments
-) Just Samtrans, down at El Camino, I'm 3 miles away
-) I use BART, and can see Caltrain when I'm at the Millbrae station
-) Use carpooling, BART, Muni and Caltrain

Show of hands – how many have used other public transportation within the last 6 months?

-) 4 of 9 have used other public transit in past 6 months
-) Does taxi count?

(not really)

What are some positive words and short phrases about other transit systems [system – comment]

-) Bullet on Caltrain – fast and convenient
-) Bart – with teachers and students, it worked, was crowded
-) Caltrain – took with my boys, it was fun
-) Train – Caltrain, when we need to get to ballgame, get there quick

) BART – go to Berkeley to avoid traffic, parking. Convenient – don't have to drive in bottleneck traffic and look for parking

(how about those who haven't used)

) Caltrain – bullet gets you there quickly

) Buses - Depends if it is rush time, during day not crowded

What are some negative words and short phrases about other transit systems [system – comment]

) BART – Security problems, noise

) BART - Not really safe in Oakland area

) BART – not safe at certain hours, or going to certain places

) Caltrain – if already purchased pass, should have a secure parking spot. Do not provide that now

) BART – Can be crowded at certain times

) BART – Noisy

What are the key reasons for you to consider/use public transit (in general)?

) More accessible – it's not anywhere around me; anywhere near me, there are not stops. When younger I could get to Stanford shopping center

) Convenient – when there is a big event in SF, hop on train and can get there and avoid traffic, also feel safer and it is fun

) If it could get me to the new Warriors stadium, I would try it.

) If did not have to do a lot of research on schedules, that has been my experience trying buses before, with Uber / Lyft it is just easy

) Avoiding parking and traffic for special events

) Like to pay one fare and be able to go from point a to point b without having to pay extra each time you change systems. One direction should be one ticket, like in Montreal

One thing SamTrans could do to get you to try using its bus service

(around table)

) Convenient, if had to drive, it wouldn't work. Stop would need to be close by

) Like to know more about services, know they run bus but, if I didn't not have car, would like to know what they offer

) Have more buses in my area, don't have many there

) Should be more flexible, get smaller buses and ask the population where they want to go. Not rigid

) More buses where you live, would help

) Don't know the one thing, I have not felt need for it up to know, when traffic gets really bad I might like some information on it. That would help

) Not having a set route, more like an on-demand service

) More accessible bus stops, I don't see any near me. Also, cost – from what I've heard it is more expensive to use SamTrans that it is to call up Uber / Lyft, (with Uber/Lyft) \$2 you are done to get somewhere for local trips

-) Closer stops, I don't pay attention to where stops are, maybe stops should be more clear, might try it if I got a free ride. Seems like it is not efficient.

If your normal transportation mode was not available, what would be your back up option

-) Depends where going, call Lyft. Go to city, call Lyft to get to BART
-) Would try public transportation
-) Would try Caltrain if going to city
-) Vanpool
-) Uber/Lyft/Taxi
-) Uber
-) Uber

Assume you had to take SamTrans, how would you look up SamTrans information

(around table)

-) Would go online. SamTrans website. Find out service offered and look up options. Schedule based on where live and where trying to go
-) Go on website, SamTrans website
-) Would put start and end point and would go on google, would search from foster city to SF
-) Would go on phone, would go to SamTrans website
-) I'd google it, likely type in SamTrans for my search
-) Google maps, 100%, can put in departure and arrival info, and tells you options.
-) Go to google, would type in public transportation – Redwood City to Palo Alto and see what comes up
-) Would google SamTrans buses and see what comes up
-) Depends on where traveling, if local, would type in SamTrans on google. If further may use google maps

Familiarity with bus stops or drop off points for SamTrans

-) Stops located where they meet up with Caltrain
-) Know stop when I'm stopped behind bus in my car
-) Just see some buses empty
-) Not familiar
-) No

(Most not familiar with stops)

Moderator distributes Self-Administered Questionnaire #3 (SamTrans Service)

Words or phrases that strongly apply to SamTrans bus service - positive

-) Appealing to students who have a direct connection to location
-) Seem to have a lot of buses
-) On time, for the most part

Words or phrases that strongly apply to SamTrans bus service - negative

-) Slow and antiquated
-) Empty buses
-) Empty buses
-) Not near me, not accessible to me since stops are not near me
-) Schedule –they have cut back in our area, only comes by twice a day. If me and the kids wanted to use it would take all day to use it from Redwood City to Palo Alto
-) No coordination between lines
-) Scheduling not convenient
-) Need to know more about it, advertising
-) More provisions for people with disabilities

Agree or disagree with each of the following statements. Show of hands. And, very briefly, why?

SamTrans buses are generally on time

-) 3 agree
- (why?)
-) Think they have factored in congestion so probably not delayed as result, from what I've heard buses aren't crowded
 -) Can be within 3 or 4 minutes, that is pretty good
 -) If you miss one, you will have to wait for an hour

(why not?)

-) Unsure
-) Not sure
-) Don't know
-) Think of people waiting for bus
-) Just what she said, could wait an hour for bus

SamTrans buses run frequently

-) 1 agrees
- (why?)
-) When I leave see a lot of buses

(why not?)

-) Will find out that some areas need more buses if they surveyed areas
-) Never see buses at stops

SamTrans buses are generally reliable

-) 5 agree
- (why?)
-) Don't see them breaking down
 -) Are moving, are going
 -) Sometimes I see 2, right together

-) Making assumption they are
-) Buses are relatively new, figure there is a surplus if they break down
(why not?)
-) Not sure
-) Don't know
-) Sound of the buses making noise

SamTrans routes are convenient

-) 0 agree
- (why not?)
-) Don't know
-) Need to be a genius to figure out schedule
-) Need to survey population to see where there is a need for service

SamTrans buses travel time is too long

-) 3 agree
- (why?)
-) So many stops. See them pulling over, as cars go by
-) Tough because want a lot of stops but there are then too many stops
-) Image of stopping buses, not able to maneuver in traffic

Moderator distributes current SamTrans Fare Chart.

Reaction to fare chart?

-) Confusing because if have pass, should be able to go into SF and this looks like cost is more
-) If going into SF, cash is \$2.25, day pass if \$5.50, what are you getting with that pass
-) Why is it priced that way, in SF, out of SF, why?
-) Seems complicated, if I was using a monthly pass and I'd be thinking I need to use it right away in month
-) Why is day pass only available into SF and not out of SF

Are these fares a good value

-) Expensive
-) Think they are a good value, are heavily subsidized
-) Senior fares are very good
-) Youth and senior discounts really good, monthly pass depends on how much you use, and if it carries over or not

(fares clear and understandable)

-) Don't understand, if I go in to SF...but if I buy a day pass is that eligible
-) Need to be pretty intense to read this info, not everyone wants to do that
-) What is KX
-) It isn't bad

-) Just reminds me when I took bus decades ago, there were a lot of categories then

Moderator distributes system map

Key information you would you like to see

-) Overwhelming
-) Should have an app where you can put where you are and where you are going and it would tell you how to get there
-) Time and price

(how many would want to have this map handy when you want to ride)

-) 2 would
-) Nice to have, but also would like an app
-) Would use it since I don't have a lot of knowledge of SamTrans, I'd use it
-) What is this, is it for the entire system or not
-) Explains the whole 292 and 397 questions that I had on the fare chart – primary bus routes that go in and out of San Francisco
-) If you studied this map it would be useful
-) Visually appealing

Is it helpful that the routes are colored?

-) Yes
-) Categorizes it by region
-) Color highlights streets and you can follow it
-) Lot of work to read this

Other comments on map

-) If take time to look at it, but it would help
-) Seems like a waste, only thing it provides is a coverage area, now that I know, I would use google maps to find out where I need to go
-) How current is map; if do the work to figure it out, is it still accurate

Moderator hand out Route 141 map (new version)

Key information like to see on route schedule

-) Very limited stops
-) See a lot of dashes, what does that mean. It doesn't stop?

How useful is map

-) Prefer map on system map. More detailed. Not straight lines like this map
-) This one gives you times, which is good
-) Need map to figure out timetable
-) I've worked with this one – looks useful

-) Looks useful but could be improved – just relevant information. Since have never used, not sure what A and C mean. Also, not having stops in between, for a first-time person using this, I would want something simpler
-) Need to move away from this, to an app. Want an app and want real time

(others agree?)

-) A question of generation – I am used to printed but would also like an app. I can manage either way
-) She's right, you need to have both. You have senior and younger people. Young people would prefer to have something on their phone, quick. Need multiple options – print and app
-) The reality is many people have to switch buses, then you'd need two of these
-) This gives you a lot of info, and it is easy for you to make a mistake. When use BART I use the trip planner. Stops and times are given around the times I want. I don't know if they have anything like that, but a trip planner makes it much easier
-) Yeah, I've used the trip planner on BART. It's great
-) This is a little complicated for me, would rather have an app or something I can look up on my phone
-) Definitely an app or trip planner. I just want to know to go here, and it gets you here (to a location), and it gives you the times
-) OCD, it doesn't work for me
-) It's hard to understand, the first time looking at it

What is your preference – printed or online only?

-) Printed = 0
-) Online = 9(*why?*)
-) Can't be responsible to remember to bring all these papers everywhere I go each day.
-) Easier and faster
-) If you don't go from here to here, may need to have three or four schedules like this
-) Online easier and quicker
-) More current, pretty much only information I want. Not excessive information. And if I want it on paper I can print it out
-) Online will give you the most options, so if you are going somewhere SamTrans might not be the best option. It might be marginally more to get somewhere 20 minutes faster, online tells you that.

Mock exercise

-) Brand messaging
-) Radio and TV
-) Be out there

Promotional

-) Free ride day/passes

-) Do so through Yelp or Trip Advisor - to direct people to other platforms and read reviews
-) Apps – does SamTrans have app now?
-) Part of image will be new services like smaller buses and vans, updated schedule, and flexibility on fares/transfer. Easy connections

Moderator distributes Potential New Fare Products handout

Fare Media/Products

31 day pass

-) Not losing any days which is a good thing for some
 -) Seems like a good value
 -) Think it is great, just hung up on wording.
- (moderator explains pass)
-) Great
 -) Can buy and use it for the full time – 30 days
 -) Will price be same as it is now. Good idea but would want price to be the same as it is now

Accumulator Concept

-) Like flexibility since you could take a bus without intention of using another but would save if you did
-) Would simplify
-) More flexible
-) Like a maximum daily fare that you'd pay
-) Would it apply to all categories – youth, regular, senior

Wrap up – around table – recommendation

-) Be sure drivers are friendly, better customer service from start of trip to finish
-) Getting word out, knowing what service is, what is available, maybe promotional
-) Developing an app that works
-) Ease and flexibility, has to be easier than schedule shows and has to be flexible
-) Getting word out that SamTrans is up to date
-) Really good app
-) Listen to riders, and adapt
-) An app
-) Modifications for people with disabilities

Focus Group #4 (Spanish Language)

Wednesday, December 13, 2017 | 7:30pm

10 attendees

Introductions

Quality of life in the Bay Area

-) 0 better
-) 7 worse
-) 3 stayed the same

(same)

-) My life changed when I had children, schools in my area are very good, lot of jobs, but you have to do a lot of running around. But there are special opportunities in the schools.

(worse)

-) More traffic
-) Rent is outrageous
-) No housing
-) Getting kicked out of our area
-) Building wherever they want to. Even animals are coming down from hills because they are cutting down trees and building

Positive words and phrases – Quality of Life in Bay Area

-) Public transportation
-) Climate
-) Have worked in SF, but now I work in East Bay. Is difficult because transportation is not good. Better transportation here in this county vs the East Bay'
-) Don't drive because of traffic
-) Buses come here more often. Every 2 hours in the east bay
-) San Mateo is small; people know each other, don't know if that is good or bad
-) But there are a lot of means of transportation - can take train or bus
-) This county has more resources for Latinos

(like what?)

-) Like the schools, like she said
-) Resources for children,
-) It is a wealthy county
-) Uber and Lyft have improved public transportation, it's faster

Negative words and phrases – Qualify of Life in Bay Area

-) Rent
-) The rent
-) Yeah, the levels of the rent

Trips made within San Mateo County – positive words and phrases

-) Uber and Lyft
-) BART
-) Constant, can get anywhere at all times
-) County produces income, taxes go toward transportation
-) Everything near where I live
-) Bus, can take me to places I need to go
-) Never taken bus but stores are easy to get to, I work in construction, stores that sell constructions materials are close

Trips made within San Mateo County – negative words and phrases

-) How community has grown
-) Traffic congestion is incredible
-) Rate has gone up. I don't drive – use Uber/Lyft/Taxi. Rate of everything has gone up
-) When I used bus, at night, felt safe, even if I was alone. I was at ease. But back then I'd buy pass. Now the pass cost has gone up

How do you normally get around in San Mateo County?

-) Drive with people I work with. 4 people.
-) Use buses for places nearby.
-) Mostly car. Would take a long time if I took a bus; I work in Mountain View
-) Car alone. Easy for me. I start early, 5 am in morning
-) Car – by myself mostly. Except when we go to SF on train once in a while. Like to show my girls how to use it. Parking in SF is expensive, one reason I use train
-) I don't drive, when I go to hospital or stores, go on bus
-) Lot of emission
-) Take SamTrans to BART, and VTA on other end.
-) I do use SamTrans, sometimes BART, when I go to Milpitas, lot of traffic between 5-6pm in evening, not worth it to drive. Time, gasoline, etc.
-) I don't drive, my husband drops off me and kids at school

What comes to mind when I mention each of the following agencies/companies?

Caltrain

-) The train
-) Speed
-) Expensive
-) You'll go relaxed

-) Relaxing, when we go for fun, to see the Giants, more accessible because train goes from south bay to north. Don't have to deal with traffic, less stops
-) When I used to use bus would take KX, what I like about train is stations are usually in middle of each city, usually near downtown

BART

-) Dirty
-) Scared
-) Scared in afternoons
-) Now I take it daily
-) Things have happened, sexual assaults, feel safer on bus, know driver, they are familiar with you on bus. At BART, there is not that contact, they don't take care of you
-) It's fast and also gives you options to go a further distance. BART goes to Pittsburg, Oakland, gives you greater access without having to drive
-) Lot of delays, lot of problems with BART
-) Times I've use have been to SF, been fine, never had any problem. Comfortable, fast
-) When you work in SF for years, it went from better to worse now. Homeless, fights
-) Not as safe as it should be
-) If there is a problem on one line, everything stops

SamTrans

-) Safe
-) Clean
-) Don't see trash
-) Doesn't smell bad
-) Buses every 15 minutes to 20 minutes
-) Really close to where I live, takes you to stores, to hospital, like my daughter she uses it to go to school, and it is safe
-) Feel that sense of trust
-) Driver doesn't care, doesn't wait for you
-) Some of them do. Some drivers do. Some are more kind and friendly
-) There is a disadvantage where I live. Use 141. After 7pm it does not run, and doesn't run Sundays and less often on Saturdays. Disadvantage for someone who doesn't drive. Especially at nighttime.

Muni

-) Violence
-) Used for Giants game, only time I've used it
-) Buses better now than used to be
-) But always safety problem, and very tightly packed, too many people
-) And if there is a problem, very crowded
-) Muni accessible in city, moves fast

-) Same thing. On Muni I feel like in my home County. Because SamTrans won't squeeze people on. SamTrans has a limit. No limit with muni, squeeze as many as possible on.

Uber and Lyft

-) Best thing that's happened in life
-) More economical than taxi, takes you directly where you want to go
-) Different rates at times. Sometimes cheaper, the farthest I've taken it is to Milpitas, it was like \$20, Have promotions and may only cost \$10
-) Service is very punctual
-) Tell you when, and they are right there

Chariot

-) (no response)
- (anyone heard of chariot?)
-) One person
 -) Thought it was for disabled, or elderly. Have seen small buses with Chariot name

As an agency, how does SamTrans compare to other transit agencies in the Bay Area?

-) Drivers professional and follow rules. Safety rules. Trained well
-) Connections, today I took BART and missed my bus, driver did not wait even though he saw meet. Took Uber instead today. Connections on SamTrans do not coincide. On muni it is better
-) Times I've used you need to see schedules and stops, sometimes you need to wait a long time, half hour or so

Key areas that SamTrans is outstanding/exceptional for riders

-) Priority for people in wheelchairs, they take their time. Ask people to move. Always liked that
-) Bus driver helped someone with a baby and groceries, that kind of customer service is what I like
-) On El Camino, the 390 or 391, you can get off at stores or other places on that boulevard

Suggestions to improve the rider experience on SamTrans

-) Have never used but my friends tell me that it could be more punctual, they can sometimes arrive late
-) On weekends, should not reduce, let them run normally like on weekday. Would be less likely to use my car if this was the case
-) Good comment about weekend service. Parking is so bad, people would use. Like if you go to party and drink you might use
-) Seems more expensive if it is a family of 4. If I don't want to drive, have to figure out whether it runs later (after 7pm), and on Sundays it's as if everything goes dead. No traffic and the buses still come late on that day

-) They have cut down on down on service on weekends and holidays also. Better for me to go on bus, I have little ones, BART is more expensive. On the bus I must come back a certain time because there is a limited schedule on weekend and holiday on SamTrans

Moderator distributes Self-Administered Questionnaire #1 (Barriers to Use)

What are some barriers to why you don't use SamTrans more?

-) Work in construction. I have my own truck and need to carry materials
-) Sometimes I don't take it because of time issues. Would take me longer to go on SamTrans than my own car. Time
-) Not accessible to my work, from home to work no access
-) First I said schedules and connections, that I often miss the connection and need to wait 20 minutes, sometimes 30 minutes, and the reduction in lines on weekends and holidays, at least in my area
-) Faster to use my car
-) Doesn't reach my final destination, where I live it doesn't come much
-) Where I live, doesn't reach my work, otherwise I'd use it daily
-) Time factor, faster by train, sometimes taking SamTrans is like driving because of traffic. Bullet train reduces travel time, also – on train, they announce stops, with bus you really need to know where you are going and exactly where your stop is
-) Some people are stuck waiting. I sometimes have to go to Milpitas, it can't get me there
-) Have not used it lately, when I did they did not give change or take credit cards. Needed to ask people for change
-) If you could pay by phone, that would be a great idea, now, you carry \$5 and you get a ticket, and it keeps deducting from it. Like BART

Besides SamTrans, what public transit options are available where you live/travel?

-) BART
-) Have used BART but not often, just when I go to SF

Positives about public transit

-) BART – reaches a lot of points, depending on where you live. For example, SamTrans gives a tour of the city. Takes a long time but good for some. Have to go around all of San Bruno
-) SamTrans – For students, it's accessible for schools

Key reason to use public transit

-) Save money
-) Save gas, given how expensive it is
-) Not so much gas but car maintenance
-) I take it because I go a far way. Take bus and BART and another bus. But I don't have to deal with traffic. Not less expensive, but I don't have to deal with traffic, and my car is expensive to maintain. Using car ends up costing more in the long run

-) One of the questions insurance companies ask you is how much you drive, the less you drive the less you pay on insurance. Save on insurance. Involves everything you need to pay with your car – maintenance and insurance.
 -) Some take it because it is the only option. Some people who have no license. A lot of people are undocumented around here. If you don't have license than public transit becomes your main means of transportation
 -) Have bicycles but not everyone wants to use a bike.
 -) Maybe the weather, maybe it's cold, maybe there is rain. Some people don't like to drive. Difficult for me to learn to drive. There are a lot of people who don't dare to drive.
- (why would you use public transit, if you do not now)*
-) Would use for fun, not in connection with work

Assume you had to take SamTrans, how would you look up SamTrans information

-) Webpage on my phone
-) There is an app, that you can download on your phone, it has different transit and schedules. Don't have it on my phone now. It is for all public transit, can see each one, and they keep changing with new arrival information.
-) I normally ask around, people at stop, or the driver. The first time using I'd ask
-) Have daughter, she doesn't trust schedules so she calls SamTrans directly, and they tell her how long bus will be
-) What I'm assuming, buses won't always be according to schedule. It is unpredictable, if there is an accident, or a truck in the road
-) Assuming regardless of how aggressive SamTrans drivers are, they will still not be on schedule
-) This is the app - called 'transit real time'. When I used to use it, it would tell me when connection were late
-) I use it
-) Like my daughter who goes to school, she uses an app and calls me to say the bus is running late. I'm not sure how she knows but uses an app for this
-) I would look for bus number and route if I was looking up SamTrans information
-) Would look for fare amount, whether it goes to my destination, would ask friends who use it
-) Would find out neighboring streets

Moderator distributes Self-Administered Questionnaire #2 (Information Sources)

Schedules and maps

-) 4 familiar
-) Know them but don't use them
-) Aware, but don't use
-) 2 use

(why don't use?)

-) Since I'm accustomed to same route don't need the schedule
-) If need to find another route I'd use webpage, would not understand printed one

-) Use it to see, if I miss connection, how much time I have, if have 30 minutes can go to Target and shop
-) On paper, sometimes they change the time so it is more punctual/precise, when it is printed. More up to date than webpage. Just seems easier.
-) If I were to use I'd use booklet. Booklet easier
-) On BART there are different kiosks that you can get schedules, SamTrans has this too.

Prefer printed material, on a website or using a mobile app

-) Printed
-) Printed
-) Paper
-) *(Paper easier for most)*

(when IS IT easier to have online)

-) When it is not on paper
-) When there are schedule changes, then the internet is easier
-) Does anyone know about calling to find out when bus coming
-) I did not but my daughter did
-)

(what do you think about calling?)

-) Good options
-) Sometimes you don't want use phone because your battery may run down
-) Not sure if phone call in is well staffed
-) Maybe you may have to wait on hold

Mobile app

(anyone aware?)

-) 0 participants aware of one

Ideal SamTrans App

-) One that works like Uber, shows where bus is
-) I use google maps, shows where bus
-) Should show where bus is
-) So I can see that the bus is 2 blocks away
-) That app exists - Muni has an app like that
-) SamTrans has an app, but it tells you the schedule. The buses have GPS, you should be able to see the bus when it is coming, in the app
-) Sometimes I'm driving on El Camino, can see people who are looking at nothing, waiting for bus to arrive. Would be good to have an app to let them know
-) On the train, there is a sign saying the train is 3 min late, that helps quite a bit
-) There are times that the scheduled bus on Samtrans doesn't come. Maybe the driver is sick, I don't know. And I call SamTrans to ask what is going on. Then I have to call Uber or my boyfriend.

-) Like Uber, show you where bus is
-) Google maps is useful
-) Transit real time – download that and then you have Samtrans, BART, Caltrain, etc. Then you touch bart, or whatever, and it will tell you what time it will arrive, or if you take muni, it will show you the map and the stops, and you can tell when it will arrive

Other sources used to get information about SamTrans

On buses

-) Schedule
-) Schedule guide, bus number, route
-) Schedule for other buses, not just one you are on
-) (Moderator - How useful is that information)
-) Very useful
-) Quite useful
-) Announcements, ads for free clinics, if victim of abuse, that type of thing.
-) Do not think info on bus is sufficient – I missed bus in past
-) I prefer to ask. Sometimes a lot of info ab all buses, would rather have info ab that bus specifically.

At stops

-) Very dirty
-) Along glass, have some info
-) Stops don't tell you how far bus goes
-) Would be good if knew when bus was coming, in so many minutes
-) Or a speaker, like a recording
-) Would be good to have speaker, press and it tells you how long bus will be

SamTrans service – easy to find stops

-) Yes, easy
-) In San Bruno, no it is not

Moderator distributes Self-Administered Questionnaire #3 (SamTrans Service)

Words or phrases that strongly apply to SamTrans service

-) Comfortable
-) Safe
-) Clean
-) Good customer service
-) Safety
-) Need better schedules
-) Very modern

-) Drivers are quite professional and very customer service oriented
-) Drivers are kind, very pleasant, helpful
-) Can be relaxed without thinking about traffic
-) Would be fun if they allowed clowns

(moderator instructed to skip rest of this section, to focus on the Fare Chart and Hispanic Specific Topic given the time left in group)

Moderator distributes current SamTrans Fare Chart.

Reaction to fare chart?

-) Seems like a lot if 4 are in household
-) If I used, I'd buy for month. It would be almost \$400 for all in my family
-) I'd buy for month so I can use it all the time, not pay every time I board
-) That way you can use it always
-) I used to use it, I'd get off here at Holly
-) Per month – if not every day, then of course it isn't worth it to purchase pass
-) For example, if you don't use the bus on daily basis, you can use SamTrans daily pass
-) First thing pay attention to, is the fact that you will pay \$2.25/day. First thing is comparing the monthly amount to the daily cost
-) Hardly a difference if you were paying daily vs monthly
-) If it was a matter of working in SF, I would happily pay \$96
-) It would not be convenient to pay daily. Don't want to pull out coins. Eliminate the coins, would not want to have to pull out change
-) Confused, one rate into SF and another out

(why do they do that)

-) I think this is because SF puts a tax on SamTrans, for SamTrans to use the roads in SF
-) The customer is the one who has to pay
-) Routes from SF to San Mateo – it is faster
-) Different county, different rules
-) I did not think it was fair when I saw this, why would people pay different rates
-) What's the reason, every county has their own rules
-) Maybe because SF taxes are more.
-) Not fair, shouldn't be that way. When get on it is \$2 but \$3.50 on way back

Are these fares a good value

-) Yes, a bit expensive but buses are clean
-) You feel safe
-) Yes, worth the price, compared to other services, compared to muni
-) More customer service and safety than BART, so it is a good value

Fares clear and understandable

-) I'm clear
-) Not sure, how far can I go on that rate
-) Says \$2.25, get on bus, then get off two blocks later, then have to pay again.
-) Not like Muni, doesn't give you a transfer like Muni

(If first time using, any information needed)

-) Should specify that you don't get a transfer, that every time you use it you must pay
-) On sheet, should be one box showing prices to and out of SF
-) Wasn't understanding the rates going into sf and out
-) Not highlighting important information. Simplify it. Need to read too many details
-) Not totally clear, but I'd get used to it

Fare Media – How many use Clipper

-) 2 use clipper

(why don't you use Clipper)

-) Have no idea what Clipper is
-) Can no longer buy monthly pass, not clear about when you can use it.
-) Did use in past, but that was when my company paid for it
-) Not aware of it

(what is positive ab clipper)

-) With clipper, it does not expire
-) Can buy daily, or load monthly pass
-) Can use it everywhere, Muni and everywhere.
-) With Clipper, there is a reduced fare for children. Can register it, and if you lose it you can call.

(why is it not more used)

-) no advertisement encouraging people to use it.
-) Hasn't appeared on TV
-) Think it is free of charge at Walgreens

Moderator distributes Potential New Fare products handout

Reaction to 31 day pass

-) Explains if very well
-) Tells you what you bought
-) Excellent. Previously if used mid-month, only good for 15 days.
-) When purchased before, I always bought at beginning of month, then I wouldn't feel I was being ripped off

Reaction to Accumulator

-) Fine
-) Better
-) Excellent
-) Because you pay 5.50 and can use it many times
-) Can get on and off. Otherwise, it's \$2.50 then another \$2.50 each time you use. This way, all the rides you want in day
-) Sounds like a good idea if you are going to go to more than 2 locations, since it would be \$2.25 per trip

(any questions)

-) If I want to pay with a \$10 bill, would I get change with a card like this. What would happen. If it doesn't expire that would be fine, but if it is only good that day, not so much.
-) Do I need to have exactly that amount for payment

SamTrans and the Hispanic community

How well does SamTrans serve the Hispanic community

-) See drivers from different cultures
-) I feel comfortable
-) Drivers treat me the same – since I'm a Latin they do not treat me differently, better or worse. I see that the drivers are professionals in the way they treat the public in general
-) Don't see a racial difference. I don't speak English. I speak to drivers in Spanish and they try, they make an effort, even if they don't speak Spanish. They make effort to understand me. They are helpful that way
-) Also, ads on buses appear in Chinese, English, and Spanish. I like that. They are concerned about their riders, what language their riders speak.

Positives about SamTrans and the Hispanic community

-) There are a lot of Latin passengers and drivers on SamTrans
-) ECR – a lot of Latins in this area that use this line. Quite a few. Especially in redwood city
-) Children are also in bilingual schools, even children without Latin roots do speak Spanish

Things SamTrans could do better

-) Employee more Latin drivers
-) Buses for children, to take kids to school
-) Where I live – SamTrans does not go to my daughter's school
-) I'm Latin and have never been discriminated against on SamTrans, so I can't really respond to that
-) For children, more buses, I'm talking about more buses in general, for all children of different ethnicities

How can SamTrans communicate better with the Hispanic community

-) Reach point that they are doing a lot now. Shows they care when information is in Spanish and Chinese, and English
-) Love for all drivers to speak Spanish but that wouldn't be fair really. Would need to be evenhanded with everyone because we are all from different countries
-) Ensure good translations – ideas are not always clear. At my work, when I go to Spanish page sometimes it does not make sense, need to also read it in English. Make sure you translate well so those who are not bilingual can understand.
-) Central American words are not the same as Mexico or South America. At my work at a hospital, this was a problem – I was told I interpreted incorrectly because I hadn't used the proper Mexican word. Need to use very generic words so those from different countries can understand

Mock

(mock conducted verbally since time was past 9:30pm at this point)

-) Website is fine, maybe a little more in Spanish
-) Need more marketing, Spanish language TV and radio. Telling about SamTrans services
-) Effort for the public to be aware of it, and to hear about SamTrans and to see it so they can connect to SamTrans service
-) After you use 5 times, we give you something. A free transfer
-) An app like Uber so I can see when the bus will come

(messages?)

-) Make rates understandable
-) More discounts
-) Can't always pay a daily rate of \$4, \$8 roundtrip, that can be more difficult
-) People want to use public transportation on the weekends, to save on parking, less stress
-) More buses on same routes
-) More routes because they are limited
-) Buses should look colorful and they should catch your eye
-) Announce the stops on board, some of us fall asleep
-) Bathroom on board
-) No, no, that would be too messy
-) The connections, they are not coordinated with BART or other transit. Makes you late

If you could make one recommendation to the Director of SamTrans, what would that be?

-) Schedules. If it was less expensive, that would be good. App which shows what time bus will arrive and where it is
-) Family pack, if several are travelling you get a fare discount.
-) Allow you to take a pet on board. Would make a difference
-) Some are allergic to pets, though
-) If got subsidies through employers, a lot more people would take it. Would not want pets on board

-) Discounts if a certain number of people are travelling. If 4 travelling, maybe the 4th person free
-) Paper could be provided which shows you how to use the new app
-) Simplifying things is important. Do marketing and advertising, it would make a difference if you promote SamTrans
-) On buses, would like if you could push a button and it would give you the number of minutes for bus. Also, no braille on bus stop for people who are blind

APPENDICES

APPENDIX A – TELEPHONE SURVEY QUESTIONNAIRE

SamTrans Segmentation Study Questionnaire (v4.2 Feb 8, 2018)

Introduction

Hello, this is _____ with Corey Research. We are conducting an important survey with adults who live in San Mateo County. The results will be used to help make future planning decisions in your county.

(INTERVIEWER NOTES: If necessary explain:

- *The survey should take between 12 – 14 minutes to administer.*
- *The study is being conducted on behalf of SamTrans. We are interested in surveying those all residents – not just those who use transit.*
- *No selling is involved. All responses will be treated in confidence.)*

Do you live in San Mateo County:

- Yes
- No (thank and discontinue)

1. About how long have you lived in San Mateo County?

- Less than a year
- 1 – 3 years
- 4 – 10 years
- 11 – 20 years
- More than 20 years
- Don't know *(do not read)*
- Do not live in San Mateo County *(do not read. thank and terminate)*

2. Have you ever ridden a SamTrans bus?

- Yes
- No
- Don't know

(if yes in Q2, ask)

3. How often do you usually ride SamTrans? (read list)

- 4 or more times a week
- 1 to 3 times a week
- At least once a month
- Less than once a month

(if less than once a month in Q3, ask)

4. Have you ridden SamTrans in the past 6 months?

- Yes
- No

Riders: Ride SamTrans at least once a month or more often (Q3) or have ridden in past 6 months (Q4)

Former Riders: Have ridden SamTrans in past (Q2), but not in past 6 months (Q4)

Non-Riders: Have not ridden SamTrans in past (Q2)

Typical Destination

The next few questions ask about how you travel from home to a typical destination.

5. What is your primary weekday destination? *(read list. select one)*

- Work
- School
- Errands
- Some other place (specify): _____

6. How do you typically get to this destination? *(read list if necessary. select one)*

- Drive alone
- Drive with others
- SamTrans
- Other public transportation (Caltrain, BART, etc.)
- Uber, Lyft or similar
- Bicycle
- Walk
- Other (specify): _____

(if drive alone or drive with others selected in Q6, ask)

7. If a vehicle was not available for this trip, how would you get there? (select one only)

- SamTrans
- Other public transportation (Caltrain, BART, etc.)
- Uber, Lyft or similar
- Bicycle
- Walk
- Other (specify): _____

Interviewer note: Assume no vehicle is available, so “get a ride” or drive with others is not a response option for this question.

8. Is your typical travel time from home to *<insert primary destination from Q5>* less than 30 minutes, 30 – 60 minutes, or more than 60 minutes?

- Less than 30 minutes
- 31 – 60 minutes
- More than 60 minutes
- Don’t know *(do not read)*

9. Do you usually make this trip or during commute times or at other times of the day?

- During commute times
- Other times of the day
- Both commute and other times (*do not read*)
- Don't know (*do not read*)

(Interviewer note: commute times are 6am-9am and 3pm-7pm)

(if "other times of day" or "both commute and other times", ask)

10. What times do you usually make this trip...would you say (read list)

- Early morning, before 6am
- OR between 9am-3pm
- OR Evening, after 7pm
- Don't know (*do not read*)

11. Do you usually make this same trip on the weekends?

- Yes
- No
- Don't know (*do not read*)

Likelihood of Using SamTrans

(If "SamTrans" is NOT selected in Q6, ask)

12. How likely would you be to consider using SamTrans for this trip? Would you say... (*read list*)

- Very likely
- Somewhat likely
- Not too likely
- Not at all likely
- Don't know (*do not read*)

(If "SamTrans" IS selected in Q6, ask)

12a. How likely are you to continue to use SamTrans at the same level that you do now for this trip? Would you say... (*read list*)

- Very likely
- Somewhat likely
- Not too likely
- Not at all likely
- Don't know (*do not read*)

13. Why is that? (*Ask all respondents. Probe fully.*)

Statements Regarding Trip

Now I am going to read you two statements regarding your trips to *<insert primary destination from Q5>*. For each, please rate the statement on a 5-point scale where 5 means agree strongly and 1 means disagree strongly. You may choose any number in between.

14. I must arrive at my destination by a very specific time...

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

15. I'm not concerned about how much it costs to get to my destination...

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

SamTrans Statements (Non/Former Users)

(Ask among Non/Former SamTrans users *only*)

Using the same 5-point scale please rate the following statements about SamTrans. Please rate the statement even if you DO NOT use SamTrans. (*Randomize statements*)

16. I know how to reach my destination using SamTrans...

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

Interviewer note: Assume this would be a trip to your typical destination

17. SamTrans would take too long to reach my destination

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

Interviewer note: Assume this would be a trip to your typical destination

18. SamTrans would be less expensive than my current option

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

Interviewer note: Assume this would be a trip to your typical destination

19. It would be confusing to plan a trip on SamTrans

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

20. Adding express routes which make fewer stops would make me more likely to use SamTrans

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

21. Adding free wi-fi onboard buses would make me more likely to use SamTrans

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

22. Overall, SamTrans provides better service than other bus systems in the Bay Area

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

SamTrans Statements (Current Users)

(Ask among SamTrans users only)

Using the same 5-point scale please rate the following statements about SamTrans.

23. SamTrans takes too long to reach my destination

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

24. SamTrans is less expensive than my other options

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

25. It is confusing to plan a trip on SamTrans

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

26. SamTrans buses do not come often enough

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

27. Adding express routes which make fewer stops would make me likely to use SamTrans more

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

28. Adding free wi-fi onboard buses would make me likely to use SamTrans more

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

29. Overall, SamTrans provides better service than other bus systems in the Bay Area

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

SamTrans Service Near Your Home

30. Do you live within a 15-minute walk (or so) from El Camino Real?

- Yes
- No
- Don't know (*do not read*)

Note: If needed, this would be approximately ½ mile from El Camino

31. How familiar are you with the location of the SamTrans bus stops near your home? (*read list*)

- Very familiar
- Somewhat familiar
- Not too familiar
- Not at all familiar
- Don't know (*do not read*)

SamTrans Route / Fare / Real Time Information

(*Ask among SamTrans users only*)

32. What SamTrans route do you ride most often? (try for one, accept up to two)

_____ (route/s)

33. How do you typically pay your SamTrans fare?

- | | |
|----------------------------------------|-------------------------------------|
| ▪ Clipper (cash value or monthly pass) | ▪ Paper SamTrans Monthly Pass |
| ▪ Cash | ▪ Caltrain Monthly pass (2 + zones) |
| ▪ Token | ▪ Way2Go Pass |
| ▪ Day Pass | ▪ Other (specify)_____ |

34. Are you interested in being able to get real-time SamTrans bus information?

- Yes
- No
- Maybe
- Don't know (do not read)

(if yes or maybe, ask)

34a. Which of the following would you prefer to use to get real time SamTrans bus information? *(read list. select one or more)*

- Mobile app (on your phone)
- Website
- Text message sent to you
- Email sent to you
- Calling a phone number
- Other (specify): _____
- Don't know (do not read)

Use of Public Transit / SamTrans Trip Time

(Ask among Non/Former SamTrans users only)

35. Have you ridden public transit, such as Caltrain or BART, in the past 6 months?

- Yes
- No
- Don't know *(do not read)*

(If yes, ask)

36. Which systems have you used in the past 6 months? *(select all that apply)*

- | | |
|-------------------|-----------------------------------|
| ▪ BART | ▪ Capitol Corridor |
| ▪ Caltrain | ▪ Other (specify) |
| ▪ SF Muni | _____ |
| ▪ Santa Clara VTA | ▪ Don't know <i>(do not read)</i> |
| ▪ AC Transit | |

37. Realistically, would you ever consider using SamTrans for your trip to <pick up from Q5>?

- Yes
- No
- Don't know (do not read)

(If yes, ask)

38. Would you still consider using SamTrans if it took slightly longer than a typical trip to get to your destination?

- Yes
- No
- Don't know (do not read)

(if yes, ask)

39. About how much longer would be acceptable?

(read list. select one)

- Less than 10 minutes
- 10 – 20 minutes
- 21 – 30 minutes
- 31 – 45 minutes
- 46 – 60 minutes
- More than 1 hour
- Don't know (*do not read*)

Demographics

The following questions are included to help ensure survey participants represent all the residents of San Mateo County. Your responses are confidential.

40. Do you own a car, or have regular access to a car through family or friends?

- Yes
- No
- Don't know / Refused (*do not read*)

41. Do you currently have a Clipper card?

- Yes
- No
- Refused (*do not read*)

42. Including yourself, how many people live in your household?

- (Just yourself)
- 2
- 3
- 4
- 5
- 6 or more
- Refused (not read)

43. What is your home zip code?

Record 5 digit zip

(Don't know / Refuse = 99999)

44. How old are you? (*read list*)

- | | |
|-----------|----------------------------------|
| ▪ 18 | ▪ 45 – 54 |
| ▪ 19 – 24 | ▪ 55 – 64 |
| ▪ 25 - 34 | ▪ 65 or older |
| ▪ 35 – 44 | ▪ Refused (<i>do not read</i>) |

45. What gender do you identify with?

- Male
- Female
- Other (specify) _____
- Refused (*do not read*)

46. What ethnic group do you consider yourself a member of? (If hesitates, ask): Are you white, African American, Hispanic/Latino, Asian, or of some other ethnic or racial background?

- Caucasian / White
- Black / African American
- Hispanic / Latino
- Asian
- American Indian or Alaska Native
- Filipino
- Other (specify) _____
- Refused (*do not read*)

47. What is your approximate annual household income before taxes? (*Read responses if necessary*)

- Less than \$10,000
- \$10,000 - \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- Don't know / Refused (*do not read*)

48. And for validation purposes, may I please have your first name...

COMMENTS

Those are all the questions I have.

Do you have any final suggestions on things SamTrans could do to get more people to ride their buses (or ride them more often)?

PICK UP FROM SAMPLE

Phone Number: _____

Sample Type: _____

Language: _____

APPENDIX B – FOCUS GROUP SCREENING QUESTIONNAIRE

SamTrans Focus Groups | November/December 2017
Screening Questionnaire

[NOTE: CONTACT/GROUP INFORMATION FILLED OUT ONLY FOR RECRUITED RESPONDENTS]

<input type="checkbox"/> Cell phone (high priority) ()	
Name	<input type="checkbox"/> Work <input type="checkbox"/> Home ()
Address Line 1	
Email (high priority)	
Address Line 2	
Source	
City	ZIP
Recruited for:	
<input type="checkbox"/> Group 1 (Riders) – Tuesday, December 12, 2017, at 5:30 pm	
<input type="checkbox"/> Group 2 (Previous riders) – Tuesday, December 12, 2017, at 7:30 pm	
<input type="checkbox"/> Group 3 (Non-riders) – Wednesday, December 13, 2017, at 5:30 pm	
Group 4 (Spanish speaking - mix) – Wednesday, December 13, 2017, at 7:30 pm	

Introduction

- Hello, I'm _____ with CC&G [Corey, Canapary & Galanis], a market research firm.
-) We are recruiting participants for focus groups about traveling in San Mateo County.
 -) We have a brief screening process – two brief phone calls – to confirm you are in the group.
 -) The group will last approximately two (2) hours, and if you are selected and attend, you will receive \$100 for your participation.
 -) The groups will all be held December 12-13, 2017, in a central location in San Mateo County. The location has parking nearby and is also accessible via public transit.
 -) *If asked, you may say that SamTrans are the sponsors of the groups; however, emphasize this is a focus group about ALL types of transportation – not just transit.*
 -) Let me ask you a few questions to see if you might qualify (if you might be a good fit).

Introduction wording above may vary. OK to modify wording above this line; read questions as written below this line.

1. What city or unincorporated area do you live in? (**DO NOT** read list!!)

- | | | |
|-----------------------------------------|----------------------------------------|----------------------------------------------|
| <input type="checkbox"/> Atherton | <input type="checkbox"/> Half Moon Bay | <input type="checkbox"/> Portola Valley |
| <input type="checkbox"/> Belmont | <input type="checkbox"/> Hillsborough | <input type="checkbox"/> Redwood City |
| <input type="checkbox"/> Brisbane | <input type="checkbox"/> La Honda | <input type="checkbox"/> San Bruno |
| <input type="checkbox"/> Burlingame | <input type="checkbox"/> Menlo Park | <input type="checkbox"/> San Carlos |
| <input type="checkbox"/> Colma | <input type="checkbox"/> Millbrae | <input type="checkbox"/> San Gregorio |
| <input type="checkbox"/> Daly City | <input type="checkbox"/> Montara | <input type="checkbox"/> San Mateo |
| <input type="checkbox"/> East Palo Alto | <input type="checkbox"/> Moss Beach | <input type="checkbox"/> South San Francisco |
| <input type="checkbox"/> El Granada | <input type="checkbox"/> Pacifica | <input type="checkbox"/> Woodside |
| <input type="checkbox"/> Foster City | <input type="checkbox"/> Pescadero | |

☐ Other unincorporated area in San Mateo County – includes (***circle name respondent mentions***) Broadmoor, Burlingame Hills, Devonshire, Emerald Lake Hills, Fair Oaks, Highlands/Baywood Park, Ladera, Loma Mar, Los Trancos Woods/Vista Verde, Menlo Oaks, North Fair Oaks, Palomar Park, Princeton, South Coast/Skyline, Sequoia Tract, Skylonda, West Menlo Park

☐ San Francisco (***continue if max # has not yet been met***)

☐ Any city/unincorporated area in Santa Clara County (***continue if max # has not yet been met***)

☐ Any Other (***terminate***)

2. Thinking about ***your current travel during a typical week***, about ***how many days per week*** do you typically. . . (***write # next to each possibility; if not at all, write "0"***)

_____ Drive or carpool (including motorcycle/moped)

_____ Bike/bicycle

_____ Walk (including wheelchair, skateboard, Segway, scooter)

_____ Use SamTrans

_____ Use Caltrain

_____ Use VTA, Muni, or other public transit

_____ Use a taxi or ridesharing service, such as Lyft/Uber

_____ Other (specify) _____ ***Probe for any other modes of***

transportation used; e.g. "Do you travel in any other way, typically?"

3a. (***Ask ONLY if '0' indicated for use of SamTrans***) Have you ***ever*** used SamTrans? (***PROBE as needed***)

☐ Yes (***continue to 3b.***)

☐ No (never) used SamTrans

☐ Don't know (***thank and terminate***)

3b. When did you LAST ride SamTrans?

Month _____

Year _____

(If indicated in Q2 or Q3a ride SamTrans)

4a. How often do you currently use SamTrans? *(DO NOT read list – allow respondent to answer and then check the appropriate box)*

- ☐ 4 or more times per week
- ☐ 1 to 3 times per week
 - ☐ At least once a month
 - ☐ Several times a year
 - ☐ Rarely/only on particular occasions (e.g. car in shop, holiday shopping) – provide details_____

4b. *What route(s) do you ride most often on SamTrans?*

5. *(Ask ONLY if use SamTrans currently) How do you normally pay your SamTrans fare?*

- ☐ Cash (NOT on Clipper)
- ☐ Cash (loaded on Clipper)
 - ☐ Token
 - ☐ Day Pass
 - ☐ Paper SamTrans Monthly Pass
 - ☐ Monthly pass on Clipper
 - ☐ Caltrain Monthly Pass (2+ zones)
 - ☐ Way2Go Pass
- ☐ Other (specify)_____

I just have a few additional questions to ask. We ask these questions to ensure that we have a good cross-section of participants in the group.

6. Which category does your age fall into? *["Note that we are not looking for a specific number here, just broad ranges; let me read you the categories""]*

- ☐ Under 18 **[Thank and Terminate]**
- ☐ 18 to 34 years old IF 18 – check with Supervisor
- ☐ 35 to 54 years old
- ☐ 55 to 64 years old
- ☐ 65+ years old
- ☐ Refused **[Thank and Terminate]**

7. Gender *(by observation; ask if necessary)*

- ☐ Male
- ☐ Female
- ☐ Other

8. How many people, including yourself, are part of your household? *Do not include college students living away while attending college or people who live at another place most of the time.*

in Household _____

9. What is your racial or ethnic background?

- | | |
|-----------------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Caucasian/White | <input type="checkbox"/> Asian |
| <input type="checkbox"/> Native Hawaiian/Other Pacific Islander | |
| <input type="checkbox"/> Hispanic/Latino/Spanish | <input type="checkbox"/> Black / African American |
| <input type="checkbox"/> American Indian or Alaska Native | <input type="checkbox"/> Other: _____ |

10a. What language do you primarily speak in your home?

- ☐ English
- ☐ Spanish
- ☐ Other (specify) _____

10b. *(Ask only if respondent says they speak Spanish at home in 10a)* How well do you speak English? Would you say . . .

- ☐ Very well
- ☐ Well
- ☐ Not well
- ☐ Not at all

11. For statistical purposes, what is your approximate total household income before taxes?

[may wish to add: "Note that we are not looking for a specific number here, just broad ranges; let me read you the categories."]

- ☐ Less than \$25,000
- ☐ \$25,000 to \$29,999
- ☐ \$30,000 to \$39,999
- ☐ \$40,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$124,999
- ☐ \$125,000 to \$149,999
- ☐ \$150,000 to \$199,999
- ☐ \$200,000 or more

Note: OK to read these categories as "\$25,000 to \$50,000". If respondent says, "It is exactly \$25,000," then code to HIGHER category.

[supervisor to ask questions below this line; may confirm information above]

12. Have you participated in any **focus groups** related to public transit? *[if yes]* How long ago?

If 'yes' and focus group was within past 2 years, terminate.

13. Do you or anyone **in your immediate household** work for:

☐ SamTrans

☐ Caltrain

☐ Any type of transportation-related company (including bus/rail/ferry system, limo or taxi company, companies such as Uber or Lyft, etc.)

☐ A market research firm

If yes to any of the above – get specifics -

14a. What would you say is your work status. Are you . . . ?* *(read list as necessary)*

- ☐ Employed **full-time** (including self-employed full-time)
- ☐ Employed **part-time** (including self-employed part-time)
- ☐ Full-time caregiver/stay at home parent/homemaker
- ☐ Student*
- ☐ Retired
- ☐ Unemployed
- ☐ Other _____

*Try for **ONLY** one response. If both work and attend school, whichever activity is full-time/majority of hours should be recorded. If work part-time and school part-time, record as "employed part-time" AND "student").

14b. *(If employed at least part-time)* What industry do you work in? What is your occupation? *[Note: Get either company (if well-known name) or industry, AND occupation, e.g. 'salesperson in software industry' or 'tech support at Google'.]*

Recruiting Guidelines:

1. Group specific criteria:

a. To qualify for **Group 1 (Riders)**, candidate must be a current active user of SamTrans (has used the service within the past 6 months). MOST should be a San Mateo County residents; however, it is OK to include 1-2 respondents from either San Francisco or Santa Clara County.

b. To qualify for **Group 2 (Previous Riders)**, candidate MUST have used SamTrans, but most generally will not have ridden in the previous 6 months. MOST should be a San Mateo County residents; however, it is OK to include 1-2 respondents from either San Francisco or Santa Clara County.

c. To qualify for **Group 3 (Non-Riders)**, candidate MUST NEVER have used SamTrans at all. ALL of these group members MUST be residents of San Mateo County.

2. Obtain a representative mix of income/age/gender/race, but all participants must be at least 18 years old.

2a. Note: As 18 year olds are still eligible for a SamTrans youth fare, avoid recruiting more than one person of this SPECIFIC age for each group. (Confirm specific age of those in 18-34 age group.)

3. Obtain a mix of occupations – should be broadly representative of the Bay Area. Students and unemployed respondents should *not* be a disproportionate share of the group.

4. Among rider groups, obtain a mix of route(s) ridden (e.g. Coastside, North, Central, South) proportionally – with Coastside the fewest and North the most. Among non-rider groups, obtain a mix of residential locations in San Mateo County which reflect these same areas.

APPENDIX C – FOCUS GROUP MODERATOR OUTLINE AND PARTICIPANT HANDOUTS

TOPIC GUIDE

SAMTRANS MARKET SEGMENTATION FOCUS GROUPS

(Version 4, December 8, 2017. Spanish Consolidated)

1. Introductions (all)

Moderator Introduction: Moderator introduces herself/himself and explains purpose and procedures:

- The study is being conducted to gather feedback from people who travel in and around San Mateo County.
- Moderator is there to ask questions and direct commentary rather than participate in the discussion or answer questions. She/he explains that all comments will be treated in confidence, it is important to hear from everyone, and the group is being audio and video tape recorded.

Respondent Introduction (around the table): Each respondent asked to introduce themselves giving first name, occupation, where live, and how long lived in Bay Area.

2. San Francisco Bay Area – Quality of Life

-) (show of hands) Is life in the Bay Area getting better, staying about the same, or getting worse than it was a couple of years ago.
-) Positives (words and phrases).
-) Negatives (words and phrases).

3. Trips Within San Mateo / Within the Bay Area

General Discussion – Travel/trips within San Mateo County

- o Positives (words and phrases)
- o Negatives (words and phrases)
- o How do you get around in San Mateo County (drive alone/drive with others/bus/train/Uber or Lyft/Chariot)

4. Agency / Terms

-) What comes to mind when I mention each of the following agencies/companies? *(To review quickly. Ask for words and short phrases.)*
 - o “Caltrain”
 - o “BART”
 - o “SamTrans”
 - o “San Francisco Muni”
 - o “Uber and Lyft”
 - o Chariot

5. SamTrans Perception

(for non-riders, response should be based on their perceptions)

-) As an agency, how does SamTrans compare to other transit agencies in the Bay Area
-) Key areas that SamTrans is outstanding/exceptional for riders
-) Suggestions to improve the rider experience on SamTrans

6/7/8. SamTrans for Non-Riders/Former Riders/Riders

Moderator explain that this group includes some who use SamTrans, some who used SamTrans in the past, and others who have never used it.

Barriers

Moderator distributes Self-Administered Questionnaire #1 (Barriers to Use) and asks respondents to complete it without discussion. After completion – moderator asks respondents to circle the biggest barrier.

) Barriers or reasons you do not use SamTrans or use it more often? Why?

Attitudes Toward Public Transit - General

) Besides SamTrans, what public transit options (e.g. Caltrain, SF Muni, VTA, BART, etc.) are available where you live/travel?

o (show of hands) How many have used another public transit system in past 6 months?

- Positives (words and short phrases) about other public transit used
- Negatives (words and short phrases) about other public transit used

) What is key reason for you, or someone like you, to consider using public transit (in general)?

Communication

) (around table, ask for each) Assume that you had to take SamTrans to a destination, how would you go about looking up SamTrans information? What would you search for?

Moderator distributes Self-Administered Questionnaire #2 (Information Sources) and asks participants to complete it without discussion.

) Familiarity and usage (review each source listed on questionnaire)

) Preference for accessing schedule or real time information: on printed material, on a website, or using a mobile app?

- Which prefer and why?
- For mobile app – Is there currently an exceptional mobile app you use for SamTrans? What would the ideal SamTrans mobile app include?

) Other sources used to get information about SamTrans

- On Buses - What type of information available on-board?....usage/reaction.
- At Bus Stops - What type of information available at bus stops?.... usage/reaction.

9. SamTrans Service

General discussion: Familiarity with bus stops or drop off points for SamTrans. *(If possible, distribute SamTrans system map showing all routes.)*

) *Moderator distributes Self-Administered Questionnaire #3 (SamTrans Service - all) and asks respondents to complete without discussion.*

- o Words or phrases that strongly apply to SamTrans bus service.
- o Positives (words and phrases)
- o Negatives (words and phrases)

) Agree or disagree with each of the following statements. Very briefly, why?

- o “SamTrans buses are generally on-time”
- o “SamTrans buses run frequently”
- o “SamTrans buses are generally reliable”
- o “SamTrans routes are convenient”
- o “SamTrans buses travel time is too long”

10. Fare Chart

-) *Moderator distributes system map and asks participants to refer to fare chart – in Spanish – (on back of map)*
- Reaction to fares. Short discussion.
 - Are these fares a good value for the services provided? Why?
 - Reaction to difference in pricing – to San Francisco / from San Francisco
 - Are these fares clear and understandable? Is there any confusion about these fares?

11. Fare Media / Fare Products

-) (show of hands) How many use Clipper to pay your SamTrans fare?
- Why do not use Clipper?
-) Potential new fare products
- *Moderator distributes Potential New Fare Products handout and asks participants to review it.*
 - Reaction to 30 day pricing
 - Reaction to accumulator concept

12. Printed Material (this section not included for Spanish language group)

13. SamTrans and the Hispanic Community (for Spanish language group only)

-) *Moderator explains: This particular focus group was put together to get feedback from the Latino/Hispanic community about SamTrans.*
- Short discussion: How well does SamTrans serve the Hispanic community?
 - Positives: SamTrans and Hispanic community (words and short phrases)
 - Negatives: SamTrans and Hispanic community (words and short phrases)
-) Thinking specifically about communication. What are some ways in which SamTrans...
- communicates well with the Hispanic/Latino community?
 - could communicate better in serving the Hispanic/Latino community?

14. Role Play

The moderator asks respondents to role play that they are consultants hired by SamTrans. Their task is to make specific recommendations to the SamTrans in order to a) better communicate information to existing riders, and b) attract new riders. Recommendations should include how to communicate to riders/potential riders and specific messages that should be conveyed. “Realistic” changes to the service can also be suggested. Moderator emphasizes that is important for the group to come to a consensus on these recommendations. A spokesperson is appointed and group participants are given five to ten minutes to make their deliberations. The moderator returns and listens to recommendations from the group as a whole.

15. Wrap Up - if time

-) Around the table (ask all respondents) – If you could make one recommendation to the Director of SamTrans, what would that be?

Group # _____

First Name _____

SELF-ADMINISTERED QUESTIONNAIRE 1
(Barriers – All)

1. List three barriers or reasons why you do not use SamTrans, or do not use it more often.

Barriers

Why?

a. _____



b. _____



c. _____



(When finished, please turn sheet over)

Group # _____

First Name _____

SELF-ADMINISTERED QUESTIONNAIRE 2
(Information Sources – All)

1. Which of the following SamTrans information sources are you familiar with? (select all that apply)

- ☐ SamTrans printed schedule and map
- ☐ www.samtrans.com
- ☐ SamTrans customer service phone number (1-800-660-4287)
- ☐ Google maps
- ☐ 511.org website
- ☐ 511 phone number
- ☐ SamTrans related Tweets
- ☐ SamTrans related Facebook posts

2. Which of these do you use...

	Use frequently	Use sometimes	Have never used
SamTrans printed schedule and map	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
www.samtrans.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SamTrans customer service phone number (1-800-660-4287)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google maps	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
511.org	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
511 phone number	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SamTrans related Tweets.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SamTrans related Facebook posts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. What other sources do you use when you need SamTrans bus information?

- a. _____
- b. _____
- c. _____
- d. _____

(When finished, please turn sheet over)

Group # _____

First Name _____

SELF-ADMINISTERED QUESTIONNAIRE 3

(SamTrans Service - All)

Note: Please answer regardless of whether you use the service...

1. Please list any words or phrases that you feel apply strongly to **SamTrans** bus service? (List as many as you can think of)

a. _____

b. _____

c. _____

d. _____

(When finished, please turn sheet over)

Potential New Fare Product

Monthly/31 Day Pass

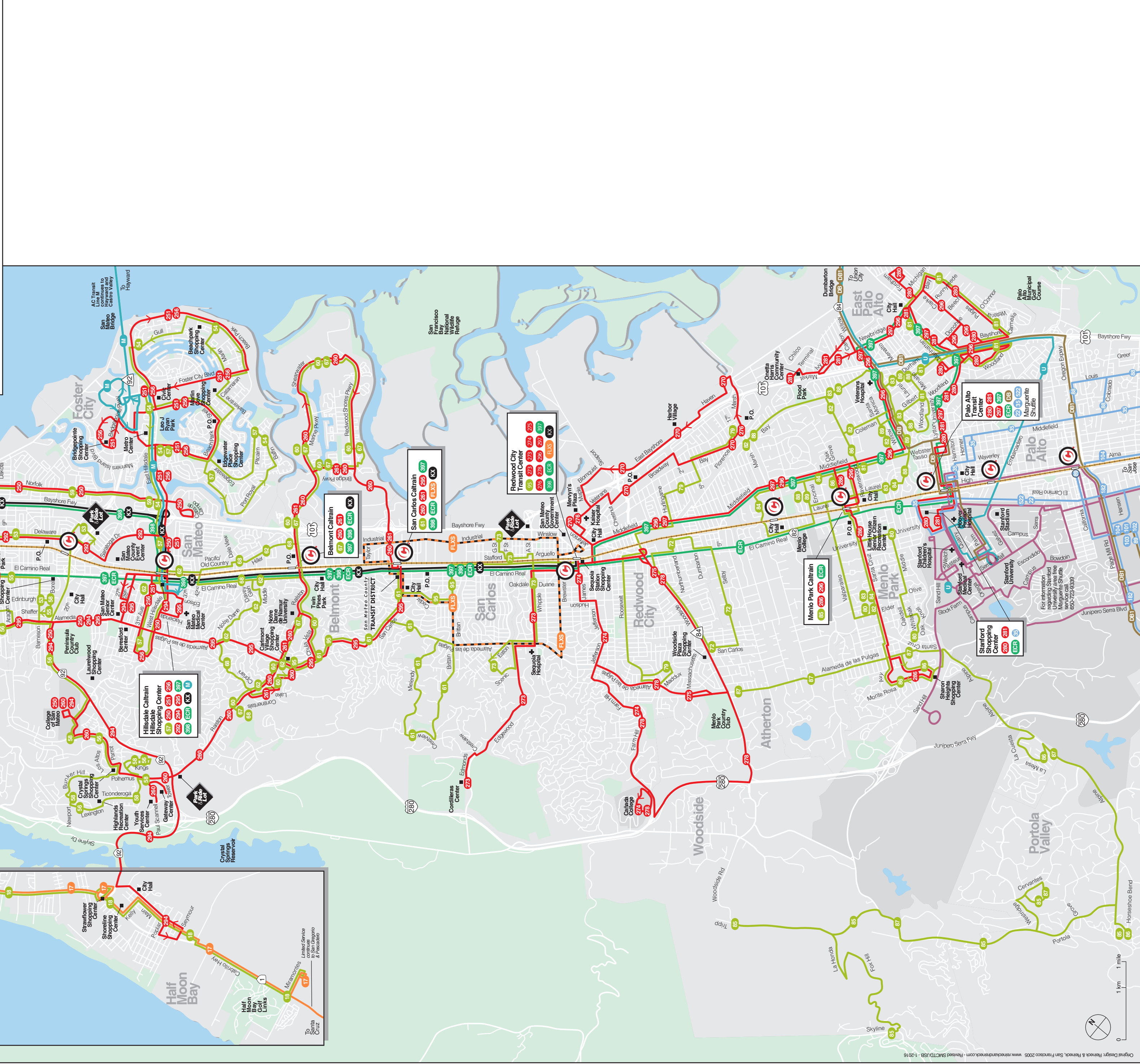
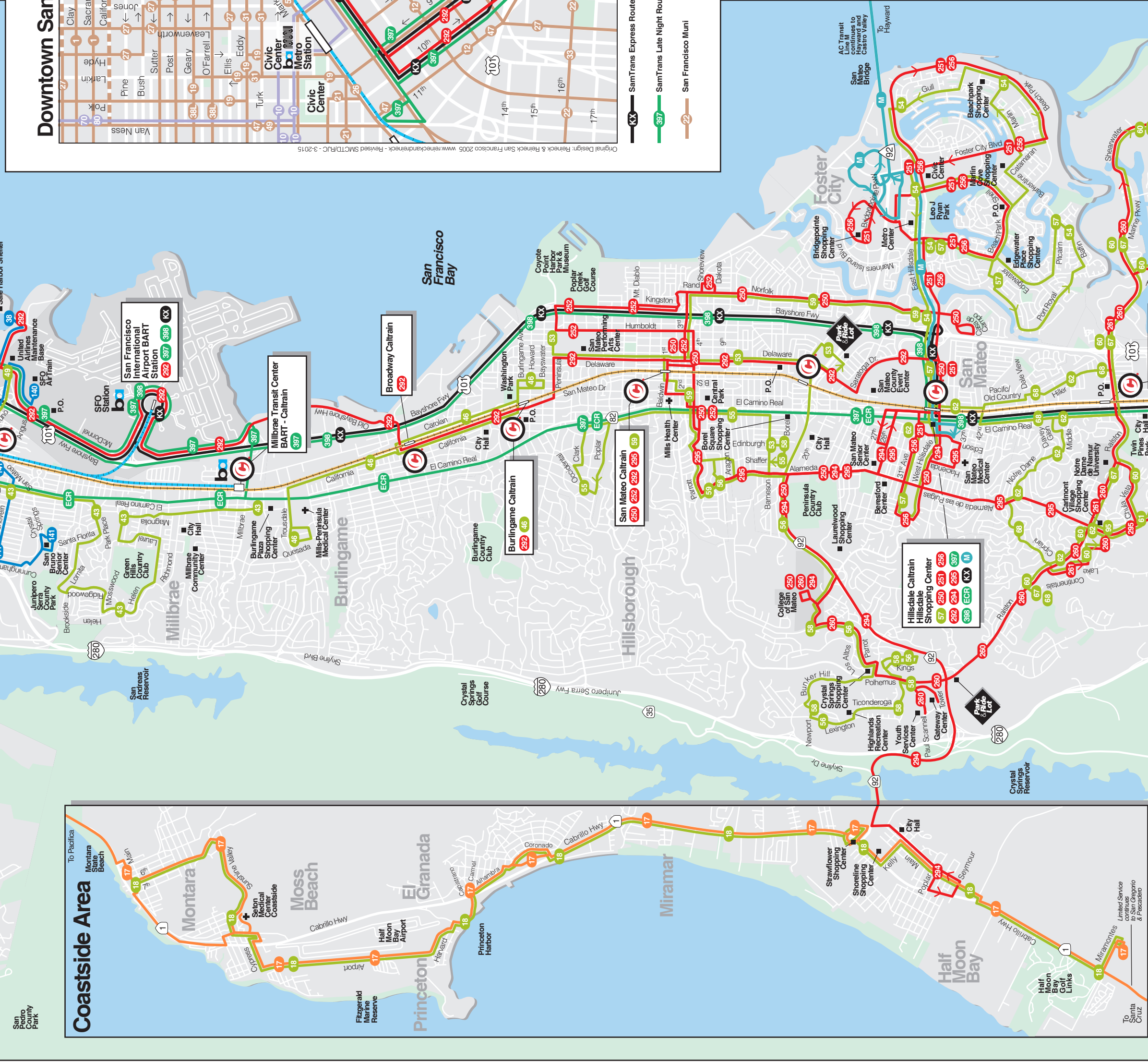
-) Currently, monthly passes are valid from 12:01 a.m. on the first day of the month for which they are issued until 2:00 a.m. on the first day of the following month. So, whether you buy your Monthly Pass on December 1st or December 31st, it would expire at 2 AM on January 1st. A 31-day pass would be valid for 31 days from the moment of sale. In this case, if you bought the pass on December 1st, it would expire on December 31st. If you bought the pass on December 31st, it would expire January 31st, and so on.

Day Pass/Day Pass Accumulator

-) Currently, day passes are available for Youth, Eligible Discount and Adult customers and are valid on all fixed-route buses until the end of the service day (2 a.m.). The adult cost is \$5.50, or 2 ½ times the cost of one-way adult fare. However, a day pass must be purchased *before* you intend to use it. With a day pass accumulator, a customer does not need to purchase a day pass. Instead, they pay the adult fare up to a total of \$5.50 for the day; after that their rides are free. Put another way, passengers may make unlimited trips for \$5.50 without the need to purchase a day pass.



San Francisco bus, light rail and cable car.
www.sfmuni.com



Weekends to San Bruno BART

<div> <div>A</div> <div>San Bruno BART</div> </div>	
7:15	7:27
8:15	8:27
8:45	8:57
9:15	9:27
9:45	9:57
10:15	10:27
10:45	10:57
11:15	11:29
11:45	11:59
12:15	12:29
12:45	12:59
1:15	1:29
1:45	1:58
2:15	2:28
2:45	2:58
3:15	3:28
3:45	3:58
4:15	4:28
4:45	4:58
5:15	5:28
5:45	5:58
6:15	6:28

AM - light type. **PM - bold type.**

Bus is not considered late until 5 minutes past scheduled time. Not all stops shown.
Please call 1-800-660-4287 for other bus stops.

Fares

	Local Cash	Day Pass*
Adult	\$2.25	\$5.50
Age 19 – 64		
Youth	\$1.10	\$2.75
Age 18 and younger		
Eligible Discount	\$1.10	\$2.75
Age 65+, disabled & Medicare cardholder (proof of eligibility or identity required)		

* **Purchase at farebox.**
Info at www.samtrans.com/daypass

Use Clipper® and receive a discount.

Children

Two children (age 4 and younger) ride free with each adult or eligible discount farepaying passenger. Additional children subject to youth fare.

Discounted tokens available for purchase.

Monthly passes are available on Clipper® card.

For more details about fare payments, visit
www.samtrans.com/fares



South San Francisco

- City Hall

San Bruno

- BART
- The Shops at Tanforan
- Belle Air School
- San Bruno Senior Center
- Peninsula High School
- Parkside School

141

Effective 1/21/18

Weekends to Airport/Linden

<div> <div>B</div> <div>Airport/Linden</div> </div>	
7:30	7:41
8:30	8:41
9:00	9:11
9:30	9:41
10:00	10:11
10:30	10:41
11:00	11:12
11:30	11:43
12:00	12:13
12:30	12:43
1:00	1:13
1:30	1:42
2:00	2:12
2:30	2:42
3:00	3:12
3:30	3:42
4:00	4:12
4:30	4:42
5:00	5:12
5:30	5:42
6:00	6:12
6:30	6:42

AM - light type. **PM - bold type.**

Bus is not considered late until 5 minutes past scheduled time. Not all stops shown.
Please call 1-800-660-4287 for other bus stops.

Information/Información
1-800-660-4287
(TTY 650-508-6448)

www.samtrans.com



2018 SAMTRANS TRIENNIAL CUSTOMER SURVEY

Systemwide On-Board Bus Survey

SUMMARY REPORT

Prepared by

COREY, CANAPARY & GALANIS RESEARCH
447 Sutter Street – Penthouse North
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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 and November 2018. In total, 4,229 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 12 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: Julian Jest, 650-508-6245

Changes in SamTrans Service Since Last Survey

SamTrans made a number of service-related changes since the last survey, conducted in 2015. Significant changes include new school routes 18, 56, 61 and 81, and the elimination of routes 11, 43 and 89. Other new routes include the ECR rapid, an express version of the route ECR, and route SFO, running between Millbrae Caltrain Station and San Francisco Airport. Route KX and route 398 merged into a new route, providing service between Redwood City and San Francisco.

A SamTrans mobile app was launched, giving an alternative way for customers to pay for single rides and day passes on their mobile device, as well as trip planning. The adult local fare increased by 25 cents, with the cost of adult monthly and day passes and tokens also increasing.

SamTrans adopted a Youth Mobility Plan to engage young riders. The plan has led to the hiring of a youth mobility coordinator, the establishment of a transit youth ambassador program, an increased level of social media engagement with youth and parents, and youth fares were made available for purchase via the SamTrans mobile ticketing app.

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, providing the option of calling and having the survey conducted via a language line in other languages, 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:

- 74% Completion Rate. This is calculated by dividing the total number of completes (4,229) by the total number of questionnaires distributed to passengers (5,768).
- 54% Response Rate. This is calculated by dividing the total number of completes (4,229) by all eligible passengers riding on the sampled buses (7,818).

(Note: "all eligible passengers" includes everyone except: children under 13, riders who had already participated, those who had a language barrier, and on-duty SamTrans employees/law enforcement.)

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

Field interviewing on this project was conducted from Tuesday, October 9, through Thursday, November 15, 2018, with some additional surveying completed December 9-14, 2018. The bulk of the surveying was conducted between the hours of 5:30 am and 10 pm. 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, 4,229 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 1.34% (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. Surveying was attempted on all regular fixed-route buses, as well as many school/community routes. Surveys were collected on 36 fixed routes (including all heavily traveled and medium traveled 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 ECR, fewer runs were covered in a single shift because the surveyor remained on the bus for the full length of the bus route.

Routes were selected 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 route locations were also considered 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. About 85% of the shifts were assigned to weekday routes, and 15% to weekend routes. Routes were also selected to ensure proper coverage of the Coastsides region of SamTrans' service area (e.g. in and around Pacifica and Half Moon Bay).

Segmentation groupings are shown below.

WEEKDAY

Route Type	Average Weekday Ridership	# of Routes	Approximate Shift
			Allocation (%)
Highly traveled routes	1,000+ Passengers	9	35%-40%
Moderately traveled routes	200-999 Passengers	16	25%-30%
Lightly traveled routes	Fewer than 200 Passengers	45	15%-20%

WEEKEND

Route Type	Average Daily Weekend Ridership	# of Routes	Approximate Shift
			Allocation (%)
Highly traveled routes	1,000+ Passengers	5	5%-8%
Moderately traveled routes	200-999 Passengers	11	4%-7%
Lightly traveled routes	Fewer than 200 Passengers	10	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.

Weighting

The number of surveys completed was compared to SamTrans ridership averages for the month of October 2018. The data was then weighted according to 6 different weights:

*Weekday – low, medium, and high volume routes; and

*Weekend – low, medium, and high volume routes.

The comparison below shows the breakdown of actual October 2018 riders on low, medium, and high volume routes, compared to the actual number of surveys collected on each, for both weekday and weekend ridership. The table then also shows the weight applied for each sub-group.

	Weekday			Weekend		
	High	Med	Low	High	Med	Low
Actual Riders – October 2018 (#)	2,527	573	300	439	137	24
Actual Riders - October 2018 (%)	74%	17%	9%	73%	23%	4%
Surveys Collected (#)	2,605	585	381	420	163	53
Surveys Collected (%)	73%	17%	11%	66%	26%	8%
Weight applied (#)*	1.020642	1.030141	0.82804	1.09954	0.884717	0.470775

*Includes 22 mailed in surveys where routes were unable to be determined

Statistically Significant Differences

As was mentioned previously, for the total number of respondents (n = 4,229) who participated in the survey, the margin of error is +/- 1.34% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:

- Weekday peak (n = 1,927). +/-2.12% at the 95% confidence level;
- Weekday off-peak (n = 1,650). +/-2.31% at the 95% confidence level;
- Weekend (n = 631). +/-3.84% 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.

-) One-quarter (27%) of riders have been riding SamTrans for less than a year. This is the same as in 2015 and a slight increase (3%) from 2012. Compared to 2015, there is a slight decrease in those riding six months or less and a corresponding increase in those riding more than between six months and less than a year.
-) Half of riders (50%) have been using SamTrans for more than 3 years. This is the same as in 2015 (49%) and a slight decrease from 2012 when 53% of riders indicated that they had been riding three or more years.

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

-) Just over one-fourth (26%) of SamTrans riders own or have access to a car; this is down slightly from 2015 and 2012 (28%), is the same as 2009 (26%), but down from 32% in 2006.
-) Most riders (74%) say the primary reason they use SamTrans is because they don't have a car or don't drive.
-) Most riders (82%) use SamTrans at least 3 days per week, with two-thirds (65%) 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 large share of riders take more than one SamTrans bus to their destination.

-) Walking is the primary mode in getting to and from SamTrans. 72% walk to their bus stop, and 60% walk from the bus stop to their destination.
-) One third of all riders (32%) pay for their trip with cash, while 21% use a SamTrans Monthly Pass. Those using cash value on Clipper nearly tripled since 2012, rising from 8% in 2012 to 21% in 2015 and 28% in 2018. The use of the SamTrans Paper Monthly Pass is half of what it was in 2015 (3% in 2018 vs. 6% in 2015).
-) More than two-thirds (66%) of riders are making a round trip on SamTrans. This is down slightly from 69% in 2015 and 70% in 2012.
-) While 59% use only one SamTrans bus for their one-way trip, 28% use 2 SamTrans buses, and 9% 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 (43%) are traveling to or from work, and 23% are traveling to or from school, when using SamTrans. While the work percentage is similar to previous years, the percentage of respondents traveling to school has decreased. In 2015, 44% traveled for work and 28% traveled to school and in 2012, 44% traveled for work and 30% were traveled to/from school.
-) Work is the primary trip purpose for all time periods – with 45% of Weekday Peak riders, 40% of Weekday Off-Peak riders, and 42% of Weekend riders going to or from work.
-) School is the second most common trip purpose among Weekday Peak (30%) and Weekday Off-Peak (20%) riders; however, among weekend riders, social/recreational (20%) and shopping (19%) trips are the second most common trip purposes.

Overall, SamTrans is generally well regarded by its customers.

-) About two-thirds of riders (69%) 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 4.23. While the mean score was the same as in 2015, the percentage of satisfied riders has decreased from the 74% of satisfied riders in 2015.
-) SamTrans achieved relatively consistent satisfaction ratings among major demographic and use sub-groups. A mean score of 4.16 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.
-) Riders who ride make one or more transfers rate SamTrans lower than those who make only one transfer.

	2018
<i>Buses on one-way trip</i>	<u>mean score</u>
1	4.24
2	4.20
3 or more	4.18

-) Riders who ride SamTrans 3 or more days a week rate SamTrans lower than those who ride only 1-2 days a week.

	2018	2015	2012
<i>Ride...</i>	<u>mean score</u>	<u>mean score</u>	<u>mean score</u>
5 or more days/week	4.22	4.22	4.21
3 – 4 days/week	4.21	4.25	4.17
1 – 2 days/week	4.31	4.23	4.21
Less than once a week	4.28	4.31	4.31

-) Riders who have been riding SamTrans longer rate the experience the same as riders who have been riding for less than one year.

	2018	2015	2012
<i>Have been riding...</i>	<u>mean score</u>	<u>mean score</u>	<u>mean score</u>
Less than one year	4.24	4.22	4.20
1 – 3 years	4.17	4.21	4.15
More than 3 years	4.25	4.25	4.24

-) Those using northern SamTrans routes are more satisfied than riders on other routes.

	2018	2015	2012
<i>Geographic type of route...</i>	<u>mean score</u>	<u>mean score</u>	<u>mean score</u>
Trunk (Multiple Regions)	4.18	4.17	4.20
North	4.32	4.27	4.22
Central	4.16	4.21	4.18
South	4.17	4.28	4.25
Coastside	4.13	-	-

-) Riders who completed the Spanish language questionnaire are more satisfied than those who filled out the English language questionnaire. (Study-wide, 89% of completed surveys were completed in English, while the remaining 11% were completed in Spanish.)

	2018	2015	2012
	<u>mean score</u>	<u>mean score</u>	<u>mean score</u>
English language questionnaire	4.21	4.46	4.47
Spanish language questionnaire	4.36	4.21	4.19

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 courtesy of operators, personal security, and cleanliness . It rated lowest on frequency of buses (among the 11 attributes rated).

-) Riders rated two attributes of SamTrans higher and the rest lower or about the same compared to 2015.
- o Attributes seeing increases since 2015 were “Value for the Money” (+0.09) and “Convenience of Routes” (+0.06).
 - o The attributes with decreases were “Availability of Information on Buses” (-0.09), “Bus Real-Time Departure Prediction” (-0.08), “On-Time Performance” (-0.06), and “Cleanliness of Bus” (-0.04)
 - o While “Feeling of Personal Security on Bus” saw a decrease of -0.03 and “Helpfulness/Courtesy of Customer Service” saw a decrease of -0.02, these decreases were not statistically significant.
-) The ratings with the greatest impact on overall satisfaction were:
- o Convenience of routes;
 - o Value for the Money;
 - o Feeling of Personal Security; and
 - o Communication of Bus Changes

Most riders get SamTrans schedule and real time departure information at the SamTrans website or Google maps.

-) The SamTrans website (www.samtrans.com) was selected by a third of riders (26%) as the place that they would most likely go to get SamTrans schedule and real time update information. Slightly fewer (20%) said they get scheduled information from Google Maps. Nearly two in ten (17%) get their information from the printed timetable.

The internet is the main news source for nearly a third (31%) of riders.

-) TV news (29%), social media (24%), and the newspaper (11%) were the next most cited sources of local news and events. Radio at 7% was the least cited news source.
-) The most cited internet source was news.google.com, the most cited TV news source was KTVU, the most cited social media source was Facebook, and the most cited newspaper was the San Francisco Chronicle

Over half (59%) of SamTrans riders have access to a checking account, a savings account, or a credit card.

-).
-) Weekend rider (60%) and weekday off-peak riders (60%) were more likely to have an account than weekday peak riders (57%)
-) Respondents making \$75,000 or more annually (80%) were much more likely to have an account than those making less than \$25,000 annually (54%).

SamTrans riders speak a multitude of languages in addition to English.

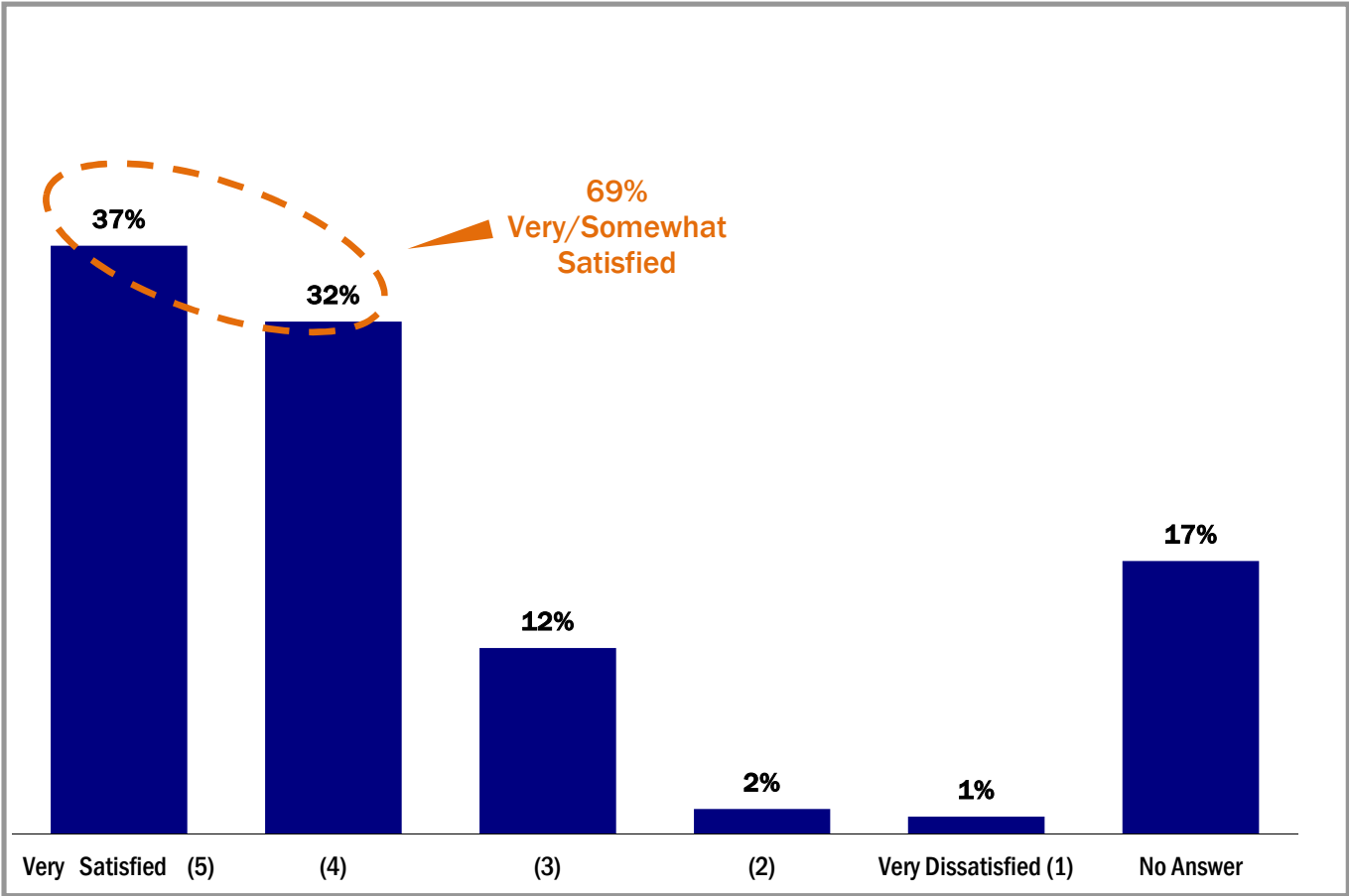
-) Respondents noted 39 separate languages when asked what languages were spoken at home.
-) English (68%), Spanish (26%), and Tagalog (17%) are the top languages spoken at home by SamTrans riders, followed by Cantonese (4%) and Mandarin (3%).

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 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

10L. Overall experience with SamTrans?



Base: Total (4,229)

(See Statistical Table 10L)

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 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

10L. Overall experience with SamTrans?

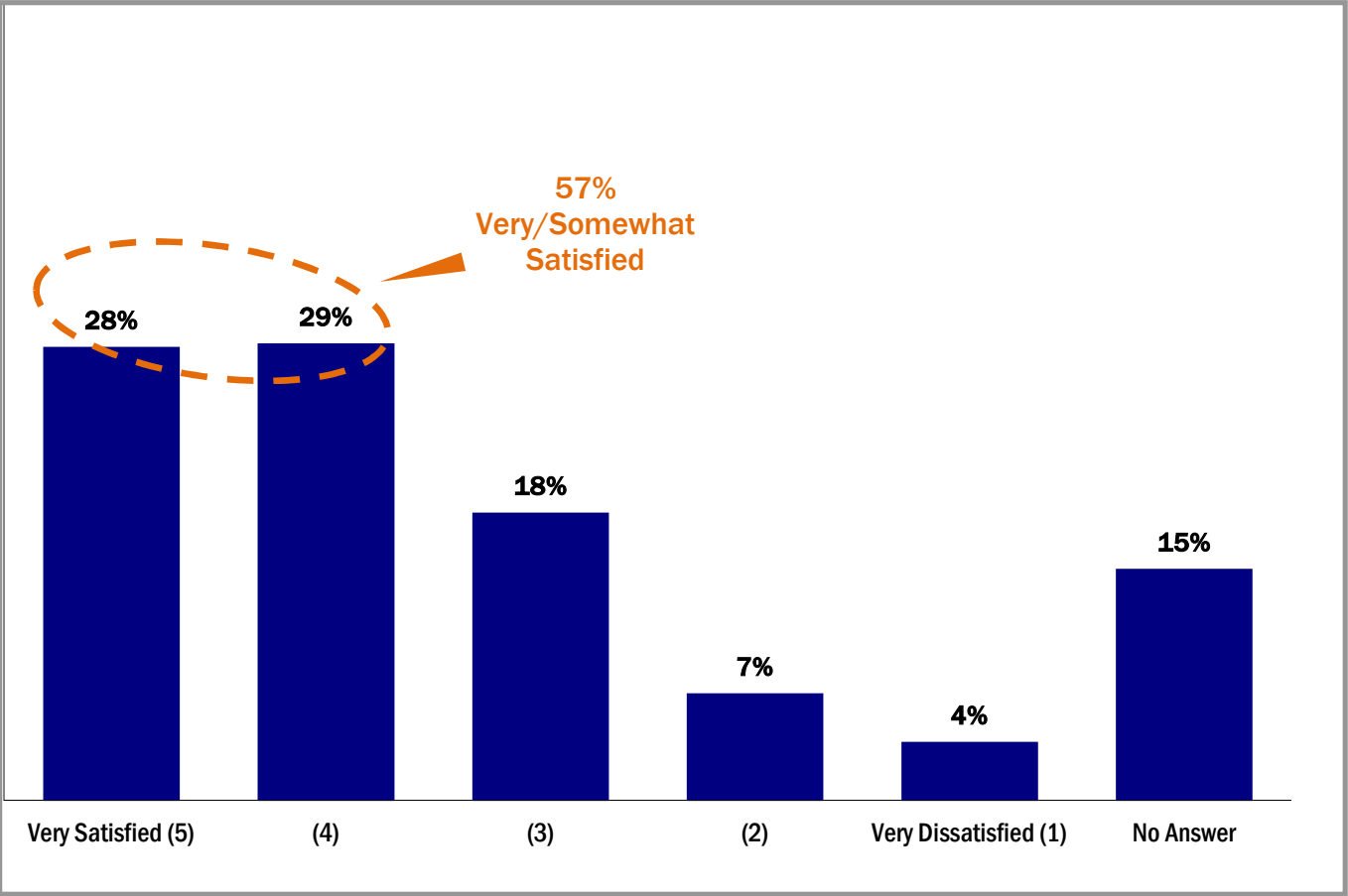
Satisfaction Rating by...	Mean Score (5 point scale)
Total (n = 4,229)	4.23
<u>Ridership Segment</u>	
Weekday Peak (n = 1,927)	4.21
Weekday Off-Peak (n = 1,650)	4.23
Weekend (n = 631)	4.26
<u>Language of Questionnaire</u>	
English (n = 3,761)	4.21
Spanish (n = 468)	4.36
<u>How Long Riding SamTrans</u>	
Less than 1 year (n = 1,146)	4.24
1 – 3 years (n = 910)	4.17
More than 3 years (n = 2,113)	4.25

(See Statistical Table 10L)

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 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

10F. On-Time Performance?



Base: Total (4,229)

(See Statistical Table 10F)

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 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

	<u>Mean Score</u> (5 point scale)
► OVERALL EXPERIENCE WITH SAMTRANS	4.23 ◀
Courtesy of Bus Operators	4.30
Feeling of Personal Security on Bus	4.28
Cleanliness of Bus	4.23
Availability of Information on Buses	4.22
Helpfulness/Courtesy of Customer Service ...	4.21
Convenience of Routes	4.21
Value for the Money	4.20
Communication of Bus Changes	4.02
Real-Time Departure Prediction	3.85
On-Time Performance	3.84
Frequency (how often buses run)	3.79

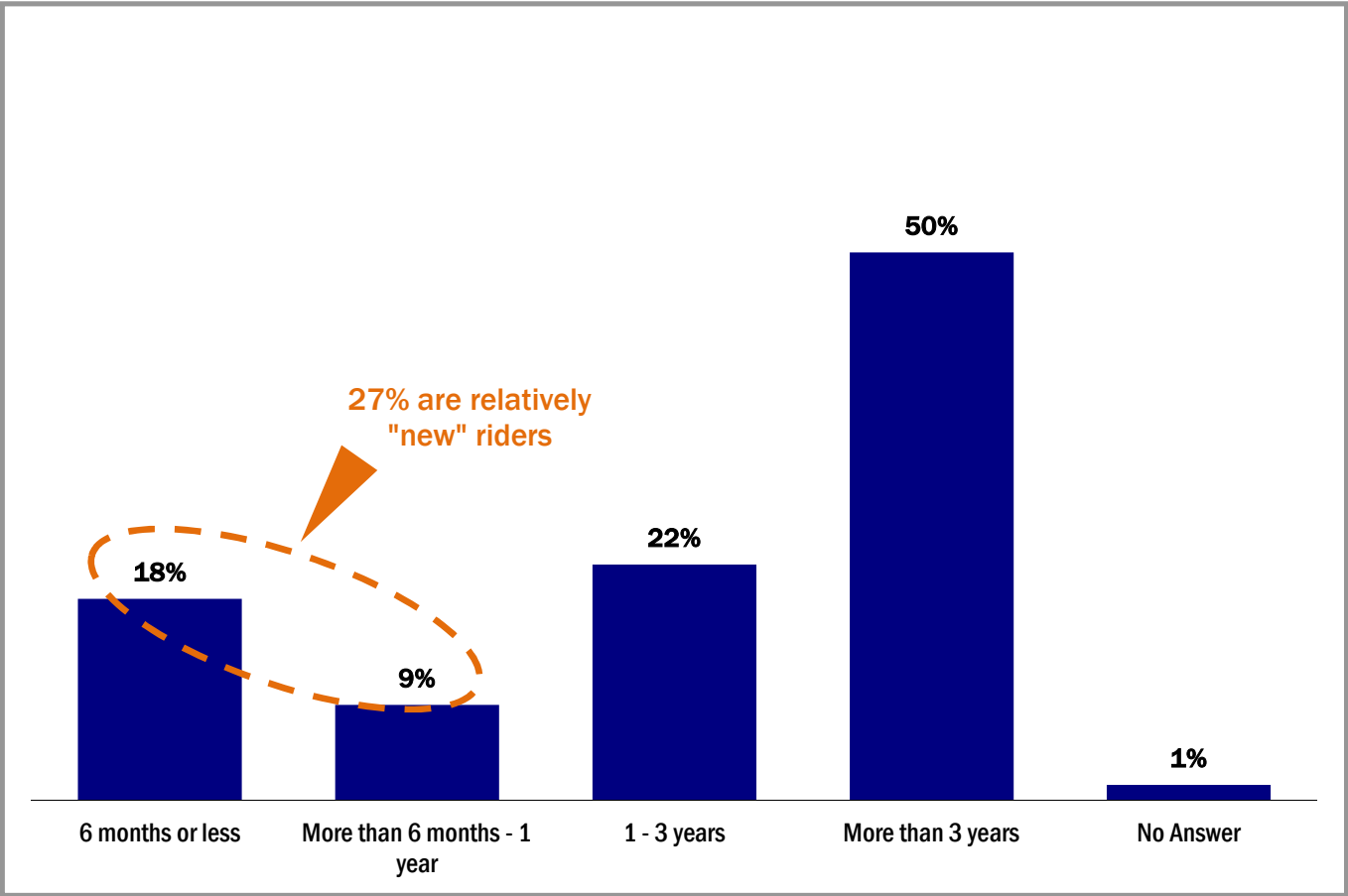
Base: Total (4,229)

(See Statistical Tables 10A-10L)

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?

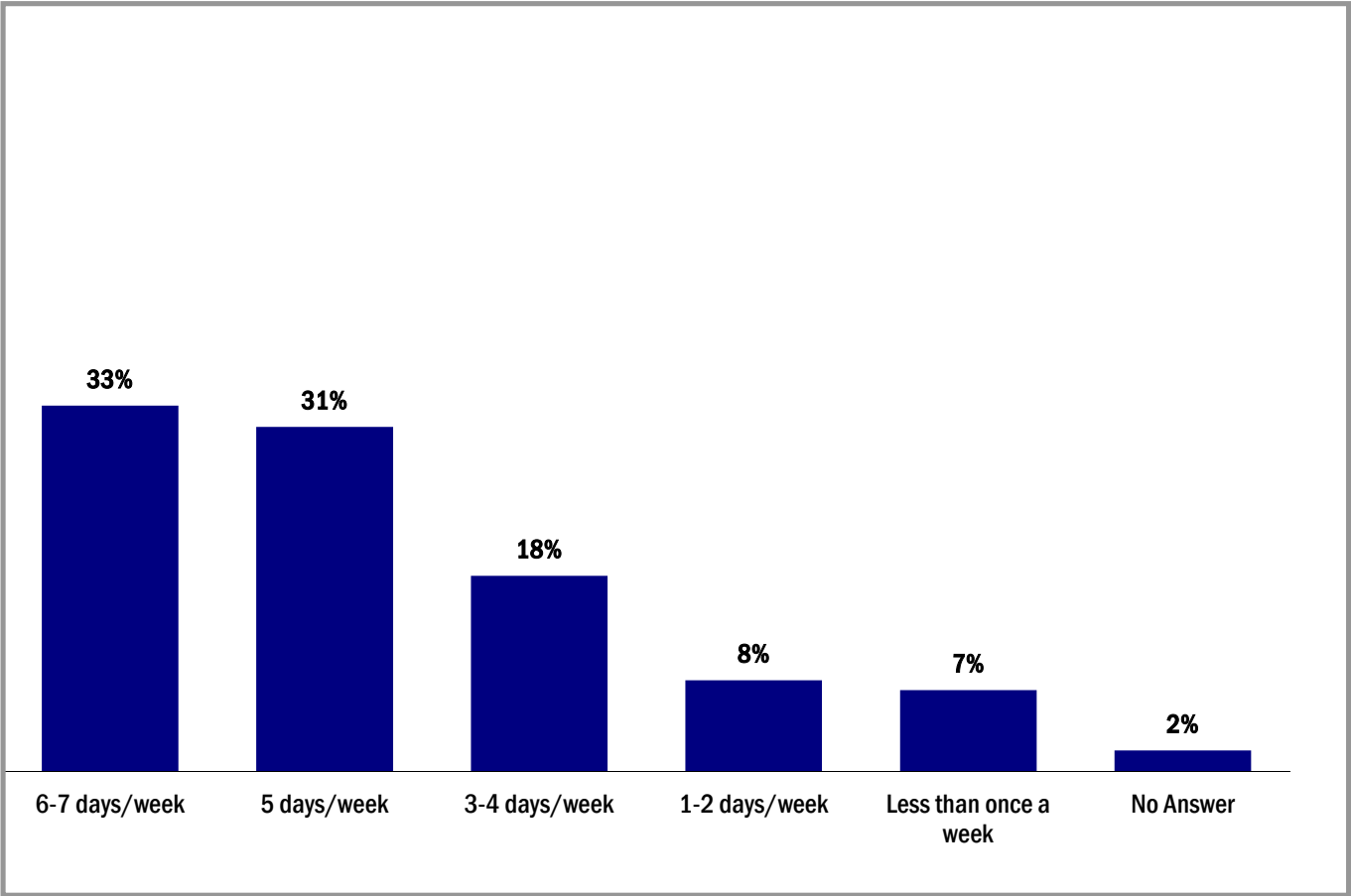


Base: Total (4,229)

(See Statistical Table Q1)

FREQUENCY OF RIDING SAMTRANS

2. How often do you usually ride SamTrans?

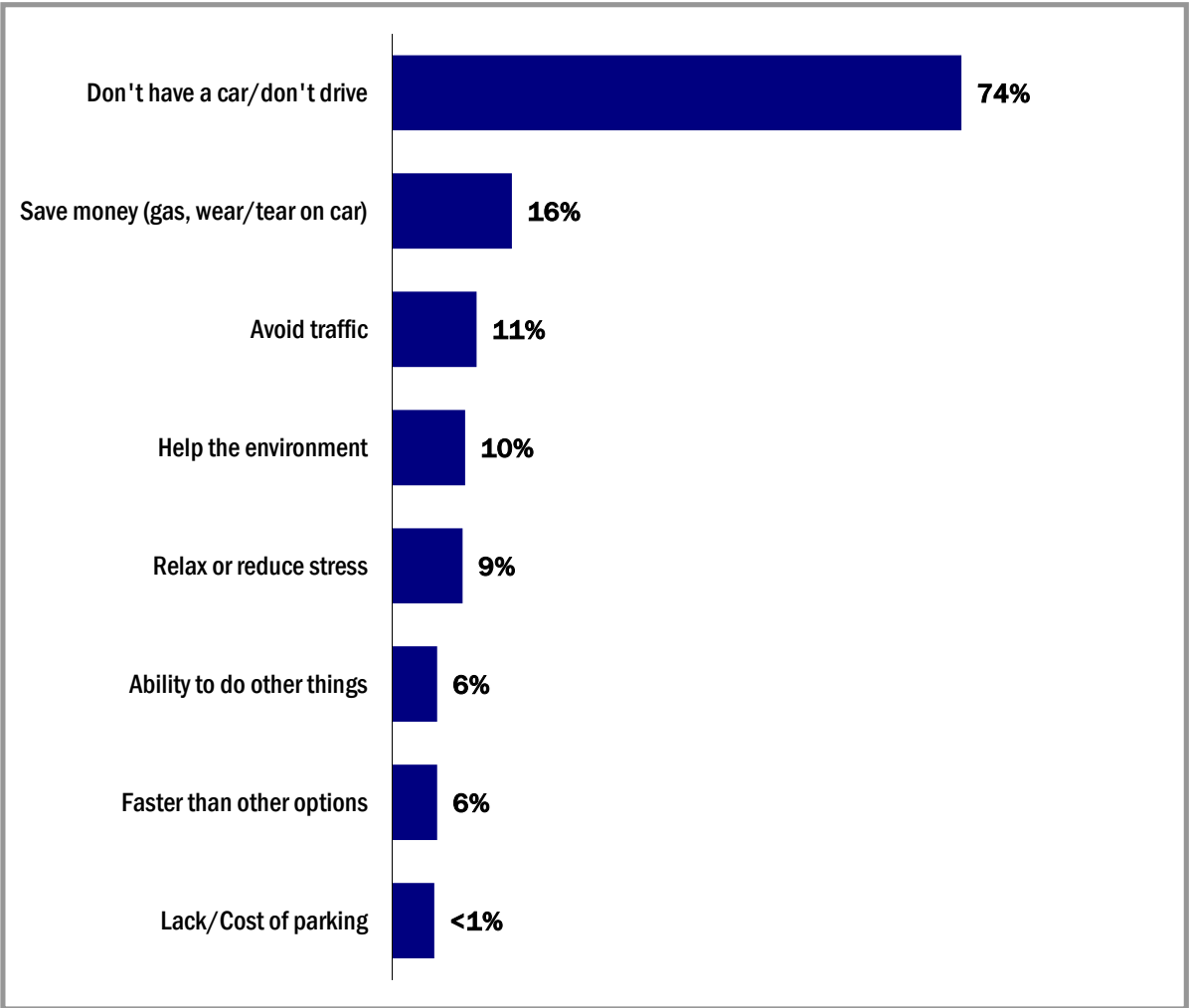


Base: Total (4,229)

(See Statistical Table Q2)

REASONS FOR RIDING SAMTRANS

3. What is your main reason for riding SamTrans? [multiple responses accepted]



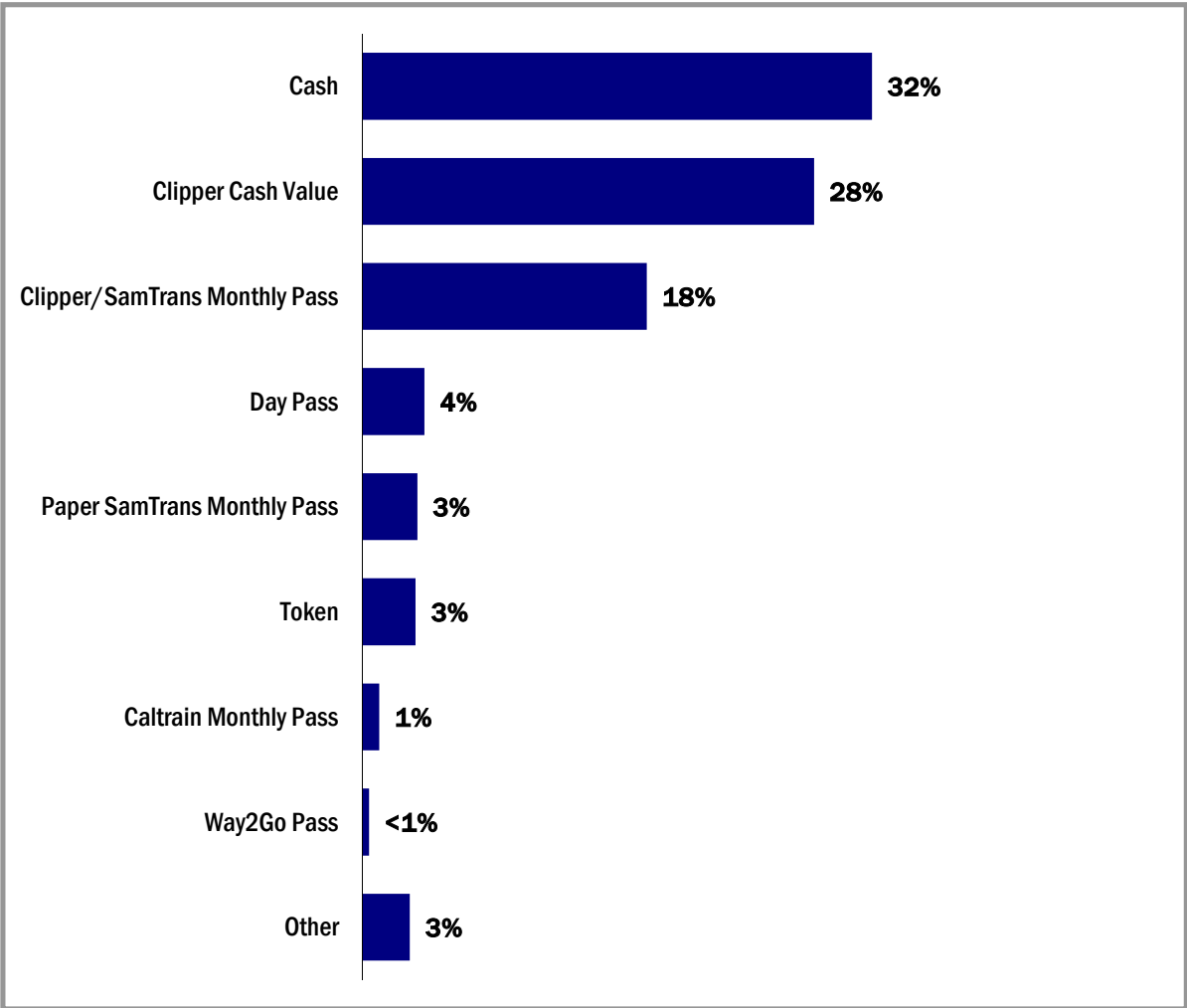
Only the top responses provided by 5% or more of respondents are shown above; see tables for a complete list.

Base: Total (4,229)

(See Statistical Table Q3)

PAYMENT TYPE

4. How did you pay for this bus trip?

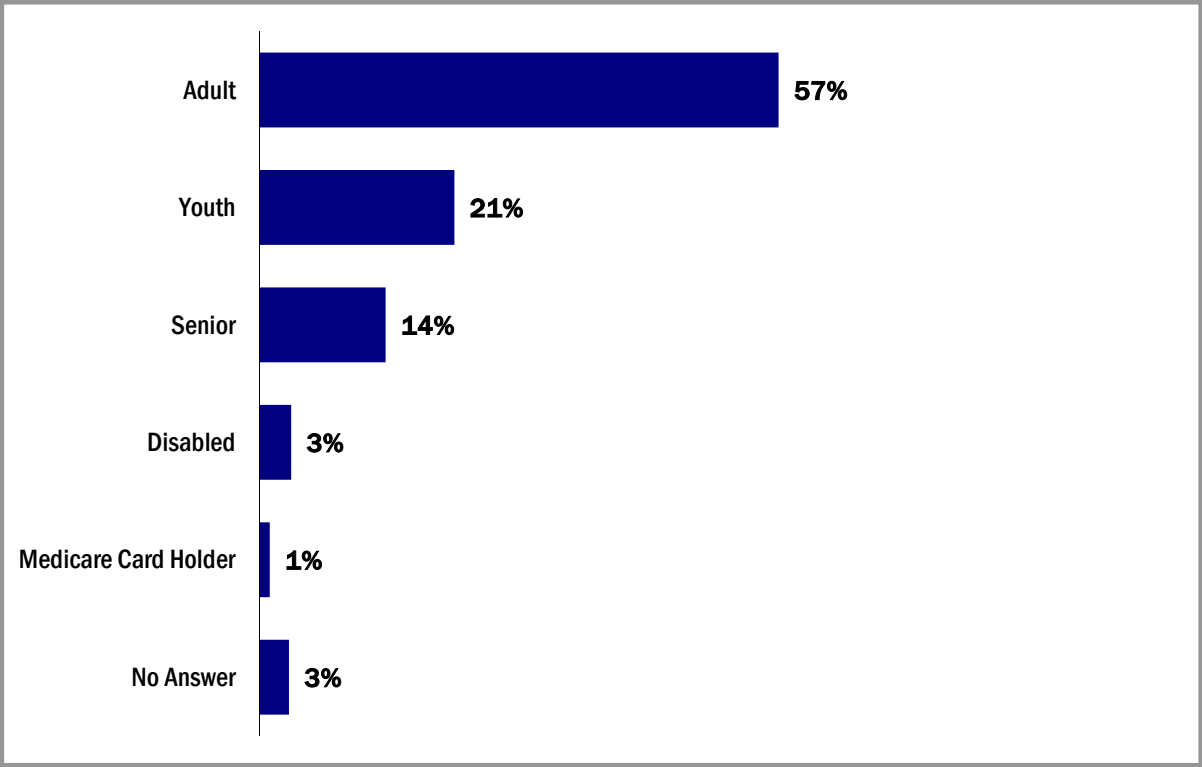


Base: Total (4,229)

(See Statistical Table Q4)

FARE CATEGORY

5. What is your fare category?



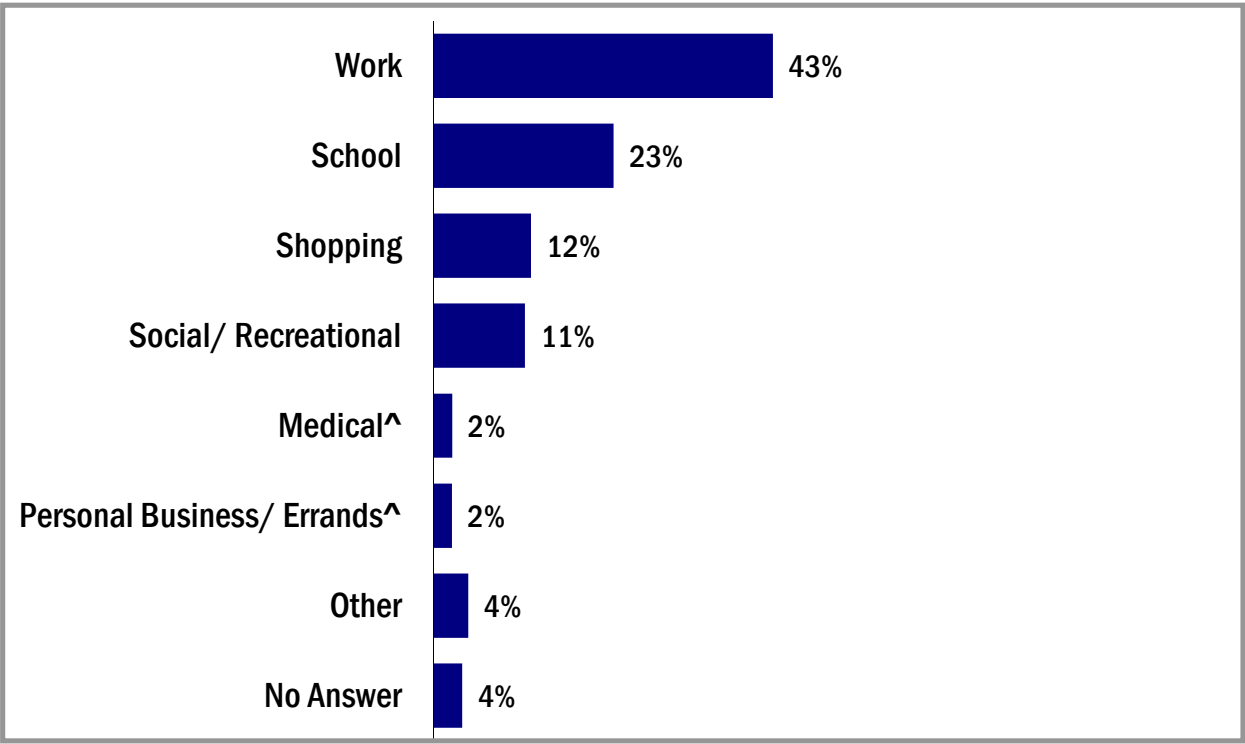
Base: Total (4,229)

(See Statistical Table Q5)

Note: Targeted respondents were 13 years and older.

PURPOSE OF TRIP

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



Multiple responses accepted

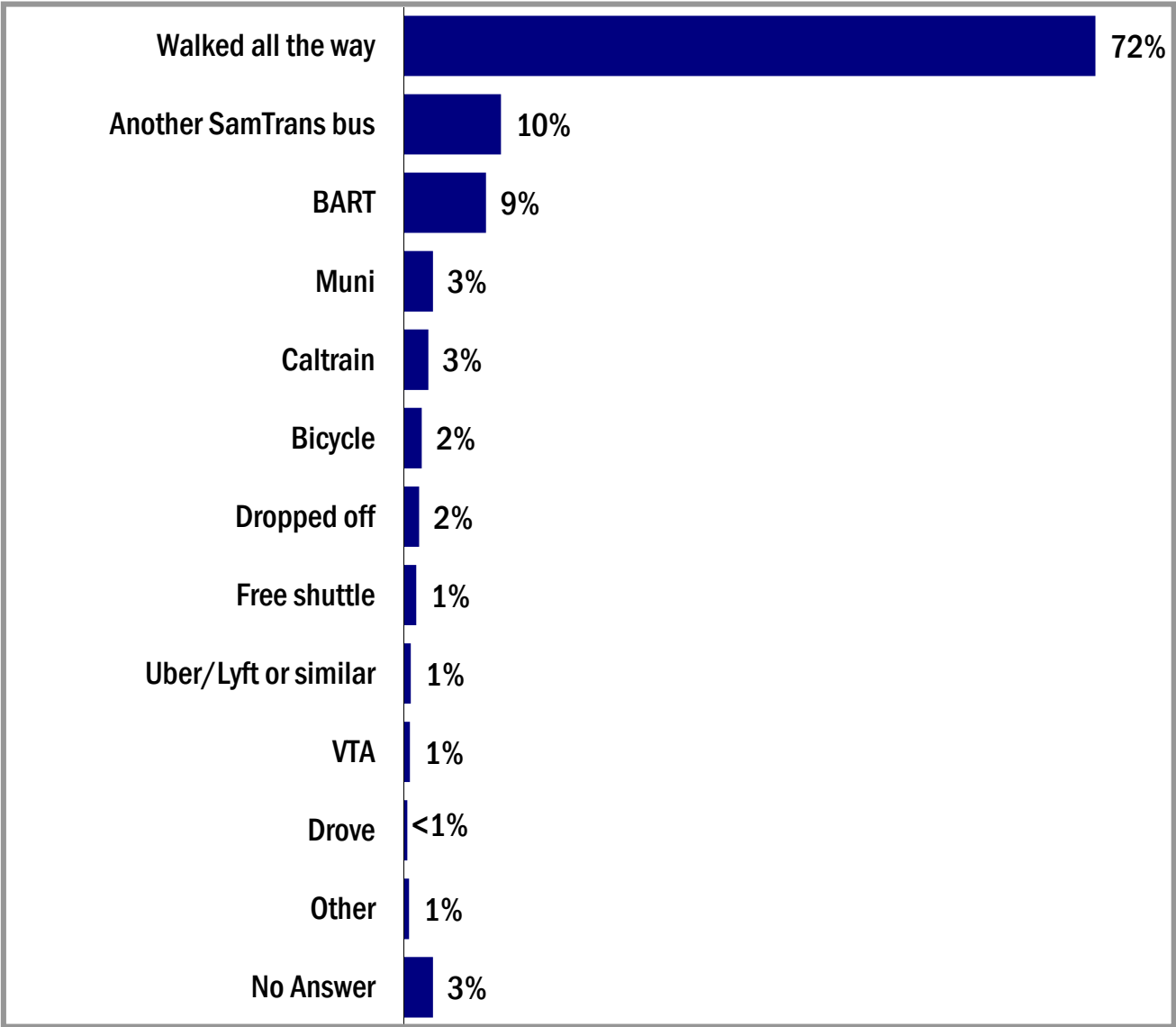
^Response was not listed on the survey instrument but was written in by respondents

Base: Total (4,229)

(See Statistical Table Q6)

ACCESS

7a. How did you get to the bus stop where you BOARDED this bus?



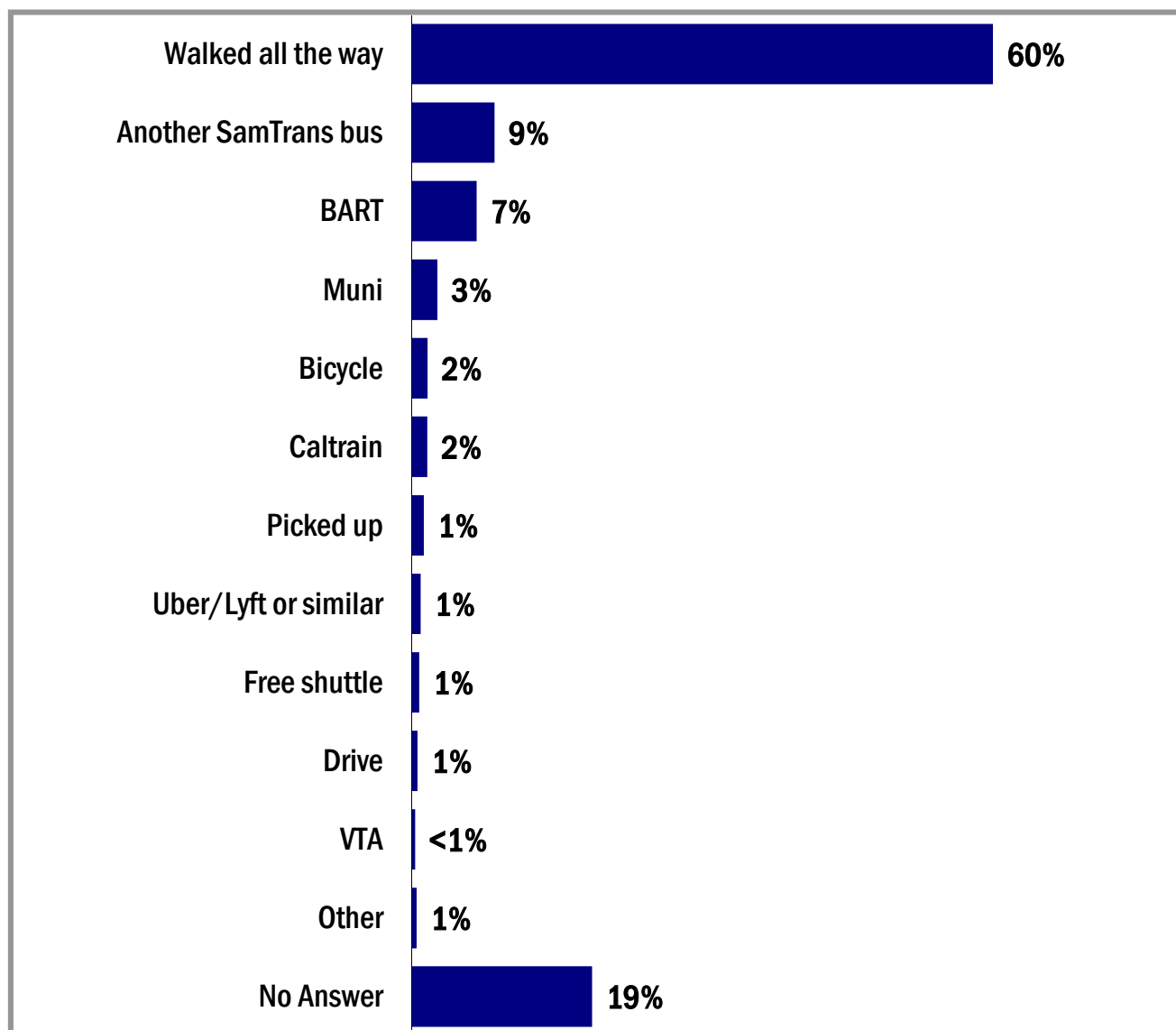
Multiple responses accepted

Base: Total (4,229)

(See Statistical Table Q7a)

EGRESS

7b. How did you get to the bus stop where you BOARDED this bus?



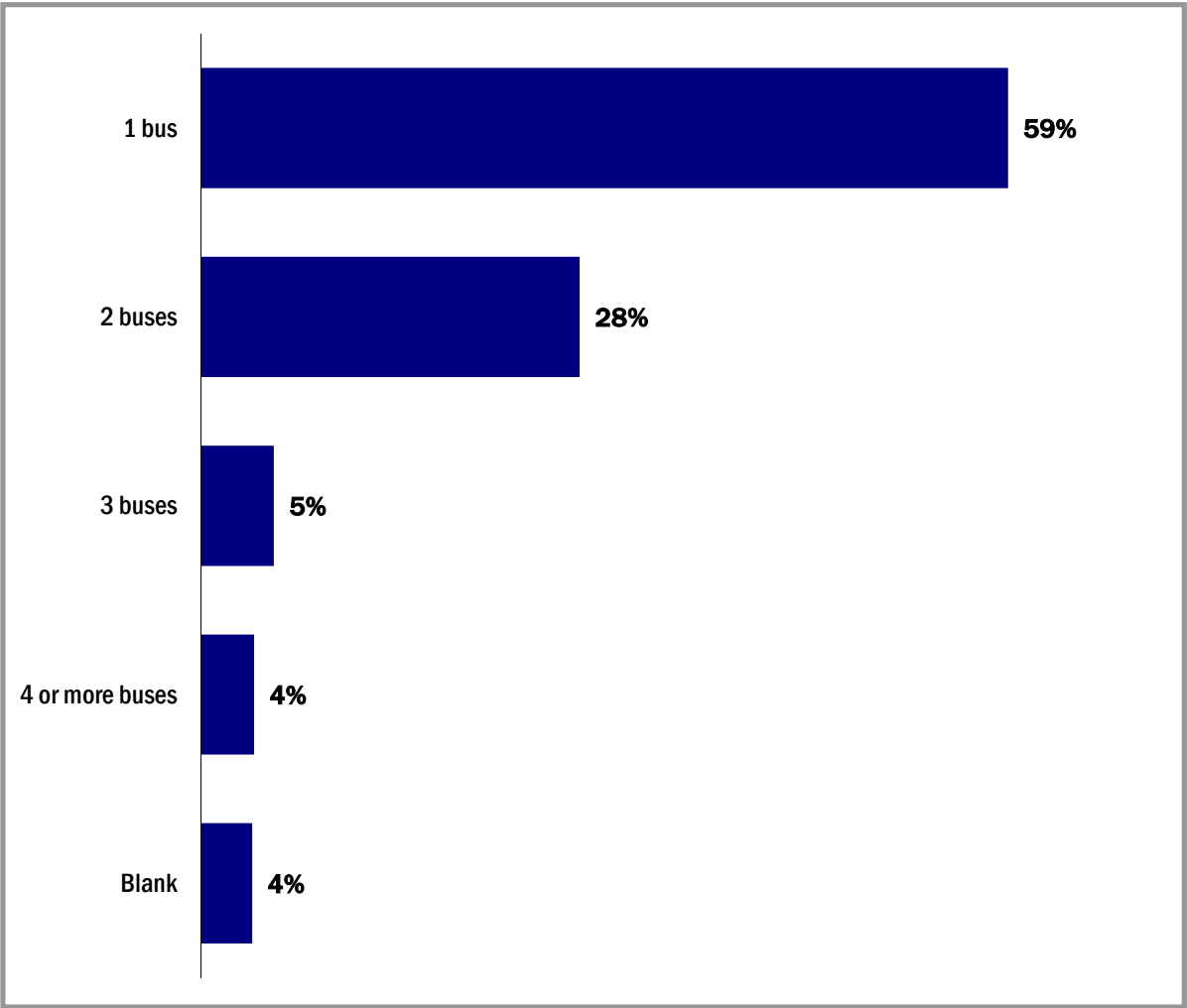
Multiple responses accepted

Base: Total (4,229)

(See Statistical Table Q7a)

BUSES PER TRIP

8. Including this bus, how many total SamTrans buses will you ride to make this one-way trip?

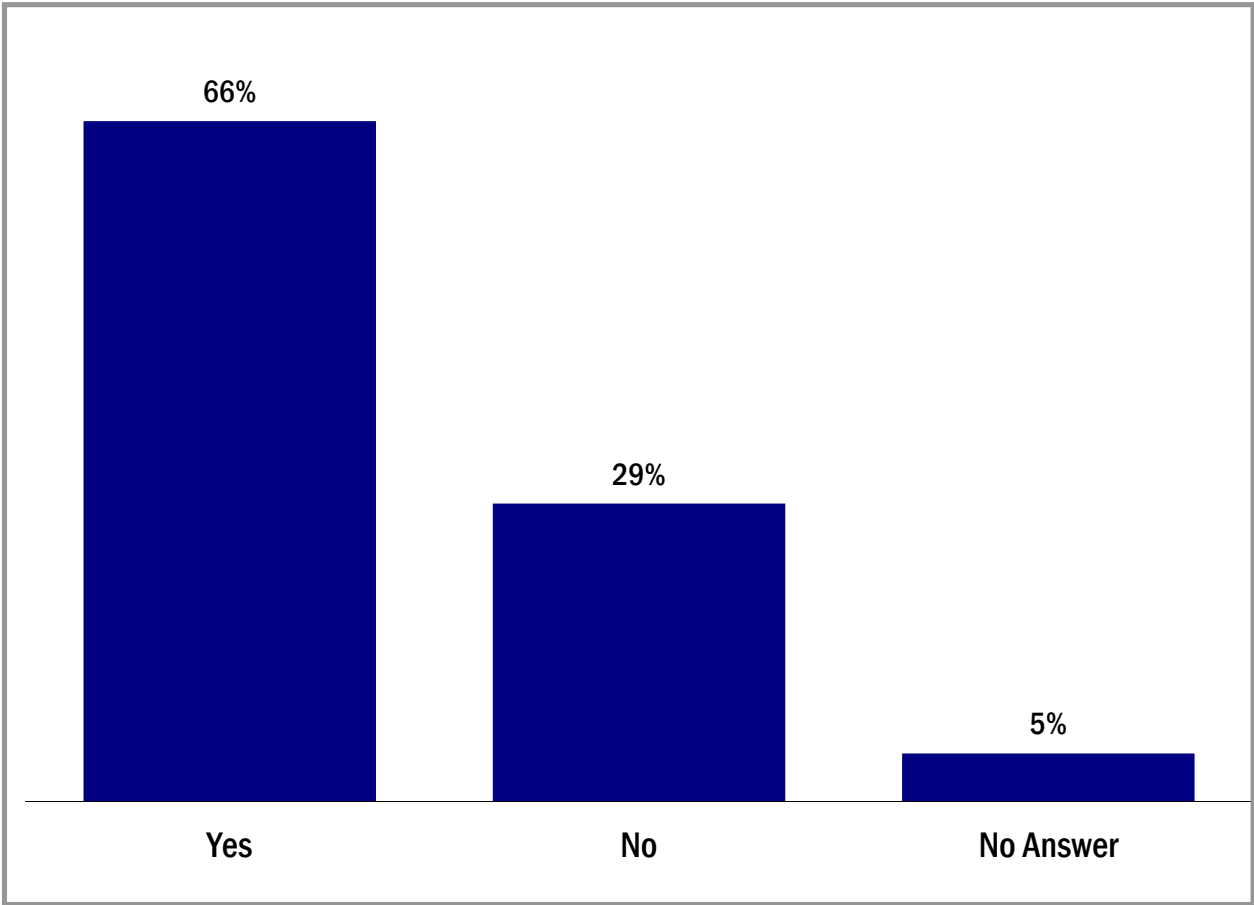


Base: Total (4,229)

(See Statistical Table Q8)

ROUND TRIP

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

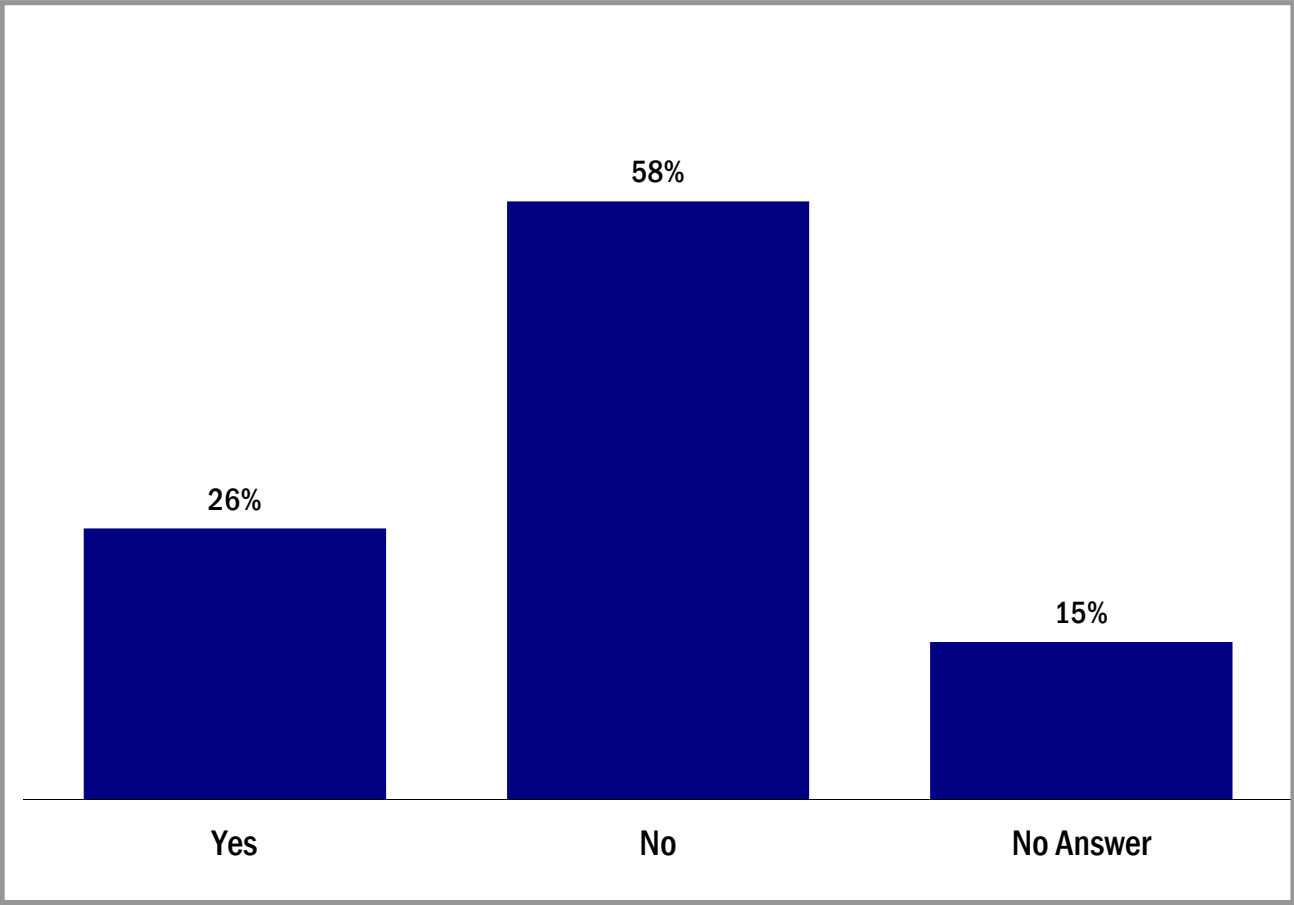


Base: Total (4,229)

(See Statistical Table Q9)

ACCESS TO A CAR

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

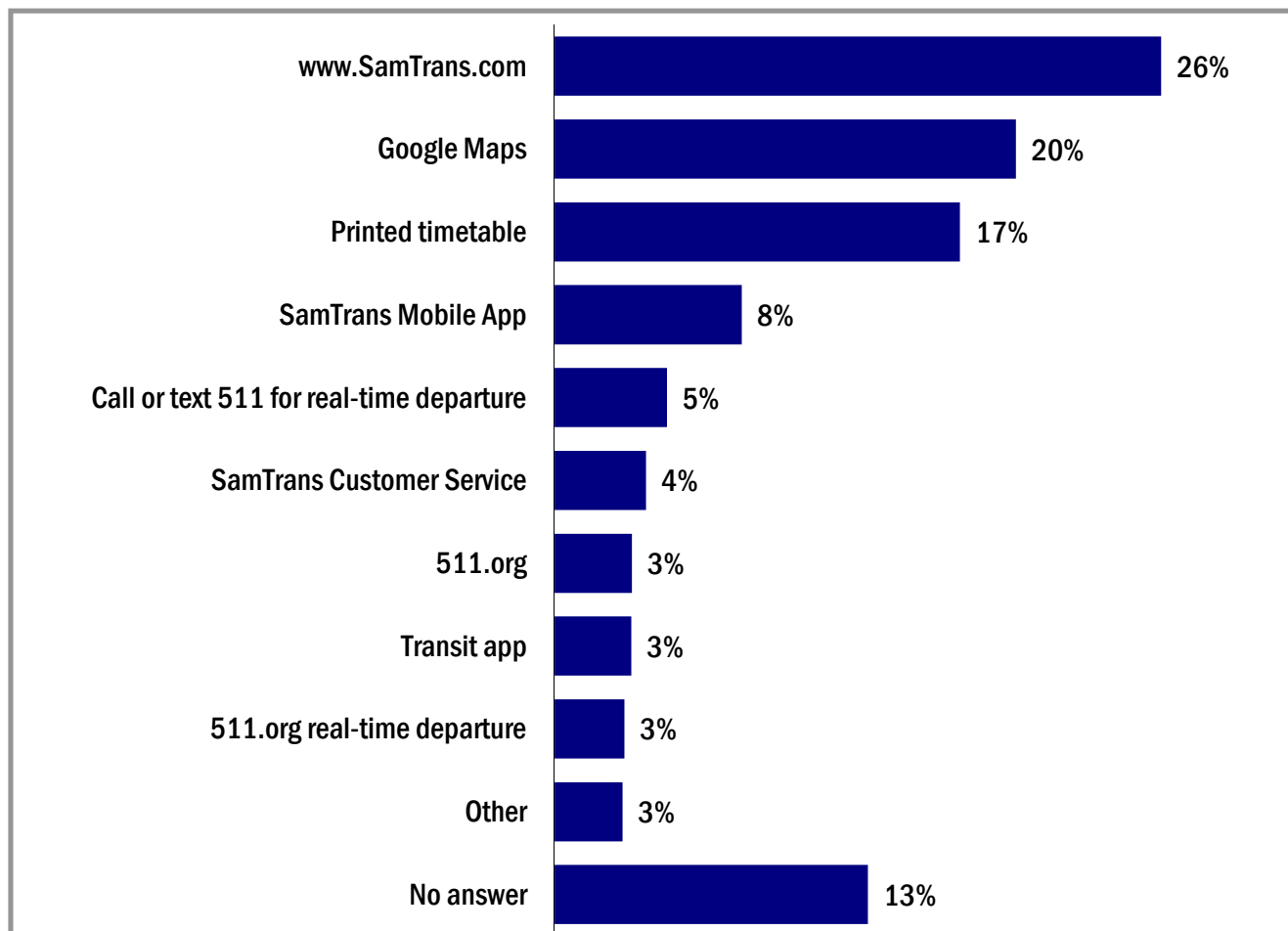


Base: Total (4,229)

(See Statistical Table Q15)

SOURCES FOR SAMTRANS INFORMATION

11. Where do you access the bus schedule and real-time departure?



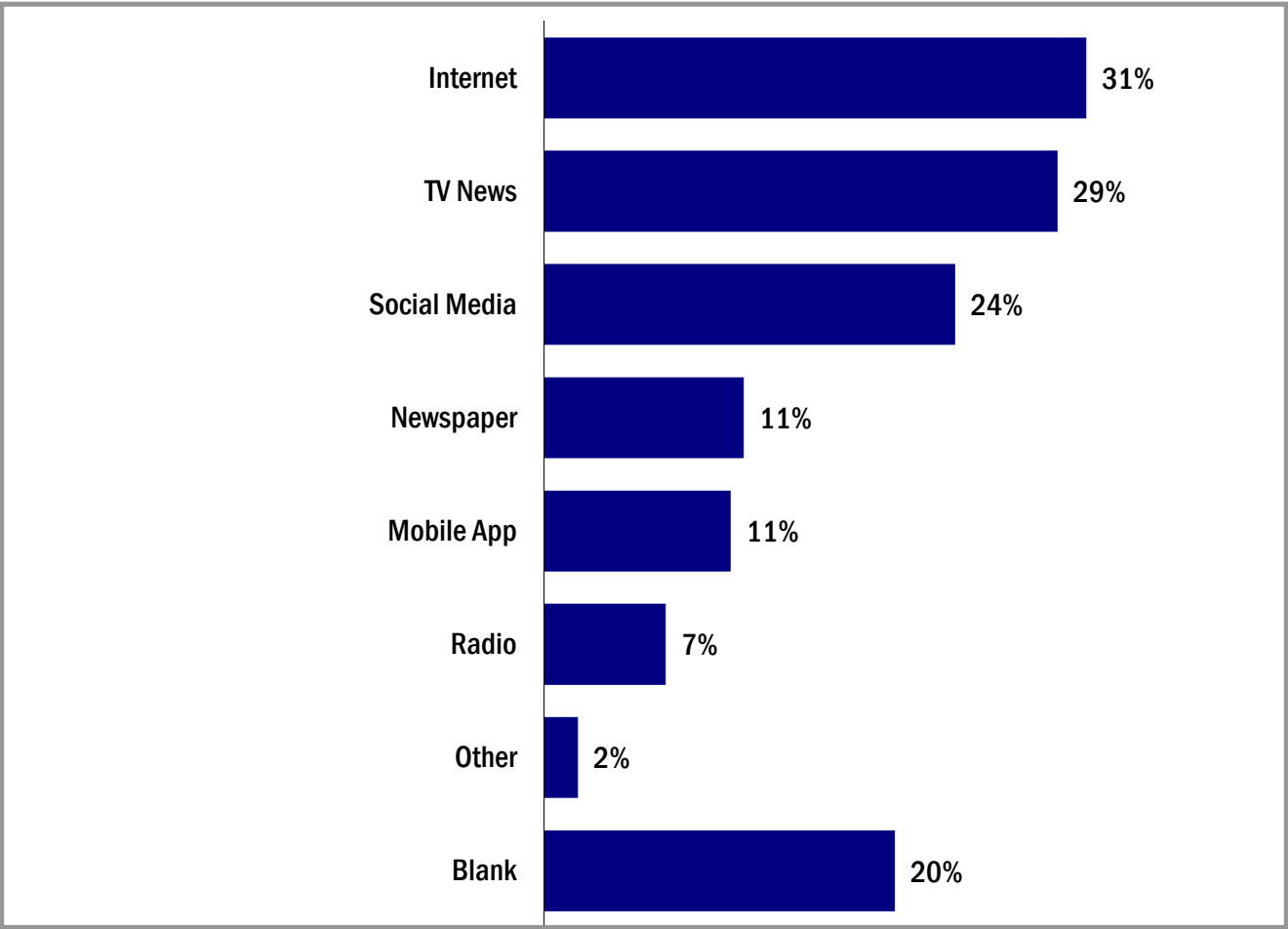
Multiple responses accepted

Base: Total (4,229)

(See Statistical Table Q11)

SOURCES FOR LOCAL NEWS AND EVENTS

12. What is your main source for local news and events?



Multiple responses accepted

Base: Total (4,229)

(See Statistical Table Q12)

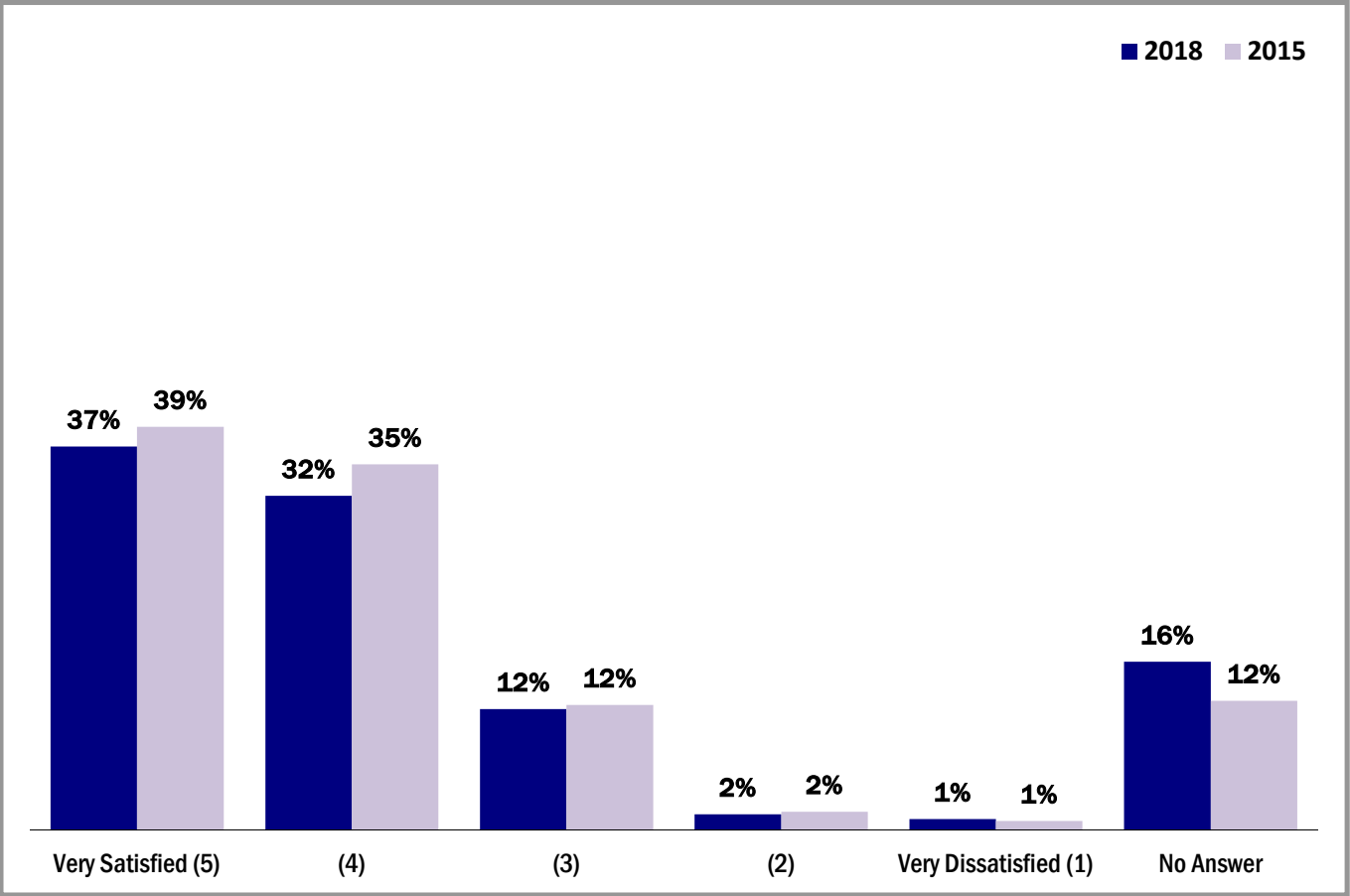
SATISFACTION RATINGS COMPARISON 2018 vs. 2015

OVERALL SATISFACTION

2018 vs. 2015

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.

10L. Overall experience with SamTrans?



Base: Total (4,229)

(See Statistical Table Q10L)

RATING OF SERVICE ATTRIBUTES (MEAN SCORES)

2018 vs. 2015

(changes in grey not statistically significant)

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.

	2018	2015	Change
Overall Experience with SamTrans	4.23	4.23	0.00
Availability of information on buses	4.22	4.31	-0.09
Bus Real-Time Departure Prediction	3.85	3.93	-0.08
On-Time Performance	3.84	3.90	-0.06
Cleanliness of Bus	4.23	4.27	-0.04
Feeling of Personal Security on Bus	4.28	4.31	-0.03
Helpfulness/Courtesy of Customer Service	4.21	4.23	-0.02
Frequency (how often buses run)	3.79	3.79	-0-
Courtesy of Bus Operators	4.30	4.29	0.01
Communication of Bus Changes	4.02	4.00	0.02
Convenience of Routes	4.21	4.15	0.06
Value for the Money	4.20	4.11	0.09

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

Base: Total (4,229)

(See Statistical Tables Q10A-Q10L)

QUADRANT ANALYSIS

The chart on the next page is designed to help set priorities for future initiatives to improve customer satisfaction. This chart quantifies how important each service characteristic appears to be from a customer perspective (using the vertical axis) and shows the average customer rating for each characteristic (using the horizontal axis).

The vertical axis crosses the horizontal axis at the average (mean) performance rating. Values along the horizontal axis are average ratings. Customers marked their ratings on a scale of 1 = Very Dissatisfied and 5 = Very Satisfied, so higher ratings on the right side of the Quadrant Chart are better scores and those on the left side are worse. The vertical axis ("Derived Importance") scale was derived by correlating each of the service attributes with customers' overall satisfaction levels. Those service attributes having strong correlations with overall satisfaction are seen as "More Important," while those with weaker correlations are seen as "Less Important."

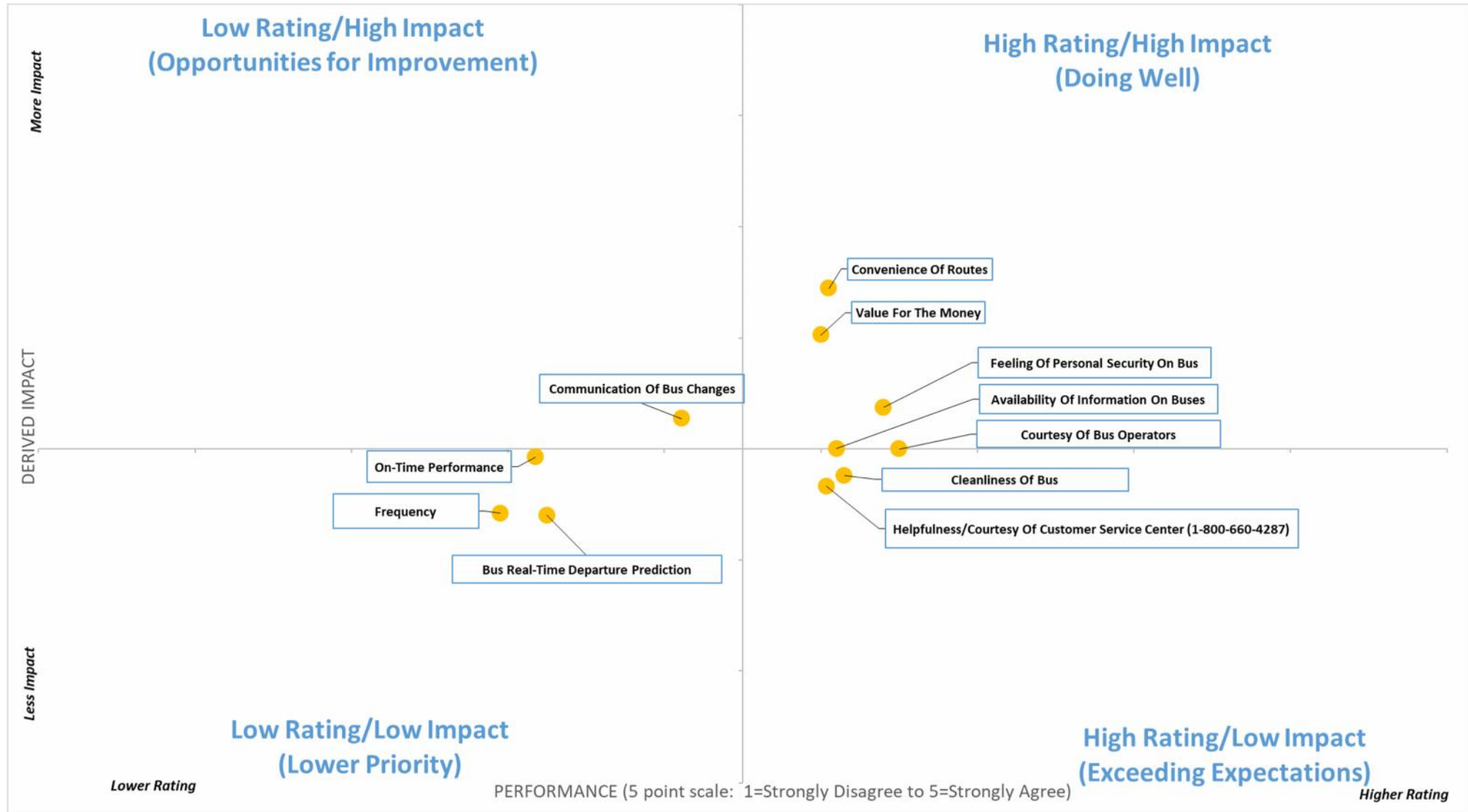
For example, customer ratings of convenience of routes are very strongly correlated with overall satisfaction (i.e., customers that find SamTrans routes convenient tend to be more satisfied overall, and conversely customers that find SamTrans routes inconvenient tend to be less satisfied overall). On the other hand, customer ratings of helpfulness of the customer service center have only a weak correlation with overall satisfaction (i.e., it is not uncommon for customers to rate helpfulness of the customer service center highly, even though they are dissatisfied overall with SamTrans services). Therefore, route convenience is located in the upper part of the chart, while helpfulness of the customer service center is located in the lower part.

Specific values along the vertical axis are derived by calculating ratios between correlation coefficients for each service attribute and the median correlation level. Those service attributes above 100 are more correlated with overall satisfaction, while those below 100 are less so.

The ratings with the greatest impact on overall satisfaction were:

- Convenience of routes;
- Value for the Money;
- Feeling of Personal Security; and
- Communication of Bus Changes

CUSTOMER SATISFACTION QUADRANT ANALYSIS



DETAILED RESULTS

USAGE OF SAMTRANS

HOW LONG RIDING SAMTRANS

Q1. How long have you been riding SamTrans?

Nearly three in 10 respondents have been riding SamTrans less than one year (27%) – the same percentage as in 2015 and a slight increase from 2012. However, about three-fourths of riders (72%) have been riding more than one year.

This breakdown is consistent among Weekday Peak, Weekday Off-Peak, and Weekend riders; however, Weekday Off-Peak and Weekend riders are slightly more likely to have ridden SamTrans for more than 3 years.

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
6 months or less	18	19	16
More than 6 months but less than 1 year	9	8	8
1 to 3 years	22	24	22
More than 3 years	50	49	53
No answer	1	1	1
TOTAL	100	100	100

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
6 months or less	18	19	19	16
More than 6 months but less than 1 year	9	9	9	8
1 to 3 years	22	24	20	20
More than 3 years	50	47	51	55
No answer	1	1	2	1
TOTAL	100	100	100	100

(See Statistical Table Q1)

HOW OFTEN RIDE

Q2. How often do you usually ride SamTrans?

- Most riders (82%) use SamTrans at least 3 days per week.
- In 2018, Weekend riders were most likely to use SamTrans 6-7 days per week (39%), with Weekday Peak and Weekday Off-Peak riders less likely to do so (33% and 31% respectively).

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
6-7 days/week	33	32	34
5 days/week	31	31	32
4 days/week	10	10	10
3 days/week	8	9	8
2 days/week	6	6	6
1 day/week	2	3	2
1-3 days/month	4	4	4
Less than once a month	4	4	3
No answer	2	1	1
TOTAL	100	100	100

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
6-7 days/week	33	31	33	39
5 days/week	31	38	29	20
4 days/week	10	9	10	9
3 days/week	8	8	9	8
2 days/week	6	5	7	7
1 day/week	2	1	3	3
1-3 days/month	4	3	4	6
Less than once a month	4	3	4	6
No answer	2	2	2	2
TOTAL	100	100	100	100

(See Statistical Table Q2)

REASON FOR USING SAMTRANS

Q3. What is your main reason for riding SamTrans?

- J Three-quarters (74%) of SamTrans riders said they primarily use SamTrans because they don't have a car or don't drive.
- J Other common reasons for using SamTrans include saving money (gas, wear and tear on car) (16%), avoiding traffic (11%), and helping the environment (10%).

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
Don't have a car/don't drive	74	78	77
Save money (gas, wear & tear on car)	16	15	19
Avoid traffic	11	7	8
Help the environment	10	8	10
Relax or reduce stress	9	8	10
Ability to do other things	6	5	7
Faster than other options	6	5	6
Lack of/cost of parking	6	4	5
Employer helps pay for transit pass	3	2	3
Go to school/work	2	1	-

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
Don't have a car/don't drive	74	74	75	75
Save money (gas, wear & tear on car)	16	15	17	16
Avoid traffic	11	11	11	11
Help the environment	10	10	9	10
Relax or reduce stress	9	9	9	10
Ability to do other things	6	6	6	6
Faster than other options	6	6	5	6
Lack of/cost of parking	6	5	6	5
Employer helps pay for transit pass	3	3	3	3
Go to school/work	2	2	1	1

(Multiple answers accepted)

(See Statistical Table Q3)

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

TRIP SPECIFIC INFORMATION

PAYMENT TYPE

4. How did you pay for this bus trip?

- J Those using cash value on Clipper has tripled since 2012, rising from 8% in 2012 to 21% in 2015 and 28% in 2018.
- J The use of the SamTrans Paper Monthly Pass is half of what it was in 2015 (3% in 2018 vs. 6% in 2015).
- J In 2018, Weekend riders and Weekday Off-Peak riders were more likely to use cash (36% and 34% respectively) than Weekday Peak riders (29%).

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
Cash	32	39	*42
Clipper – cash value	28	21	8
SamTrans (Clipper) Monthly Pass	18	17	19
Day Pass	4	6	3
SamTrans (paper) Monthly Pass	3	6	*8
Token	3	5	5
Caltrain Monthly Pass	1	1	3
Way2Go Pass	<1	<1	**
Other	3	1	8
Blank/multiple responses	6	4	6
TOTAL	100	100	100

*For cash, this includes both those who indicated they paid cash as well as those who said they paid cash but did not indicate whether they used a Clipper card or cash/paper. For SamTrans monthly passes, this includes those who did not specify whether they had the pass loaded onto a Clipper card, but simply wrote "monthly pass" or similar.

**Not part of 2012 survey (Way2Go was not an option in 2012).

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
Cash	32	29	34	36
Clipper – cash value	28	29	28	28
SamTrans (Clipper) Monthly Pass	18	20	17	15
Day Pass	4	4	4	4
SamTrans (paper) Monthly Pass	3	4	3	3
Token	3	4	3	3
Caltrain Monthly Pass	1	1	1	1
Way2Go Pass	<1	<1	<1	<1
Other	3	2	4	3
Blank/multiple responses	6	6	7	6
TOTAL	100	100	100	100

(See Statistical Table Q4)

FARE CATEGORY

Q5. What is your fare category? *

- J Over half of riders fall into the Adult fare category (57%) in 2018. This is a decrease since 2015.
 J 2018 saw an increase in Senior riders since 2015 (14% vs. 10% respectively)

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
Adult	57	64	65
Youth	21	19	19
Senior	14	10	9
Disabled	3	4	4
Medicare Cardholder	1	1	1
Blank/multiple responses	3	2	2
TOTAL	100	100	100

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
Adult	57	54	58	62
Youth	21	29	16	13
Senior	14	10	17	16
Disabled	3	2	4	5
Medicare Cardholder	1	1	2	1
Blank/multiple responses	3	3	3	3
TOTAL	100	100	100	100

(See Statistical Table Q5)

*Note that this survey only sought to obtain opinions from those at least 13 years of age; thus, the statistics above likely under-represent those aged 12 and younger.

TRIP PURPOSE

Q6. What is the main purpose of your trip today?

- J Nearly half of all respondents were using SamTrans to go to/from work (43%), while 23% said they used SamTrans to go to school.
- J While those traveling for work purposes was 40%-45% during every time period, those traveling to go to school varied widely, most likely to be traveling during the Weekday Peak (30%), and least likely to be traveling on the weekend (6%).
- J Weekend riders were more likely to be traveling to go to church/temple (2%) than riders at other times (<1%).

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
Work	43	44	44
School	23	28	30
Shopping	12	13	12
Social/recreational	11	12	12
Medical^	2	2	4
Personal business/errands^	2	2	2
Other	4	1	1
Church/Temple^	1	1	<1
Blank/non-response ('go home')	4	4	1
TOTAL	100	100	100

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
Work	43	45	40	42
School	23	30	20	6
Shopping	12	8	14	19
Social/recreational	11	8	13	20
Medical^	2	2	4	1
Personal business/errands^	2	2	3	3
Other	4	2	5	4
Church/Temple^	1	<1	<1	2
Blank/non-response ('go home')	4	4	3	4
TOTAL	100	100	100	100

^These responses were written in by respondents and not part of the original list of response options.

(See Statistical Table Q6)

ACCESS AND EGRESS

Q7a. How did you get to the bus stop where you boarded this bus?

Q7b. After you get off this bus, how will you get from the bus stop to your final destination?

- J Nearly three-quarters (72%) of riders walked all the way to the bus stop where they boarded the bus.
- J Nearly two-thirds (60%) will walk from the end point of their current bus trip to their final destination.
- J 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.

	2018 Access	2018 Egress
Base (All Respondents)	4,229	4,229
	(%)	(%)
Walk all the way	72	60
Another SamTrans bus	10	9
BART	9	7
Muni	3	3
Caltrain	3	2
Bicycle	2	2
Dropped off/picked up by car	2	1
Free shuttle	1	1
Uber/Lyft or similar	1	1
VTA	1	<1
Drive car	<1	1
AC Transit	<1	<1
RediWheels/Paratransit/WestCat	<1	<1
Taxi	<1	-
Other (Unspecified)	<1	<1
Blank/no answer	3	19

	2018 - ACCESS			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
Walk all the way	72	73	70	73
Another SamTrans bus	10	10	10	10
BART	9	9	8	8
Muni	3	2	4	4
Caltrain	3	2	3	2
Bicycle	2	1	2	3
Dropped off by car	2	1	2	1
Free shuttle	1	1	1	1
Uber/Lyft or similar	1	1	1	1
VTA	1	1	0	1
Drive car	<1	<1	<1	<1
AC Transit	<1	<1	<1	<1
RediWheels/Paratransit/WestCat	<1	<1	<1	<1
Taxi	<1	<1	-	-
Other (Unspecified)	<1	<1	<1	<1
Blank/no answer	3	3	3	3

	2018 - EGRESS			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
Walk all the way	60	62	59	58
Another SamTrans bus	9	8	9	8
BART	7	7	7	7
Muni	3	2	3	3
Bicycle	2	1	2	2
Caltrain	2	2	2	2
Picked up by car	1	1	1	1
Uber/Lyft or similar	1	1	1	1
Free shuttle	1	1	1	0
Drive car	1	1	1	1
VTA	<1	<1	1	1
AC Transit	<1	<1	<1	-
RediWheels/Paratransit/WestCat	<1	-	-	<1
Other (Unspecified)	<1	<1	<1	<1
Blank/no answer	19	18	19	20

(Multiple answers accepted)

(See Statistical Tables 7A & 7B)

NUMBER OF SAMTRANS BUSES USED

Q8. Including this bus, how many total SamTrans buses will you ride to make this one-way trip?

-) Most riders (87%) use one or two buses for their trip.
) Those using three buses or more are more likely to have used SamTrans three or more years; more likely to use SamTrans five or more days per week; and also tend to be lower income.

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
One (1) bus	59	56	58
Two (2) buses	28	31	30
Three (3) buses	5	7	5
Four or more (4+) buses	4	4	4
Blank/unknown	4	2	3
TOTAL	100	100	100

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
One (1) bus	59	63	56	58
Two (2) buses	28	26	29	29
Three (3) buses	5	5	5	5
Four or more (4+) buses	4	3	5	4
Blank/unknown	4	3	4	4
TOTAL	100	100	100	100

(See Statistical Table Q8)

MAKING A ROUND TRIP

Q9. Are you making a round trip on SamTrans today?

-) More than one-fourth of all riders (29%) did **not** make a round trip on SamTrans.
-) Weekend riders were slightly more likely to be making a round trip on SamTrans than weekday peak riders.

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
Yes – making a round trip	66	69	70
No	29	28	26
Blank/no answer	5	3	4
TOTAL	100	100	100

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
Yes – making a round trip	66	65	67	67
No	29	31	28	28
Blank/no answer	5	4	5	5
TOTAL	100	100	100	100

(See Statistical Table 10)

SATISFACTION RATINGS

RATING OF SERVICE ATTRIBUTES

Q10. Please let us know how well SamTrans is meeting your needs by rating each item below.

- J Riders rated SamTrans service overall an average of 4.23 out of 5.00 in 2018 (with 5 being “very satisfied” and 1 being “very dissatisfied”), the same as in 2015.
- J Attributes seeing increases since 2015 included “Value for the Money” (+0.09) and “Convenience of Routes” (+0.06).
- J The attributes with decreases were “Availability of Information on Buses” (-0.09), “Bus Real-Time Departure Prediction” (-0.08), “On-Time Performance” (-0.06), and “Cleanliness of Bus Exteriors” (-0.04)
- J While “Feeling of Personal Security on Bus” saw a decrease of -0.03 and “Helpfulness/Courtesy of Customer Service” saw a decrease of -0.02, these decreases were not statistically significant.

	2018			
	Overall Mean Score	Satisfied (5 or 4 rating)	Dissatisfied (1 or 2 rating)	Neutral/NA/ Blank
Base (All Respondents): 6,430				
	(5-point scale)	(%)	(%)	(%)
Courtesy of bus operators	4.30	73	12	3
Feeling of personal security on bus	4.28	71	12	3
Cleanliness of bus	4.23	72	13	4
Availability of information on buses	4.22	68	13	4
Helpfulness/courtesy of customer service	4.21	50	10	4
Convenience of routes	4.21	69	12	4
Value for the money	4.20	66	14	4
Communication of bus changes	4.02	56	17	6
Real time departure prediction	3.85	55	17	11
On-time performance	3.84	57	18	10
Frequency	3.79	54	20	11

(See Statistical Tables Q10A1-Q10K)

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 – 2018 vs. 2015

(5-point scale)	2018	2015	Change
Base (All Respondents)	4,229	6,430	
Overall experience with SamTrans	4.23	4.23	0.00
Availability of information on buses	4.22	4.31	-0.09
Bus Real-Time Departure Prediction	3.85	3.93	-0.08
On-Time Performance	3.84	3.90	-0.06
Cleanliness of Bus	4.23	4.27	-0.04
Feeling of Personal Security on Bus	4.28	4.31	-0.03
Helpfulness/Courtesy of Customer Service	4.21	4.23	-0.02
Frequency (how often buses run)	3.79	3.79	0.00
Courtesy of Bus Operators	4.30	4.29	+0.01
Communication of Bus Changes	4.02	4.00	+0.02
Convenience of Routes	4.21	4.15	+0.06
Value for the Money	4.20	4.11	+0.09

Survey Attributes – Home Location of Riders

	Mean Score by Home Location of Riders (2018)					
(5-point scale)	Overall Mean	San Mateo County	San Francisco County	Santa Clara County	East Bay Region	North Bay Region
Base (All Respondents)	4,229	2,699	255	64	72	16*
Overall experience with SamTrans	4.23	4.24	4.25	4.18	4.11	3.83
Courtesy of bus operators	4.30	4.30	4.34	4.41	4.37	3.92
Feeling of personal security on bus	4.28	4.26	4.40	4.32	4.41	3.73
Cleanliness of bus	4.23	4.22	4.38	4.27	4.33	3.98
Availability of information on buses	4.22	4.24	4.23	4.19	4.28	3.76
Helpfulness/courtesy of customer service	4.21	4.21	4.24	4.36	4.23	3.76
Convenience of routes	4.21	4.21	4.31	4.24	4.22	4.27
Value for the money	4.20	4.21	4.23	4.10	3.98	3.59
Communication of bus changes	4.02	4.02	4.11	4.07	4.01	3.40
Real time departure prediction	3.85	3.80	3.98	4.21	3.91	3.40
On-time performance	3.84	3.77	4.02	4.14	3.75	3.62
Frequency	3.79	3.76	3.79	3.93	3.81	3.76

(See Statistical Tables Q10A1-Q10K)

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

* Caution: Low Base

Survey Attributes - Language of Questionnaire

Mean Score by Language of Questionnaire (2018)			
(5-point scale)	Overall Mean	English	Spanish
Base (All Respondents)	4,229	3,761	468
Overall experience with SamTrans	4.23	4.21	4.36
Courtesy of bus operators	4.30	4.31	4.27
Feeling of personal security on bus	4.28	4.27	4.38
Cleanliness of bus	4.23	4.22	4.37
Availability of information on buses	4.22	4.20	4.39
Helpfulness/courtesy of customer service	4.21	4.21	4.15
Convenience of routes	4.21	4.19	4.39
Value for the money	4.20	4.19	4.31
Communication of bus changes	4.02	4.01	4.10
Real time departure prediction	3.85	3.83	3.98
On-time performance	3.84	3.82	3.94
Frequency	3.79	3.78	3.91

Survey Attributes – Geographic Region of Routes

Mean Score by Geographic Region of Route (2018)						
(5-point scale)	Overall Mean	Northern Routes	Central Routes	Southern Routes	Coastal Routes	Multiple Regions
Base (All Respondents)	4,229	1,628	476	227	331	1,547
Overall experience with SamTrans	4.23	4.32	4.16	4.17	4.13	4.18
Courtesy of bus operators	4.30	4.36	4.26	4.22	4.36	4.26
Feeling of personal security on bus	4.28	4.34	4.29	4.27	4.36	4.20
Cleanliness of bus	4.23	4.36	4.24	4.16	4.20	4.11
Availability of information on buses	4.22	4.31	4.23	4.07	4.22	4.13
Helpfulness/courtesy of customer service	4.21	4.29	4.22	3.99	4.10	4.18
Convenience of routes	4.21	4.30	4.08	4.18	4.09	4.18
Value for the money	4.20	4.19	4.23	4.09	4.16	4.22
Communication of bus changes	4.02	4.11	3.92	3.90	3.93	4.00
Real time departure prediction	3.85	3.99	3.70	3.83	3.81	3.74
On-time performance	3.84	3.98	3.65	3.83	3.84	3.74
Frequency	3.79	3.97	3.71	3.88	3.42	3.69

(See Statistical Tables Q10A1-Q10K)

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

Northern routes are Routes 24, 25, 28, 29, 35, 37, 38, 39, 46, 49, 120, 121, 122, 130, 140, 141

Central routes are Route 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 67, 68, 72, 73, 78, 79, 95, 250, 251, 256, 260, 270, 274, 275, 276, 278, 295

South routes are 80, 81, 82, 83, 84, 85, 87, 88, 280, 281, 286, 296

Coastal routes are 14, 16, 17, 18, 19, 110, 112, 118

Multiple Region routes are 292, 294, 397, 398, ECR, ECR Rapid, FLXP, SFO

OVERALL SATISFACTION WITH SAMTRANS

Q10L. Overall experience with SamTrans

- J Overall, 69% of SamTrans riders are satisfied with their experience on the system.
- J Weekday Peak riders have a slightly lower overall satisfaction score (4.21) than Weekday Off-Peak and Weekend riders (4.23 and 4.26 respectively).

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
		(%)	(%)
(5) Very satisfied	37	39	40
(4)	32	35	36
(3)	12	12	13
(2)	2	2	2
(1) Very dissatisfied	1	1	1
No answer	17	12	8
	100	100	100
Recap:			
Satisfied (4 or 5)	69	73	76
Neutral (3)	12	12	13
Dissatisfied (1 or 2)	3	3	3
Mean	4.23	4.23	4.21

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
(5) Very satisfied	37	37	36	37
(4)	32	31	33	33
(3)	12	12	11	10
(2)	2	2	1	2
(1) Very dissatisfied	1	1	1	<1
No answer	17	17	17	17
	100	100	100	100
Mean	4.23	4.21	4.23	4.26

(See Statistical Table Q10L)

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

	BASE	MEAN	VERY SATISFIED	SATISFIED	DISSATISFIED	NEUTRAL/NA/ BLANK
	#	5-PT SCALE	%	%	%	%
TOTAL	4,229	4.23	37	32	3	29
BY RIDERSHIP SEGMENT						
WEEKDAY PEAK	1,927	4.21	37	31	3	29
WEEKDAY OFF-PEAK	1,650	4.23	36	33	3	28
WEEKEND	631	4.26	37	33	2	28
BY USE OF SAMTRANS						
5+ DAYS/WEEK	2,735	4.22	37	32	3	29
3-4 DAYS/WEEK	753	4.21	36	34	2	27
1-2 DAYS/WEEK	350	4.31	40	31	2	27
LESS THAN 1/WEEK	312	4.28	39	31	3	27
BY HOW LONG RIDING SAMTRANS						
LESS THAN ONE YEAR	1,146	4.24	38	33	3	27
1 TO 3 YEARS	910	4.17	33	35	2	30
MORE THAN 3 YEARS	2,113	4.25	39	31	3	28
BY TRIP PURPOSE						
WORK/SCHOOL	2,753	4.20	36	33	3	28
OTHER	1,498	4.28	39	30	2	30
BY ACCESS TO A VEHICLE						
YES	1,116	4.23	40	39	2	19
NO	2,464	4.24	41	33	3	23
GENDER						
MALE	1,740	4.24	39	37	2	21
FEMALE	1,848	4.22	41	34	3	22
OTHER/REFUSED	641	4.18	19	12	2	67
BY GEOGRAPHIC REGION OF ROUTE						
NORTH	1,628	4.32	40	33	2	26
CENTRAL	476	4.16	37	30	2	31
SOUTH	227	4.17	32	35	2	30
COASTAL	331	4.13	33	37	3	26
MULTIPLE REGIONS	1,547	4.18	35	30	4	31
BY FARE CATEGORY						
ADULT	2,408	4.21	36	33	3	28
SENIOR/MED/DISABLED	780	4.31	41	28	2	29
YOUTH	408	4.16	35	35	3	27

	BASE #	MEAN 5-PT SCALE	VERY SATISFIED (5) %	SATISFIED (4) %	DISSATISFIED (1 OR 2) %	NEUTRAL/NA/ BLANK %
BY LANGUAGE OF QUESTIONNAIRE						
ENGLISH	3,761	4.21	37	34	3	27
SPANISH	468	4.36	35	17	3	45
BY AGE						
13 TO 17	769	4.18	38	39	3	29
18 TO 24	492	4.12	33	40	3	20
25 TO 34	518	4.26	42	34	2	25
35 TO 44	430	4.21	39	34	3	21
45 TO 54	472	4.20	38	34	4	23
55 TO 64	504	4.29	43	32	3	24
65 AND OLDER	509	4.35	45	29	3	23
BY INCOME						
UNDER \$10,000	676	4.29	43	26	4	27
\$10,000 TO \$24,999	573	4.26	44	29	4	23
\$25,000 TO \$49,999	910	4.22	36	34	2	29
\$50,000 TO \$74,999	333	4.21	36	42	1	20
\$75,000 TO \$99,999	539	4.20	37	40	2	21
\$100,000 AND OVER	325	4.18	34	43	2	21
CHECKING/SAVINGS ACCOUNT OR CREDIT CARD						
YES	2,475	4.23	39	39	2	20
NO	881	4.27	44	26	4	26
BY FARE PAYMENT						
CASH	1,356	4.30	40	26	3	31
CLIPPER CASH VALUE	1,202	4.21	35	37	3	25
TOKEN	142	4.17	39	36	3	23
DAY PASS	165	4.28	38	25	2	35
SAMTRANS MOBILE APP*	32	4.08	25	33	3	38
SAMTRANS PAPER MONTHLY PASS	146	4.21	34	36	1	28
SAMTRANS CLIPPER MONTHLY PASS	757	4.18	35	37	2	27

* Caution: Low Base

(See Statistical Table Q10L)

COMMUNICATION

SOURCES FOR SAMTRANS INFORMATION

Q11. Where do you access the bus schedule and real time departure? (Multiple responses accepted)*

- J Riders are most likely to get bus schedule and real-time departure information from the SamTrans website (26%), Google maps (20%), and printed timetables (17%)

	2018 Total	2015 Total
Base (All Respondents)	4,229	6,430
	(%)	(%)
www.SamTrans.com	26	35
Google maps	20	15
Printed Timetable	17	35
SamTrans Mobile App	8	-
Call or text 511.org for real-time departure	5	6
SamTrans customer service	4	6
511.org schedule information	3	6
511.org real-time departure	3	5
Transit app (Unspecified)	2	3
Other	2	1
Moovit App^	1	-
Just know it/Ride the same bus/Familiar with schedule^	<1	1
Ask someone (driver/friend/family) ^	<1	1
No answer	13	10

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
www.SamTrans.com	26	28	25	25
Google maps	20	19	19	23
Printed Timetable	17	15	20	17
SamTrans Mobile App	8	9	7	7
Call or text 511.org for real-time departure	5	5	4	5
SamTrans customer service	4	4	4	4
511.org schedule information	3	3	4	3
511.org real-time departure	3	3	3	3
Transit app (Unspecified)	2	3	2	2
Other	2	2	3	2
Moovit App^	1	1	<1	<1
Just know it/Ride the same bus/Familiar with schedule^	<1	1	1	-
Ask someone (driver/friend/family) ^	<1	28	25	25
No answer	13	14	13	14

(See Statistical Table Q11)

LOCAL NEWS AND EVENTS

Q12. What is your main source for local news and events?

- Overall, 31% use the internet as their main source of news and events. Also mentioned was TV news (29%) and Social Media (24%).
- Respondents most cited the San Francisco Chronicle (40%) and San Mateo Daily Journal (35%) as a newspaper source. KQED (28%) and KCBS (20%) were most cited as a radio source. Nearly half of respondents (49%) cited news.google.com as an internet source. Facebook (44%), Instagram (31%), and Twitter (31%) were most cited as a social media source. KTVU (32%), KGO (24%), and KRON (18%) were most cited as TV news sources. Nearly half of respondents (41%) specified Apple News as a mobile app site.

	2018 Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
Internet	31	34	29	29
TV News	29	28	31	30
Social Media	24	25	23	21
Newspaper	11	10	12	14
Mobile App	11	11	9	14
Radio	7	7	7	7
Other (Unspecified)	1	1	2	1
Friends/Relatives	1	1	1	<1
Blank	20	20	19	23

Newspaper Specified*	2018 Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (Respondents Who Specified a Newspaper)	184	72	70	36
	(%)	(%)	(%)	(%)
San Francisco Chronicle	40	36	48	33
San Mateo Daily Journal	35	31	34	43
Palo Alto Daily Post	9	7	7	14
San Francisco Examiner	8	5	10	11
New York Times	6	7	6	7
San Jose Mercury News	5	7	3	-
Wall Street Journal	3	4	1	5
Sing Tao Daily	2	3	1	-
East Bay Times	1	-	1	3
Washington Post	1	3	-	-
Half Moon Bay Review	1	1	1	-

* Incomplete list. Only sources specified by 1% or more overall are shown. See cross tabulated tables for the entire list.

(See Statistical Tables Q12 & Q12-Paper)

Q12. What is your main source for local news and events?

Radio Station Specified*	2018 Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (Respondents Who Specified a Radio Station)	88	39	37	11
	(%)	(%)	(%)	(%)
KQED (85.5)	28	22	32	39
KCBS (740)	20	18	19	29
KIQI (1010)	9	17	3	-
KGO (810)	8	5	11	10
KYLD (94.9)	6	5	8	-
KMEL (106.1)	5	5	5	8
KOIT (96.5)	4	2	8	-
KIOI (101.3)	3	8	-	-
KPOO (89.5)	2	-	3	10
KBLX (102.9)	2	5	-	-
KRZZ (93.3)	2	-	5	-
KISQ (98.1)	2	2	3	-

Internet Site Specified*	2018 Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (Respondents Who Specified an Internet Site)	401	206	144	51
	(%)	(%)	(%)	(%)
news.google.com	49	52	46	43
youtube.com	15	18	11	19
news.yahoo.com	13	10	19	10
cnn.com	6	6	7	4
sfgate.com	4	4	4	2
ISP Site (AT&T, Comcast, Verizon, etc.)	3	2	3	6
abc7news.com	2	1	2	4
nytimes.com	2	1	2	3
msnbc.com	2	<1	4	3

* Incomplete list. Only sources specified by 2% or more overall are shown. See cross tabulated tables for the entire list.

(See Statistical Tables Q12-Radio, Q12-I'Net)

Q12. What is your main source for local news and events?

Social Media Specified*	2018 Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (Respondents Who Specified a Social Media Site)	534	273	196	62
	(%)	(%)	(%)	(%)
Facebook	44	41	46	53
Instagram	31	35	25	32
Twitter	25	22	31	17
Snapchat	12	14	8	13
Reddit	5	5	5	4
Next Door	1	1	2	1
Tumblr	1	1	-	-

TV News Specified*	2018 Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (Respondents Who Specified a TV News Station)	517	226	207	77
	(%)	(%)	(%)	(%)
KTVU (2)	32	34	33	29
KGO (7)	24	22	25	23
KRON (4)	18	17	19	18
CNN	12	12	11	17
KPIX (5)	12	12	12	9
Univision (14)	11	9	11	12
KNTV (3)	9	10	8	11
Telemundo (48)	6	8	5	1
KQED (9)	3	2	2	7
MSNBC	3	4	3	1
EWTN	2	2	2	1
BBC	1	1	<1	1
KOFY (20)	1	1	1	1

* Incomplete list. Only sources specified by 1% or more overall are shown. See cross tabulated tables for the entire list.

(See Statistical Tables Q12-Soc, Q12-TV News)

Q12. What is your main source for local news and events?

Mobile App Specified*	2018 Total	Weekday Peak	Weekday Off- Peak	Weekend
Base (Respondents Who Specified a mobile app)	135	69	47	19
	(%)	(%)	(%)	(%)
Apple News	41	42	37	49
Google News	16	18	13	17
CNN	14	12	22	6
Cell Provider App (Metro PCS, T-Mobile, etc.)	10	9	13	6
Yahoo News	4	1	7	6
NBC	3	1	7	-
NPR	2	4	-	-
Daily Mail	2	1	-	6
SmartNews	2	-	2	6
New York Times	2	3	-	-
Fox Now	2	-	4	-
San Francisco Chronicle	1	3	-	-
Democracy Now	1	-	-	6
BBC	1	1	-	-
Bixby	1	-	2	-
Flipboard	1	1	-	-
KRON	1	1	-	-
Bloomberg	1	-	2	-
KQED	1	1	-	-
TheSkimm	1	1	-	-

(See Statistical Tables Q12-Mobile)

ACCESS TO THE INTERNET

Q14. Where do you access the Internet?

-) Over half of respondents (56%) access the internet through their mobile phone. Only 7% of respondents indicated they have no access to the Internet at all.
-) Weekday Peak riders are more likely to have Internet access in some form compared to Weekday Off-Peak and Weekend riders.
-) Weekday Peak riders are also most likely to have Internet access at home and/or work.

			2018		
	2018 Total	2015 Total	Weekday Peak	Weekday Off- Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650	631
		(%)	(%)	(%)	(%)
Cell/mobile	56	54	57	56	54
Home	45	45	47	42	44
Work	17	13	19	16	18
I do not have access to the Internet*	7	10	6	8	5
Library or other public area	5	9	5	6	4
Other mobile device	4	7	4	4	4
Other	<1	<1	<1	<1	<1
No answer	13	9	13	13	14

(Multiple answers accepted)

(See Statistical Table Q14)

RIDER CHARACTERISTICS

CHECKING/SAVINGS ACCOUNT/CREDIT CARD

Q13. Do you have a checking account, a savings account, or a credit card?

Over half of respondents (59%) have a checking account, a savings account, or a credit card. Weekday Off-Peak and Weekend riders are slightly more likely (60%) to have an account than Weekday Peak riders (56%).

	2018 Total
Base (All Respondents)	4,229
	(%)
Yes	59
No	21
Don't know	5
No answer	15
	100

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
Yes	59	56	60	60
No	21	22	20	18
Don't know	5	5	5	5
No answer	15	16	15	17
	100	100	100	100

(See Statistical Table Q13)

ACCESS TO A CAR

Q15. Do you own or have access to a car?

Slightly more than a quarter (26%) of respondents have access to a car. Those with higher incomes and Weekday Peak riders are more likely to have vehicle access.

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
Yes	26	28	28
No	58	61	67
No answer	15	11	5
	100	100	100

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
Yes	26	27	26	24
No	58	57	60	58
No answer	15	16	14	18
	100	100	100	100

(See Statistical Table Q15)

LANGUAGES SPOKEN AT HOME

Q20. Which languages are spoken in your home? (multiple responses accepted)

Respondents listed 39 languages spoken in their homes. English, Spanish, and Tagalog remain the top languages spoken at home by SamTrans riders.

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
English	68	70	85
Spanish	26	27	31
Tagalog	17	14	15
Cantonese	3	3	3
Mandarin	3	3	2
Hindi/other Indian language	1	2	2
Other (Unspecified)	1	1	1
Burmese	1	-	-
Arabic	1	1	<1

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
English	68	69	70	65
Spanish	26	27	23	28
Tagalog	17	15	18	19
Cantonese	3	4	3	3
Mandarin	3	3	2	2
Hindi/other Indian language	1	2	1	1
Other (Unspecified)	1	1	1	1
Burmese	1	1	1	1
Arabic	1	1	1	1

(Multiple answers accepted on this question)

(See Statistical Table Q20)

* Incomplete list. Only languages specified by 1% or more overall are shown. See cross tabulated tables for the entire list.

PERSONAL ENGLISH PROFICIENCY

Q20. How well do you speak English? Very Well; Well, Not Well; Not at All

Overall, most (80%) of respondents speak English well or very well. This is slightly less than the 82% who did so in 2015 and 2012.

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
Very well (4)	59	63	62
Well (3)	22	19	20
Not well (2)	11	10	10
Not at all (1)	3	3	3
No answer	6	5	5
	100	100	100
MEAN (Out of 4.0)	3.44	3.50	3.49

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
Very well (4)	59	61	58	53
Well (3)	22	21	21	25
Not well (2)	11	10	11	12
Not at all (1)	3	3	3	3
No answer	6	5	6	6
	100	100	100	100
MEAN (Out of 4.0)	3.44	3.47	3.43	3.37

(See Statistical Table Q21)

ENGLISH PROFICIENCY IN HOME

Q22. In your home, is English spoken: Very Well; Well; Not Well; Not at All

Overall, nearly three-quarters (72%) of respondents speak English at least well in their homes.

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
Very well (4)	45	57	55
Well (3)	28	24	25
Not well (2)	12	11	11
Not at all (1)	7	5	4
No answer	9	4	5
	100	100	100
MEAN (Out of 4.0)	3.20	3.37	3.37

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
Very well (4)	45	45	46	42
Well (3)	28	28	27	30
Not well (2)	12	12	11	11
Not at all (1)	7	7	7	8
No answer	9	8	9	9
	100	100	100	100
MEAN (Out of 4.00)	3.20	3.19	3.23	3.17

(See Statistical Table Q22)

ETHNICITY

Q23. Which of the following describes your ethnic background? (multiple responses accepted)

One third of SamTrans riders (32%) are Hispanic.

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
Hispanic/Latino	32	33	36
Filipino	25	21	21
White/Caucasian	21	25	22
Chinese	8	8	7
Black/African American	7	9	9
Other Asian	4	4	4
Pacific Islander	1	2	1
Indian/Pakistani	1	-	-
Vietnamese	1	1	1
Middle Eastern	1	-	-
American Indian/Alaskan Native	<1	1	1
All other	2	1	4
No answer	7	5	5

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
Hispanic/Latino	32	32	32	30
White/Caucasian	25	25	24	26
Filipino	21	21	21	19
Black/African American	8	9	8	7
Chinese	7	6	6	8
Other Asian	4	3	4	4
Pacific Islander	1	1	1	2
Vietnamese	1	1	1	<1
Native American/Alaskan Native	1	1	1	<1
All other	1	<1	<1	1
No answer	<1	1	<1	<1

(Multiple answers accepted)

(See Statistical Table ETHNICITY)

HOME COUNTY (BASED ON ZIP CODE)

Q23. What is your home ZIP Code?

J San Mateo County is home to most of the riders surveyed (64%).

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
San Mateo County	64	66	73
San Francisco County	6	6	7
Alameda County	1	1	1
Santa Clara County	1	7	2
Contra Costa County	<1	1	<1
Solano County	<1	<1	<1
Marin County	<1	<1	<1
Napa County	<1	-	-
Sonoma County	<1	-	-
Outside Bay Area	2	2	2
No answer	25	18	15
	100	100	100

(See Statistical Table CITY)

HOME CITY (BASED ON ZIP CODE)

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
SAN MATEO COUNTY	64	66	63	64
DALY CITY	25	27	24	21
SAN MATEO	9	7	9	11
SOUTH SAN FRANCISCO	6	5	8	6
REDWOOD CITY	6	7	5	6
PACIFICA	4	5	4	4
SAN BRUNO	4	3	4	5
PALO ALTO	3	2	2	3
BURLINGAME	2	2	2	2
MENLO PARK	1	1	1	1
HALF MOON BAY	1	1	1	<1
BELMONT	1	1	1	1
MILLBRAE	1	1	1	2
SAN CARLOS	1	1	1	1
BRISBANE	<1	1	<1	<1
EL GRANADA	<1	<1	<1	<1
MOSS BEACH	<1	<1	<1	-
PESCADERO	<1	<1	<1	<1
PORTOLA VALLEY	<1	<1	-	-
MONTARA	<1	<1	<1	-
SAN GREGORIO	<1	<1	<1	-
ATHERTON	<1	-	<1	<1
LA HONDA	<1	<1	-	-
SAN FRANCISCO COUNTY	6	5	6	10
SAN FRANCISCO	6	5	6	10
ALAMEDA COUNTY	1	1	2	1
OAKLAND	1	1	1	-
HAYWARD	<1	<1	<1	<1
BERKELEY	<1	<1	<1	<1
EMERYVILLE	<1	<1	<1	<1
ALBANY	<1	<1	<1	-
FREMONT	<1	<1	<1	-
ALAMEDA	<1	<1	<1	-
SAN LEANDRO	<1	<1	-	-
ALAMEDA	<1	<1	<1	-
UNION CITY	<1	-	<1	-
NEWARK	<1	<1	<1	-
SAN LORENZO	<1	-	<1	-
PIEDMONT	<1	<1	-	-
SANTA CLARA COUNTY	1	1	1	1
SAN JOSE	<1	<1	<1	1

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
MOUNTAIN VIEW	<1	<1	<1	-
SUNNYVALE	<1	<1	<1	<1
SANTA CLARA	<1	<1	<1	<1
LOS ALTOS	<1	<1	-	-
CUPERTINO	<1	-	<1	<1
MILPITAS	<1	<1	-	-
MORGAN HILL	<1	<1	-	-
STANFORD	<1	-	<1	-
CONTRA COSTA COUNTY	<1	<1	<1	<1
HERCULES	<1	<1	<1	<1
RICHMOND	<1	<1	<1	-
SAN PABLO	<1	<1	<1	-
PINOLE	<1	-	-	<1
ANTIOCH	<1	<1	-	-
PORT COSTA	<1	-	<1	-
CONCORD	<1	-	<1	-
WALNUT CREEK	<1	-	<1	-
BRENTWOOD	<1	<1	-	-
PLEASANT HILL	<1	<1	-	-
SOLANO COUNTY	<1	<1	<1	<1
VALLEJO	<1	<1	<1	
SUISUN CITY	<1	-	-	<1
BENICIA	<1	<1	-	-
MARIN COUNTY	<1	<1	<1	-
SAN RAFAEL	<1	<1	<1	-
KENTFIELD	<1	<1	-	-
MARSHALL	<1	<1	-	-
SAUSALITO	<1	<1	-	-
NAPA COUNTY	<1	-	<1	-
AMERICAN CANYON	<1	-	<1	-
SONOMA COUNTY	<1	<1	-	-
WINDSOR	<1	<1	-	-
OUTSIDE BAY AREA	2	1	3	1

(See Statistical Table CITY)

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

DEMOGRAPHICS

Included below is the demographic data of survey respondents.

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
Gender				
Male	41	40	42	41
Female	44	45	43	42
Non-Binary/Other	<1	<1	<1	<1
No answer	15	15	15	17
Employment Status				
Employed Full Time	34	32	34	38
Student	21	25	18	16
Employed Part Time	20	20	20	19
Retired	9	7	10	9
Unemployed	7	7	7	6
Homemaker	2	2	2	1
No answer/multiple responses	12	12	12	13
Age				
13 to 18 years old	18	24	14	11
19 to 24 years old	12	12	13	9
25 to 34 years old	12	12	12	12
35 to 44 years old	10	9	10	14
45 to 54 years old	11	11	11	12
55 to 64 years old	12	11	12	15
65 years or older	12	8	16	14
No answer	13	13	12	14
Average (Mean)	39	36	41	43
Education				
Some High School or Less	16	21	12	12
High School Graduate	23	20	26	23
Some College or Technical School	18	16	19	19
College Graduate	20	18	20	21
Post Graduate	6	6	6	6
Blank/Multiple Responses	18	19	17	19
Questionnaire Language				
English	89	91	88	85
Spanish	11	9	12	15

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
Income				
Less than \$10,000/year	16	14	18	16
\$10,000 to \$24,999/year	14	12	13	17
\$25,000 to \$49,999/year	22	21	21	26
\$50,000 to \$74,999/year	8	8	8	8
\$75,000 to \$99,999/year	5	4	5	5
\$100,000 or more/year	8	10	6	6
No answer	29%	31%	28%	23%
Average (Mean)	\$49,436	\$55,448	\$45,299	\$43,986
Ridership Segment	46			
Weekday Peak	39			
Weekday Off-Peak	15			
Weekend	<1			

(See Statistical Tables Q16-STRATA)

Appendix A: QUESTIONNAIRE

21. How well do ***you*** speak English?

☐ Very well ☐ Well ☐ Not well ☐ Not at all

22. In your home, is English spoken:

☐ Very well ☐ Well ☐ Not well ☐ Not at all

23. Which of the following best describes your ethnic background? (*Check ALL that apply*)

<input type="checkbox"/> White/Caucasian	<input type="checkbox"/> Filipino
<input type="checkbox"/> Hispanic/Latino	<input type="checkbox"/> Vietnamese
<input type="checkbox"/> Black/African American	<input type="checkbox"/> Other - <i>specify</i> :
<input type="checkbox"/> Chinese	_____

24. What is your ***home ZIP code***? ____ ____ ____ ____ ____

25. Annual Household Income (*before taxes*)

<input type="checkbox"/> Less than \$10,000/year	<input type="checkbox"/> \$40,000 - \$49,999
<input type="checkbox"/> \$10,000 - \$24,999	<input type="checkbox"/> \$50,000 - \$74,999
<input type="checkbox"/> \$25,000 - \$29,999	<input type="checkbox"/> \$75,000 - \$99,999
<input type="checkbox"/> \$30,000 - \$39,999	<input type="checkbox"/> \$100,000 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. 16, 2018**. (No postage necessary. Please fold, then tape the side where indicated; no staples.)*

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

Name

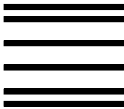
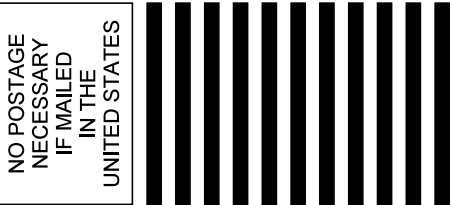
(_____)_____
Phone number

e-mail

May we contact you in the future about participating in surveys or focus groups?

☐ Yes ☐ No

* SamTrans employees and their dependents, along with directors, consultants, contractors and CAC members are not eligible. SamTrans respects your privacy - we will not share your information or use it to identify survey responses.



BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA

POSTAGE WILL BE PAID BY ADDRESSEE

PASSENGER SURVEY
SAMTRANS
PO BOX 3006
SAN CARLOS CA 94070-9927



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.

Please tell us about your SamTrans trips

1. How long have you been riding SamTrans?
- | | |
|---------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> 6 months or less | <input type="checkbox"/> 1-3 years |
| <input type="checkbox"/> More than 6 months | <input type="checkbox"/> More than 3 years |
- but less than 1 year
2. How ***often*** do you usually ride SamTrans?
- | | |
|----------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> 6-7 days/week | <input type="checkbox"/> 2 days/week |
| <input type="checkbox"/> 5 days/week | <input type="checkbox"/> 1 day/week |
| <input type="checkbox"/> 4 days/week | <input type="checkbox"/> 1-3 days/month |
| <input type="checkbox"/> 3 days/week | <input type="checkbox"/> Less than once a month |
3. What is your ***main reason*** for riding SamTrans? (*Check up to TWO*)
- | | |
|-------------------------------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Don't have a car or don't drive | <input type="checkbox"/> Employer helps pay for transit pass |
| <input type="checkbox"/> Avoid traffic | <input type="checkbox"/> Relax or reduce stress |
| <input type="checkbox"/> Lack of or cost of parking | <input type="checkbox"/> Faster than other options |
| <input type="checkbox"/> Ability to do other things (read, sleep, etc.) | <input type="checkbox"/> Save money (gas, wear and tear on car) |
| <input type="checkbox"/> Help the environment | |
| <input type="checkbox"/> Other - <i>specify</i> : _____ | |

Please tell us about THIS trip

4. How did you pay for **this bus trip**?
- | | |
|---------------------------------------------------------|--------------------------------------------------------------------|
| <input type="checkbox"/> Cash | <input type="checkbox"/> Paper SamTrans Monthly Pass |
| <input type="checkbox"/> Clipper cash value | <input type="checkbox"/> Clipper SamTrans Monthly Pass |
| <input type="checkbox"/> Token | <input type="checkbox"/> Caltrain Monthly Pass (<i>2+ zones</i>) |
| <input type="checkbox"/> Day Pass | <input type="checkbox"/> Way2Go Pass |
| <input type="checkbox"/> SamTrans Mobile App-One Way | |
| <input type="checkbox"/> SamTrans Mobile App-Day Pass | |
| <input type="checkbox"/> Other - <i>specify</i> : _____ | |



5. What is your fare category?

☐ Adult (Age 19 through 64)

☐ Youth (Age 18 and younger)

☐ Senior

☐ Disabled

☐ Medicare cardholder

6. What is the **main purpose** of your trip today?
(Check only ONE)

☐ Work

☐ Shopping

☐ School

☐ Other - specify:

☐ Social or recreational

7a. How did you get **TO** the bus stop where you **BOARDED** this bus?

☐ Walked all the way

☐ Bicycled

☐ Another SamTrans bus

☐ BART

☐ Caltrain

☐ Muni

☐ VTA

☐ AC Transit

☐ Uber, Lyft, or similar

☐ Free shuttle

☐ Drove car

☐ Got dropped off by car

☐ Other - specify:

7b. After you get **OFF** this bus, how will you get **FROM** the bus stop to your final destination?

☐ Walk all the way

☐ Bicycle

☐ Another SamTrans bus

☐ BART

☐ Caltrain

☐ Muni

☐ VTA

☐ AC Transit

☐ Uber, Lyft, or similar

☐ Free shuttle

☐ Drive car

☐ Get picked up by car

☐ Other - specify:

8. Including this bus, how many **total SamTrans** buses will you ride to make **this one-way trip**?

☐ 1

☐ 2

☐ 3

☐ 4+

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

☐ Yes (rode SamTrans earlier today or will ride later today)

☐ No

How are we doing?

10. 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**.

Very Satisfied

Very Dissatisfied

a. Cleanliness of bus (exteriors and interiors)	5	4	3	2	1	NA
b. Courtesy of bus operators	5	4	3	2	1	NA
c. Feeling of personal security on bus	5	4	3	2	1	NA
d. Availability of information on buses (schedules, brochures, notices, audio)	5	4	3	2	1	NA
e. Bus real-time departure prediction (At transit centers, 511, SamTrans Mobile App)	5	4	3	2	1	NA
f. On-time performance	5	4	3	2	1	NA
g. Frequency (How often buses run)	5	4	3	2	1	NA
h. Convenience of routes (Goes where you want to go)	5	4	3	2	1	NA
i. Value for the money	5	4	3	2	1	NA
j. Communication of bus changes (Schedule, fare changes)	5	4	3	2	1	NA
k. Helpfulness/courtesy of Customer Service Center (1-800-660-4287)	5	4	3	2	1	NA
l. Overall experience with SamTrans	5	4	3	2	1	NA

Please tell us about YOU

11. Where do you access the bus schedule and real-time departure information?

☐ Printed timetable

☐ 511.org schedule information

☐ www.samtrans.com

☐ 511.org real-time departure

☐ SamTrans Customer Service (1-800-660-4287)

☐ Call or text 511 for real-time departure

☐ Google maps

☐ SamTrans Mobile App

☐ Other - specify:

12. What is your main source for local news and events?

☐ Newspaper - which one?

☐ Radio - which one?

☐ Internet - which one?

☐ Social media - which one?

☐ TV news - which one?

☐ Mobile app - which one?

☐ Other - specify

13. Do you currently have a checking account, a savings account, or a credit card?

☐ Yes

☐ No

☐ Don't Know

14. Where do you access the internet?

☐ I don't have access to Internet

☐ Cell/mobile

☐ Home

☐ Other mobile device (e.g., tablet, e-reader)

☐ Work

☐ Library or other public area

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

☐ High school graduate

☐ Post graduate

☐ Some college or technical school

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

☐ 25-34

☐ 55-64

☐ 13-18

☐ 35-44

☐ 65 or older

☐ 19-24

☐ 45-54

20. Which **languages** are regularly spoken in your home?

☐ English

☐ Tagalog

☐ Spanish

☐ Vietnamese

☐ Mandarin

☐ Hindi or other Indian language

☐ Cantonese

☐ Other - specify:

[2]

Open →

[3]

[4]

21. ¿Qué tan bien habla ***usted*** el inglés?

☐ Muy bien☐ Bien☐ No muy bien☐ No lo hablo

22. En su casa, el inglés se habla:

☐ Muy bien☐ Bien☐ No muy bien☐ No se habla

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

☐ Blanco/Caucásico☐ Filipino☐ Hispano/Latino☐ Vietnamita☐ Negro/Afro-americano☐ Otro - *especifique:*
☐ Chino

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

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

☐ Inferior a \$10,000/year☐ \$10,000 - \$24,999☐ \$25,000 - \$29,999☐ \$30,000 - \$39,999

☐ \$40,000 - \$49,999☐ \$50,000 - \$74,999☐ \$75,000 - \$99,999☐ \$100,000 o superior

¿Comentarios o sugerencias para SamTrans?

Comentarios adicionales:

¡Gracias por completar esta encuesta! Por favor regrésela al encuestador en el autobús o envíenos por correo antes de **Noviembre 16, 2018**. (No necesita estampilla. Por favor dóblela y cierre el lado que se indica con cinta adhesiva; no grapas.)

¡Entre para ganarse un certificado de regalo de \$200 o un Pase Mensual!*

Nombre

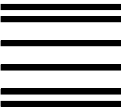
Número de Teléfono

Correo electrónico

Podemos comunicarnos con Usted en el futuro para un grupo de enfoque?

☐ Si☐ No

** Los empleados de SamTrans y sus dependientes, junto con los directores, consultores, contratistas y miembros del CAC no son elegibles. SamTrans respeta su privacidad - no compartiremos su información o no la usaremos para identificar respuestas en la encuesta.*



BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA

POSTAGE WILL BE PAID BY ADDRESSEE

PASSENGER SURVEY

SAMTRANS

PO BOX 3006

SAN CARLOS CA 94070-9927



Estimado Pasajero de SamTrans,

samTrans

Por favor tome un momento para completar esta encuesta para ayudar a SamTrans a servirle mejor. Usted también puede entrar en una rifa para ganar ***un certificado de regalo de \$200 o uno de cinco pases mensuales de SamTrans gratis*** al llenar la información opcional al final de esta encuesta. Apreciamos su patrocinio - ¡Gracias por viajar con SamTrans!

Sus respuestas son confidenciales y se usarán para propósitos estadísticos solamente. Una vez completada, devuelva su encuesta al entrevistador de a bordo o deposítela en cualquier buzón de correo de EE.UU. (no necesita estampilla).

Por favor diganos acerca de sus viajes con SamTrans

1. ¿Hace cuánto tiempo que está viajando con SamTrans?

☐ 6 meses o menos☐ Más de 6 meses

☐ 1-3 años☐ Más de 3 años

pero menos de un año

2. ¿Con cuánta frecuencia viaja usted con SamTrans?

☐ 6-7 dias/semana☐ 5 dias/semana☐ 4 dias/semana☐ 3 dias/semana

☐ 2 dias/semana☐ 1 dias/semana☐ 1-3 dias/mes☐ Menos de una vez al mes

3. ¿Cuál es su ***razón principal*** para viajar con SamTrans? *(Marque hasta DOS.)*

☐ No tengo auto o no manejo☐ Evitar el tráfico☐ No hay parqueo o costo de parqueo☐ Posibilidad de hacer otras cosas (leer, dormir, etc..)☐ Ayudar al medio ambiente☐ Otro – *especifique:*

☐ El empleador ayuda a pagar por el pase de tránsito☐ Relajarse o reducir el estrés☐ Más rápido que otras opciones☐ Ahorrar dinero (gasolina, desgaste del carro)

Por favor diganos acerca de ESTE via viaje

4. ¿Cómo pagaste para este viaje en autobús?

☐ Efectivo☐ Clipper valor en efectivo☐ Ficha☐ Pase Diario☐ Aplicación móvil SamTrans – viaje de ida☐ Otro – *especifique:*

☐ Pase Mensual SamTrans de papel☐ Pase mensual SamTrans en Clipper☐ Pase mensual de Caltrain *(2+ zonas)*☐ Pase Way2Go☐ Aplicación móvil SamTrans – pase diario

5. ¿Cuál es la categoría de su tarifa?

☐ Adulto (de 19 a 64 años)

☐ Joven (18 años o menor)

☐ Anciano

☐ Discapacitado

☐ Afiliados a Medicare

6. ¿Cuál es el **propósito principal** de su viaje ahora?

(Marque sólo UNA.)

☐ Trabajo☐ Compras

☐ Escuela☐ Otro - especifique:

☐ Social o recreacional

7a.¿Cómo llegó **a** la parada donde **abordó** este autobús?

☐ Caminé

☐ Viajé en bicicleta

☐ Otro autobús de SamTrans

☐ BART

☐ Caltrain

☐ Muni

☐ VTA

☐ AC Transit

☐ Uber, Lyft o similar

☐ Autobús gratis

☐ Manejé el carro

☐ Me trajeron en carro

☐ Otro - especifique:

7b. Después que se **baje** de este autobús, ¿cómo **llegará de** la parada de autobús a su destino final?

☐ Caminaré

☐ Viajaré en bicicleta

☐ Otro autobús de SamTrans

☐ BART

☐ Caltrain

☐ Muni

☐ VTA

☐ AC Transit

☐ Uber, Lyft o similar

☐ Autobús gratis

☐ Manejaré el carro

☐ Me recogerán en carro

☐ Otro - especifique:

8. Incluyendo este autobús, ¿cuál es el **total de autobuses de SamTrans** que tomará para hacer este **viaje de ida**?

☐ 1☐ 2☐ 3☐ 4+

9. ¿Va a hacer un viaje de ida y vuelta en SamTrans hoy?

☐ Si (viajé temprano con SamTrans o viajaré más tarde este día)

☐ No

¿Cómo lo estamos haciendo?

10. Por favor díganos si SamTrans está satisfaciendo sus necesidades evaluando cada artículo abajo. Marque con un círculo un número del uno al cinco para indicar 5=Muy Satisfecho y 1=Muy Insatisfecho. Si la pregunta no es pertinente, marque NA para indicar que no es pertinente

Muy Satisfecho

Muy Insatisfecho

a. Limpieza del autobús (exterior e interior)	5	4	3	2	1	NA
b. Cortesía de los operadores del autobús	5	4	3	2	1	NA
c. Sentimiento de seguridad en los autobuses	5	4	3	2	1	NA
d. Disponibilidad de información en los autobuses (horarios, folletos, avisos, audio)	5	4	3	2	1	NA
e. Predicción de salida de autobuses en tiempo real (En los centros de tránsito y 511)	5	4	3	2	1	NA
f. Corren a tiempo	5	4	3	2	1	NA
g. Frecuencia (Qué a menudo corren los autobuses)	5	4	3	2	1	NA
h. Conveniencia de las rutas (Va a donde usted quiere ir))	5	4	3	2	1	NA
i. Valor por su dinero	5	4	3	2	1	NA
j. Comunicación de cambios en los autobuses (horario, cambio de tarifas)	5	4	3	2	1	NA
k. Servicio/cortesía del Centro de Servicio al Cliente (1-800-660-4287)	5	4	3	2	1	NA
l. Su experiencia general con SamTrans	5	4	3	2	1	NA

Por favor díganos acerca de Usted

11. Dónde tiene acceso al horario de buses y de salidas en tiempo real?

☐ Tablas de horario impresas☐ 511.org información de horario

☐ www.samtrans.com☐ 511.org horario de salida tiempo real

☐ SamTrans Servico al Cliente (1-800-660-4287)☐ Llamada o texto al 511 para salida en tiempo real

☐ Mapas de Google☐ Otro - especifique:

☐ Otro - especifique:

☐ SamTrans Aplicación móvil

12. ¿Cuál es su fuente principal de noticias y eventos locales?

☐ Periódico - ¿cuál?

☐ Radio - ¿cuál?

☐ Internet - ¿cuál?

☐ Redes sociales - ¿cuál?

☐ Noticiero de TV - ¿cuál?

☐ Aplicación móvil - ¿cuál?

☐ Otro - especifique:

13. En la actualidad, ¿tiene usted una cuenta corriente, cuenta de ahorros o tarjeta de crédito?

☐ Sí☐ No☐ No sé

14. ¿Donde tienes acceso a internet?

☐ No tengo acceso a Internet☐ Celular/móvil

☐ Casa☐ Otro dispositivo móvil (por ej. tableta, lector electrónico)

☐ Trabajo☐ Biblioteca o otras áreas públicas

15. ¿Es dueño o tiene acceso a un carro?

☐ Sí☐ No

16. Es usted:

☐ Hombre☐ Mujer

17. ¿Cuál es el nivel más alto de **educación** que completo?

☐ Alguna escuela secundaria o menos☐ Graduado de la universidad

☐ Graduado de escuela secundaria

☐ Alguna universidad o escuela técnica☐ Pos graduado

18. ¿Cuál es su **estado de empleo** actual?

☐ Empleado tiempo completo (40 o más horas a la semana)☐ Empleado medio tiempo (menos de 40 horas a la semana)

☐ Estudiante☐ Ama de casa

☐ Jubilado☐ Desempleado

19. ¿A cuál de las siguientes categorías pertenece su **edad**?

☐ Menor de 13☐ 25-34☐ 55-64

☐ 13-18☐ 35-44☐ 65 o mayor

☐ 19-24☐ 45-54

20. ¿Cuáles **idiomas** se hablan regularmente en su casa?

☐ Inglés☐ Tagalo

☐ Español☐ Vietnamita

☐ Mandarín☐ Hindi u otro idioma

☐ Cantones

☐ Otro - especifique:

[2]

[3]

[4]

Appendix B: METHODOLOGY

DESCRIPTION OF METHODOLOGY

FIELD PROCEDURES

In total, 10 interviewers worked on the 2018 study. The training session for interviewers was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Monday, October 8, 2018. Field interviewing was conducted between October 9 and November 15, 2018.

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. Those who could not use the English or Spanish survey instruments due to language issues were offered a card with a phone number which enabled the respondent to have the survey questions asked of them via an interpreter on a language line.

Interviewers returned completed questionnaires to the CC&G office within 24 hours of shift completion. 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

In total, 4,229 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 1.34% (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. Surveying was attempted on all regular fixed-route buses, as well as many school/community routes, and surveys were collected on 36 of these routes (including all heavily traveled and medium traveled 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 ECR, 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 579 individual survey runs were completed on these sampled routes.

Routes were selected 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 route locations were also considered 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. About 85% of the shifts were assigned to weekday routes, and 15% to weekend routes. Although it was not a separate region, routes were also selected to ensure proper coverage of the Coastsides region of SamTrans' service area (e.g. in and around Pacifica and Half Moon Bay).

Segmentation groupings are shown below.

WEEKDAY

Route Type	Average Weekday Ridership	# of Routes	Approximate Shift
			Allocation (%)
Highly traveled routes	1,000+ Passengers	9	35%-40%
Moderately traveled routes	200-999 Passengers	16	25%-30%
Lightly traveled routes	Fewer than 200 Passengers	45	15%-20%

WEEKEND

Route Type	Average Daily Weekend Ridership	# of Routes	Approximate Shift
			Allocation (%)
Highly traveled routes	1,000+ Passengers	5	5%-8%
Moderately traveled routes	200-999 Passengers	11	4%-7%
Lightly traveled routes	Fewer than 200 Passengers	10	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 2018. The data was then weighted according to 6 different weights:

*Weekday – low, medium, and high volume routes; and

*Weekend – low, medium, and high volume routes.

The comparison below shows the breakdown of actual October 2018 riders on low, medium, and high volume routes, compared to the actual number of surveys collected on each, for both weekday and weekend ridership. The table then also shows the weight applied for each sub-group.

	Weekday			Weekend		
	High	Med	Low	High	Med	Low
Actual Riders – October 2018 (#)	2,527	573	300	439	137	24
Actual Riders - October 2018 (%)	74%	17%	9%	73%	23%	4%
Surveys Collected (#)	2,605	585	381	420	163	53
Surveys Collected (%)	73%	17%	11%	66%	26%	8%
Weight applied (#)*	1.020642	1.030141	0.82804	1.09954	0.884717	0.470775

*Includes 22 mailed in surveys where routes were unable to be determined

Appendix C: EDITING AND CODING PROCEDURES

EDITING AND CODING

This section outlines editing and coding procedures utilized on the 2018 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 Q4 and Q5, 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, Q4, Q6, Q7a, Q7b, Q11, Q12, 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 (Q7a), 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 (Q6), 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.

2018 SamTrans Triennial Customer Survey Code Sheet – Comment Code Frequencies

	(Base =1052)	
	#	%
General Unspecific Compliments	[230]	22%
Schedules – frequency / weekend / earlier / later	[202]	19%
On-Time Performance / Reliability / Speed	[172]	16%
Personnel – including driving safety, driving skills	[154]	15%
Routes – include additional / extend / more direct / more stops	[82]	8%
Fares and Fare Policy	[65]	6%
Bus Cleanliness – interior and exterior	[42]	4%
Enforcement / Security Issues	[39]	4%
Real Time Departure Sign/App	[35]	3%
Bus Overall Condition – including amenities, safety and comfort	[32]	2%
Bus Stops – shelters condition / state of repair	[17]	2%
Seat Availability / Crowding / Bigger Buses	[17]	2%
Temperature / Ventilation	[16]	2%
Transit Connections – including SamTrans, Caltrain, BART, MUNI	[12]	1%
Survey	[11]	1%
Signage / Maps / Printed Schedules / Schedule Change Notices	[9]	1%
SamTrans Phone Information / Website	[9]	1%
Strollers, Bikes, Luggage Issues	[4]	<1%
Disability / Senior Issues	[3]	<1%
Clipper	[3]	<1%

(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 2018 Triennial Onboard Survey

Interviewer Instructions

Project Overview

This project is a passenger survey being conducted on-board SamTrans buses. It is an onboard, self-administered questionnaire to be distributed and collected on specific SamTrans routes. This fieldwork will take place beginning October 9, 2018, and continue for about a month. In most cases, you will be working alone.

The San Mateo County Transit District is the administrative body for the principal public transit and transportation programs in San Mateo County. In addition to running SamTrans bus service, they also provide Redi-Wheels paratransit service, and Caltrain commuter rail. This survey will take place on SamTrans buses only – although you may travel to and from your shift on Caltrain. **You can find out more about SamTrans, including maps and schedules for all routes, on their website, www.samtrans.com.**

Safety!

Working on a moving bus can be challenging at times. Ensure your safety, as well as the safety of passengers at all times! 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. NEVER block passengers entering or exiting the bus.

You are required to wear your backpack while surveying on board the bus. Since many buses have very narrow aisles, please be aware of your movement and avoid injuring passengers with your backpack.

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.

Tips for Getting Everyone to Complete a Questionnaire

1. **Be prepared and professional!** Whether you enter the bus organized and with a smile on your face, or disorganized, uncertain, and panicked – passengers are watching. Just like a job interview begins as you enter the door of an office, remember that riders are making an assessment of you as you wait for/enter the bus.
2. **Politely introduce yourself to the bus driver.** Be sure your badge is on and your access letter is handy. Remember that you are on the driver's vehicle and treat them with respect.
3. As you hand out surveys, **give a short introduction** about the survey. You need to reach everyone on the bus – so avoid lengthy explanations or conversations.
4. **Do not ask riders if they want to fill out the survey, but rather, use a positive approach.** Some phrases which work well include: “We need your opinions on this survey.” If they hesitate, you might add: “We want to know what you think.”
5. **Be easygoing and friendly.** Answer questions about the survey so passengers can complete the questionnaire – but **avoid questions seeking YOUR opinion or lengthy discussions (whether about the survey or not).** Some riders will try to engage you in a conversation they feel passionately about. Instead of joining the conversation, encourage them to provide their opinion on the survey itself.

6. **Be aware of the environment on the bus.** Some early morning buses, particularly, may have riders on them who want a quiet atmosphere – lower the volume of your voice if that is desired. Conversely, on some busier buses, you may be able to give a brief introduction to many people at one time, and/or ask those around you to hand out surveys to those you cannot reach (because the bus is so crowded).

After surveys are distributed, walk through the bus every few minutes and watch for people who may have questions or are finished. 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. *Do not worry about collecting the pencils you hand out – we have plenty of those!*

Survey Eligibility

-)] Attempt to **distribute surveys to all passengers** who appear to be **13 or older**. NEVER ask someone's age. If you are uncertain – offer them a survey anyway.
-)] All riders traveling in a group should be given a questionnaire, as should couples. The surveys are NOT intended to be a group response.
-)] If someone speaks Spanish, offer them a Spanish language questionnaire. Do **NOT profile/assume someone speaks Spanish.**

Do not distribute questionnaires to:

-)] Passengers who appear to be under 13 years of age
-)] Employees of the transit system
-)] Sleeping passengers
-)] Other CC&G employees traveling on the bus

Instruct passengers to return completed surveys to you.

Important: In order to account for every questionnaire properly, the RunID **MUST** be written in the lower left-hand corner (labeled "RouteID"). You should **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. **Follow these guidelines:**

-)] **ECR, ECR Rapid, 292, and all routes in the 100’s or 300’s series** – pre-number 20 questionnaires;
-)] **All other routes in the 200’s series and Routes 14 and 17** – pre-number 10 questionnaires;
-)] **All route numbers under 100 (other than 14/17), SFO and FLX Pacifica** – pre-number 5 questionnaires.
-)] ***You can always pre-number more than the above guidelines, and should do so if you are surveying Monday-Friday during AM Peak (6 am – 9 am) or PM Peak (3 pm – 6 pm) hours.***

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

Handling Refusals and Survey Completion Options

Getting to "Zero Refusals"

Here are some tips to help you address refusals and convert them into participation:

-)] **In some cases, it can help to find out the reason behind a ‘no’.** When someone refuses, they may be objecting to some part of survey participation, or they do not understand what you are asking. Sometimes, they are just not having a good day. Find out what they are objecting to, if you can, and offer a solution. ***If they say 'no' again, you will need to stop there in most cases – we want to be assertive, but not overbearing.***

- J **Use positive language to overcome resistance.** Some passengers may ask, "Is this survey required??" Do not go on the defensive, but instead, respond in a positive manner: "No, but we greatly value your input and hope you will participate anyway."
- J **Use the "domino effect" in your favor.** If you start at one end of the bus, and get a refusal, do not stay in that area – move to another area and ask other passengers. Passengers who hear other passengers participating are more likely to participate themselves. Passengers who hear other passengers refuse are more likely to refuse. Get and keep the positive responses going!
- J **Offer solutions to "I have no time."** Some passengers are doing something else on their trip (working, sleeping, "me time") and do not want to do the survey just then. Other passengers may be taking a very short trip, and they do not feel they have enough time to complete the survey. Point out to them that they may complete it later and mailing it in – just by folding it and affixing tape where indicated. (No postage is necessary.) **But use this as a last resort -- most people who say they will mail it in . . . never do.**
- J **Do NOT assume they will refuse because they are using a tablet, phone, or other device.** If they are in a conversation on their phone, you can hand the survey to them. If they are working, politely explain they can complete it later – and repeat the options above.
- J **Briefly address questions/concerns.** If a passenger is concerned about privacy, let them know that they do not have to provide the contact information on page 5, and the survey results are viewed together (as data), not as individual responses. You may also let them know we are conducting this **and we are a market research company – we NEVER participate in sales-related activities. We ONLY do market research.** Thus, the results will be used to help improve SamTrans – nothing else.
- J **For patrons who speak a language other than English or Spanish, who are blind, or who are otherwise unable to fill out the survey,** ask the person if they are able to have someone help them with the survey at home, and point out the mail-back panel. **You may also provide them with a postcard with the telephone number as well. Although the cards have a description in English, Spanish, Chinese, and Tagalog - they can participate in this manner even if they speak some other language. This number is also helpful if they speak English or Spanish, but have difficulty in reading/writing on the questionnaire.**
- J **You may need to (quickly) decide whether to take an incomplete survey or encourage them to participate via return mail.** A survey will not be considered complete unless at least half of the questions have been answered (e.g. about 2.5 of the 5 pages of the questionnaire). If the passenger has filled out at least half the survey, it is better to accept the survey with skipped questions than to risk losing that survey (which is very unlikely to be mailed in).

Survey Quality Assurance - Completeness

- J Be sure to **tell the patrons to fill in all pages** of the survey.
- J **Some respondents may not realize there are questions inside – do a quick check to be sure they have not missed the inside pages of the survey.** Handing patrons the survey with the survey opened will help them see there are inside pages.

Tracking Completes and Non-Responses

You will complete a Survey Control Sheet (White Card) for EVERY run of your shift. (A 'run' has its own **Run number** on the detailed schedule, and is one specific bus you survey from a start point to an end point.) **Most of the survey control sheet MUST be completed IN REAL TIME (that is, as you are distributing and collecting surveys on the bus).**

At the Start of Each Run, Enter:

-] The current date and day
-] Route number of the bus you are boarding (Route #)
-] Your last name
-] The specific location where you are boarding the bus to start the run. (Trip Start Location)
-] The time the run started (e.g. the time you boarded the bus)

During your run, keep track of 4 KEY items in real time:

1. **The number of questionnaires distributed.** English surveys come in packs of 25, and Spanish surveys in packs of 10, to help you keep track.
2. **A tally of all non-responses** (passengers under 13, refusals, already participated, etc.) on your survey control sheet. **Use a 'hash mark' (e.g. ~~||||~~) to keep track of these quickly.**
3. The **actual start time/place for your run.**
4. The **actual end time/place for your run.**

At the end of each Run, enter on the survey control sheet:

-] 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

When you fully complete your Survey Control Sheet, **every person who was on the bus should be represented – either in the top half (received a questionnaire) or on the bottom half (non-response).**

Non-Response Definitions

Refusal – Anyone who does not take a survey because they do not want to (and is not covered by one of the categories below).

Under 13 – Anyone who is obviously under 13 years of age. NEVER ask someone their age – if you are uncertain, assume they are at least 13 and offer a survey.

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 English or Spanish count as a Language Barrier.*** Write the language spoken/apparently spoken – particularly if you have more than one or two Language Barrier non-responses. ***Be sure to offer them a multi-lingual post card so they can participate – and note the card distribution on the survey control sheet and packet envelope.***

Sleeping – NEVER wake up someone who is asleep. However, keep an eye on the passenger – if they wake up, offer them a survey (and erase the non-response from this category).

Already Participated – This is someone who has already completed a survey – either on the current route or another route.

Other (specify) – Use this for all other non-responses. This includes:

-] On-duty law enforcement;
-] SamTrans employees; and
-] CC&G surveyors traveling to/from shifts.
-] **Specify which of the "Other" categories the person/people belong to. "Other" non-responses with no reason specified are automatically coded up to "Refusals."**
-] **The Other (specify) option is NOT for those on the phone, on a computer, etc. These are automatically coded up to "Refusals."**

At the End of Each Bus Shift

-] Be sure ALL Survey Control sheets are completely filled out. Tally the total number of questionnaires distributed, questionnaires returned, and total non-responses.
-] All returned surveys and the completed survey control sheet should be rubber-banded together and placed in the appropriate packet envelope.
-] Be sure you fill out the front of the packet envelope **for each run. Transfer the total number of completes and total number of non-responses to the sheet on the front of the packet envelope.**
-] **Note on the front of the packet envelope any unusual happenings that may have affected transit service or passengers' experience on this shift.**
 - o DO write notes on: Heating/air conditioning issues, door issues, or other items on board the bus; disruptive passengers; police/emergency activity; or any circumstances which caused you to exit early and/or at a different stop, or for the bus to be substantially late (more than 15-20 minutes).
 - o DO NOT write notes which are not a part of the survey – e.g. weather conditions (unless incredibly extreme) or driver comments.
 - o Remember you are an impartial interviewer – so your opinions about whether passengers are nice, mean, etc., SHOULD NEVER be aired.
 - o DO NOT wait to tell someone at check-in/drop-off anything relevant without writing it down on the packet/control sheet FIRST!
-] **TURN IN ALL COMPLETED WORK WITHIN 24 HOURS.** Initially, you will need to check in your work. Once you no longer have to check in, you MUST drop off completed work within 24 hours. You can either:
 - o Turn it in to Carol or Jon during office hours; or
 - o Drop it in the trunk in the office lobby.

Important Information About This Project

This survey project has several elements you will need to understand clearly.

1. A system map will be provided to you today, which will help you understand the general travel direction of the routes you survey. **However, you may also want to look up maps for specific start, transfer, and end locations.**
2. SamTrans travels throughout San Mateo County. All bus routes serve San Mateo county, with a few heading north into San Francisco and a few heading south into Palo Alto (Santa Clara County).
3. Many streets cross multiple cities (El Camino Real, Hillsdale Boulevard, etc.).
4. SamTrans schedules often do NOT specify which side of a street your bus stop is on – the same cross-streets are often used in the same order – e.g. Airport/Linden (as an intersection) is often used

regardless of the direction you are going. Thus, take extra time to find your correct bus stop and be sure you are going the correct direction you need to go.

5. The main non-freeway road in San Mateo County is El Camino Real – usually shortened to "El Camino." Two of the system's routes – ECR and ECR Rapid – are named after the fact that much of these routes go up and down El Camino Real in San Mateo County.
6. A meal break is included in full survey shifts to maximize survey time.
 - a. **The routes scheduled before your meal break are ALMOST always a higher priority than the routes scheduled after your meal break.** The Coastside area (Pacifica/Half Moon Bay) is the exception to this – generally, your runs in Pacifica and Half Moon Bay are the priority, and other runs being used to get you to/from that area are of lesser priority.
 - b. **Note that the 'meal break' portion of the time period is 30 minutes.** Often, more than 30 minutes is provided – as this allows for late bus arrivals. It also provides a chance for you to catch up on any paperwork and be ready for the remainder of your shift, as well as making sure you are at the correct bus stop in time for the next run.
7. A number of bus stops are not right at a Caltrain station, but within 1-3 blocks of a Caltrain station. This makes looking at a map prior to your shift extremely important.
8. **NEVER take an earlier bus or board at a different stop – unless the schedule specifies it is OK to do so.**

Conduct and Communication

Good conduct and good communication are an essential part of this project, and CC&G's standard Fieldwork and Communication Protocols are an integral part of this project. Below are some of the key items to note from these protocols – remember you are representing both CC&G and SamTrans.

-] Always act professionally.
-] **Be punctual.** You should be **in place, at your starting point** at the time indicated in red type (bright yellow background), which is **15 minutes prior to the time your first bus is due**. *Failing to adhere to the published schedule, and/or starting shifts late, will lead to dismissal.*
-] **Dress in business casual attire.** This is typically long trousers and collared shirts for men, and a pair of slacks and blouse/top for women. **Wear comfortable, closed-toed shoes which allow you to walk quickly and easily maintain your balance.**
-] **Note that 'business casual' DOES NOT include t-shirts, 'sweats', workout wear, yoga pants, shorts, sandals, flip-flops, and ANY clothing with prominent brand names, logos, or slogans.**
-] All surveyors must wear their ID badges and have a valid photo ID at all times while surveying.
-] **Your surveyor badge and survey access letter permit you to ride on SamTrans SOLELY for the purposes of this study. Any other use is prohibited and cause for immediate dismissal.**
-] **You must wear your surveyor badge for every shift. If your badge is lost or stolen, you must report it to CC&G immediately.**
-] **Look ahead on the schedule.** It is part of your job to ask questions if you are unsure how you will travel there, to ask for additional maps or directions if needed, etc.
-] **Adhere to check-ins and work return deadlines.** You will be expected to check in at the beginning of the project, and there may be other check-ins announced.
 - o **Check-ins will occur for EVERYONE after you have completed your first 1 to 3 shifts.** Everyone will check in (in-depth) 1 to 3 times. For AM shifts, plan to check in IMMEDIATELY AFTER your shift. For PM Shifts, plan to check in ABOUT 45 MINUTES PRIOR to the time you need to leave for the start of your shift the next day. **If you are planning to check in at other times, you MUST contact CC&G and make those arrangements!**
 - o **Return completed work within 24 hours after the end of your shift.**
-] **Communication is part of the job.** Questions which arise, changes to protocols, updated schedules – all of these things require constant communication during the project.

- **Check your email daily.** With many people in the field from early morning to late at night, this is the best way to communicate timely (but not urgent) information so everyone is aware of it.
- **Schedules will generally be both emailed and printed. These are based on the availability you have noted in ScheduleBase and discussed with CC&G. Your availability on ScheduleBase should be accurate at least 2-4 weeks beyond the current day.**
- If for any reason you CANNOT make a shift – and it is 5 or more days away – email Carol at carolc@ccgresearch.com.
- If for any reason you CANNOT make a shift – **and the shift is less than 5 calendar days away – use the urgent notification numbers below and let CC&G know AS SOON AS POSSIBLE.**

CONTACT INFORMATION – This is also being given to you to place on your lanyard (*behind* your badge)

Corey, Canapary & Galanis – main number is (415) 397-1200

ONLY call this number for urgent matters from 8 am to 4 pm, Monday through Friday

For all other times/days:

Before 8 am Monday-Friday and before 12 noon weekends – Carol Anne Carroll (415) 200-5277

After 4 pm Monday-Friday and after 12 noon weekends – Jon Canapary (415) 577-2428

Client Contact

Julian Jest. Market Research & Development.

650-508-6245

If a passenger specifically asks for a contact at the District, provide Julian's name and phone number. **If you do give out this information, notify CC&G RIGHT AWAY.**

Preparing For Your Shift

Several days before you work a shift, look at your specific shift assignment. Check samtrans.com. Make sure you know:

1. Where your starting point is;
2. How long it will take you to reach your starting point;
3. If one run ends at one point and your next run starts at another, you will usually have to walk a short distance to reach the next run. Be sure you know where these points are; and
4. Where your ending point is – and how you will travel back from your end point either to CC&G offices (usually if on an AM shift) or home (if on a PM shift).
5. **If you are unsure of any information you need – starting point, transfer point, ending point, travel to or from – it is your responsibility to ask questions/ask for help, and to do so BEFORE the day of the shift. Look as far ahead as the schedule is issued.**

Before you leave for your shift, be sure you have the following items:

1. Backpack
2. SamTrans system map
3. Your *personal* interviewer schedule
4. System authorization letter (from SamTrans – to be shown to driver as you board)
5. Your personal survey badge
6. Apron
7. Pencils
8. SamTrans questionnaires (150 English and 50 Spanish per shift)
9. Multi-lingual postcards (pack of 10)
10. Completed Questionnaire Envelope(s) – take 1 for each run in your shift
11. Survey control sheets
12. Rubber bands
13. Interviewer Instructions (this document)
14. Clipboard
15. A watch (**NOT** a phone – if you do not have a watch – ask for one before you leave)
16. Your time sheet
17. A CC&G Clipper card (specifically issued to you)
18. Caltrain day passes (specifically issued to you)
19. Your personal identification with photo ID (provided by you)

Appendix E: SAMTRANS ROUTES SELECTED TO SAMPLE

Route #	Route Geography	WEEKDAY CLASSIFICATION	WEEKEND CLASSIFICATION
SFO	Express/Multi-City	Light	Light
FLXP	Express/Multi-City	Light	
ECR Rapid	Express/Multi-City	Moderate	Moderate
ECR	Express/Multi-City	High	High
398	Express/Multi-City	Moderate	Moderate
397	Express/Multi-City	Light	Light
296	South	High	Moderate
295	Central	Moderate	
294	Express/Multi-City	Light	Light
292	Express/Multi-City	High	High
286	South	Light	
281	South	Moderate	Moderate
280	South	Light	Light
278	Central		Light
276	Central	Light	
275	Central	Moderate	
274	Central	Moderate	
270	Central	Light	Light
260	Central	Moderate	Light
256	Central	Light	Light
251	Central	Light	Light
250	Central	High	Moderate
141	North	Moderate	Moderate
140	North	Moderate	Moderate
130	North	High	High
122	North	High	High
121	North	High	Moderate
120	North	High	High
118	Coastside	Light	
112	Coastside	Moderate	Moderate
110	Coastside	High	Moderate
95	Central	Light	
88	South	Light	
87	South	Light	
85	South	Light	
84	South	Light	
83	South	Light	
82	South	Light	
81	South	Light	

Route #	Route Geography	WEEKDAY CLASSIFICATION	WEEKEND CLASSIFICATION
80	South	Light	
79	Central	Light	
78	Central	Light	
73	Central	Light	
72	Central	Light	
68	Central	Moderate	
67	Central	Moderate	
62	Central	Light	
61	Central	Moderate	
60	Central	Moderate	
59	Central	Light	
58	Central	Light	
57	Central	Light	
56	Central	Light	
55	Central	Light	
54	Central	Light	
53	Central	Light	
49	North	Light	
46	North	Moderate	
39	North	Light	
38	North	Light	Light
37	North	Light	
35	North	Light	
29	North	Light	
28	North	Light	
25	North	Light	
24	North	Light	
19	Coastside	Light	
18	Coastside	Light	
17	Coastside	Moderate	Moderate
16	Coastside	Light	
14	Coastside	Light	Light

J. MONITORING PROGRAM

SYSTEM-WIDE SERVICE STANDARDS

Pursuant to requirements set forth in The Federal Transit Administration's (FTA) Circular 4702.1B SamTrans must establish and monitor its performance using quantitative Service Standards and qualitative Service Policies. These service standards contained herein are used to develop and maintain efficient and effective fixed-route transit service. In some cases, these standards differ from standards used by SamTrans for other purposes.

Some SamTrans standards are defined with regards to peak and off-peak hours. Peak hours are 7:00 to 9:00 a.m. and 4:00 p.m. to 6:00 p.m., intervals during which ridership tends to be highest. Off-peak hours are any times that are not within the peak hour ranges.

Exhibit J.1 displays the different types of routes that SamTrans services. Coastside routes serve the coastal communities from Half Moon Bay to Pacifica, excluding those routes that link Pacifica to Daly City. Community routes serve community-specific areas and are infrequent. Local routes carry passengers between major passenger hubs, employment centers, and residential neighborhoods. Multi-city routes serve multiple cities, including some offering long-distance, express, or late-night service.

Exhibit J.1: Routes by Category

Category	Routes
Coastside	17, 294, On Demand
Community	14, 16, 18, 19, 24, 25, 28, 29, 35, 37, 38, 39, 46, 49, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 67, 68, 72, 73, 79, 80, 81, 82, 83, 84, 85, 87, 88, 95
Local	110, 112, 118, 120, 121, 122, 130, 140, 141, 250, 251, 256, 260, 270, 274, 275, 276, 278, 280, 281, 286
Multi-city	292, 295, 296, 397, 398, ECR, ECR Rapid, FCX, SFO

The route types are determined from baseline standards. SamTrans utilized the American Community Survey 2017 5-year estimate Census data tracts to define minority and low income routes. Given the diverse population of San Mateo, the definition of minority routes in the FTA Circular rendered all routes as minority. SamTrans defined minority routes instead as any routes where more than half of the revenue miles served census tracts with a higher average percentage minority population than the countywide average of 50% percent. Any routes where more than half of the revenue miles served census tracts with a higher average percentage low income population than the countywide average of 10 percent were categorized as low-income routes.

SamTrans operates 38 routes that provide very limited service, operating up to only 12 trips per day. Accordingly, these routes are excluded in this analysis as the vehicle headway standards are inapplicable.

Exhibit J.2: Routes by Status

Route	Minority Status	Income Status
14	Non-minority	Non-low-income
16	Non-minority	Non-low-income
17	Non-minority	Low-income
18	Non-minority	Non-low-income
19	Non-minority	Non-low-income
24	Minority	Low-income
25	Minority	Low-income
28	Minority	Non-low-income
29	Minority	Low-income
35	Minority	Non-low-income
37	Minority	Low-income
38	Non-minority	Low-income
39	Minority	Low-income
46	Non-minority	Low-income
49	Non-minority	Low-income
53	Non-minority	Low-income
54	Minority	Non-low-income
55	Non-minority	Non-low-income
56	Non-minority	Non-low-income
57	Non-minority	Non-low-income
58	Non-minority	Non-low-income
59	Non-minority	Non-low-income
60	Non-minority	Non-low-income
61	Non-minority	Non-low-income
62	Non-minority	Non-low-income
67	Non-minority	Non-low-income
68	Non-minority	Non-low-income
72	Non-minority	Low-income
73	Non-minority	Non-low-income
79	Minority	Low-income
80	Non-minority	Non-low-income
81	Minority	Low-income
82	Non-minority	Non-low-income
83	Non-minority	Non-low-income
84	Non-minority	Non-low-income
85	Non-minority	Non-low-income
87	Non-minority	Non-low-income
88	Non-minority	Non-low-income
95	Non-minority	Non-low-income
110	Non-minority	Non-low-income
112	Non-minority	Non-low-income
118	Non-minority	Non-low-income
120	Minority	Low-income

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121	Minority	Non-low-income
122	Minority	Low-income
130	Minority	Non-low-income
140	Non-minority	Non-low-income
141	Minority	Low-income
250	Minority	Non-low-income
251	Non-minority	Non-low-income
256	Non-minority	Non-low-income
260	Non-minority	Non-low-income
270	Non-minority	Low-income
274	Non-minority	Low-income
275	Non-minority	Low-income
276	Non-minority	Low-income
278	Non-minority	Low-income
280	Minority	Low-income
281	Minority	Low-income
286	Non-minority	Non-low-income
292	Non-minority	Low-income
294	Non-minority	Low-income
295	Non-minority	Non-low-income
296	Minority	Low-income
397	Non-minority	Low-income
398	Non-minority	Non-low-income
ECR	Minority	Low-income
ECR Rapid	Minority	Low-income
FCX	N/A	N/A
SFO	N/A	N/A
OnDemand	Non-minority	Non-low-income

VEHICLE LOAD

Standard:

Vehicle Load Factor is defined by FTA Circular 4702.1b as “the ratio of passengers to the total number of seats on a vehicle.” For example, on a 40-seat bus, a vehicle load of 1.3 means all seats are filled and there are approximately 12 standees.” The SamTrans vehicle load standards are calculated by dividing the average peak passenger load on each route by the number of seats on the type of bus typically assigned to that route.

Exhibit J.3: Vehicle Load Factor Standards

Category	Peak	Off-Peak
Coastside	1.25	1.00
Community	1.50	N/A
Local	1.25	1.00
Multi-city	1.50	1.25

Finding:

Across all SamTrans routes, vehicle load factor standards were met. All of the SamTrans route categories and their respective routes were far from the maximum vehicle load standard, with the highest vehicle loads coming from the community routes (0.83) and the lowest vehicle loads coming from the Coastside routes (0.38).

Exhibit J.4: Actual Average Vehicle Load

Category	Average
Coastside	0.38
Community	0.83
Local	0.51
Multi-city	0.75

VEHICLE HEADWAY

Standard:

Vehicle headway is defined by FTA Circular 4702.1B as “the amount of time between two vehicles traveling in the same direction on a given line or combination of lines.” The SamTrans vehicle headway standards are calculated by determining the average length of time between buses on each route during peak and off-peak times.

Exhibit J.5: Vehicle Headway Standards

Category	Peak	Off-Peak
Coastside	90 minutes	90 minutes
Community	N/A	N/A
Local	60 minutes	60 minutes
Multi-city	30 minutes	60 minutes

Finding:

Across all SamTrans routes, vehicle headway standards were met. The highest average headway was 60 minutes for the coastside routes. The lowest average headway was 25 minutes for the multi-city routes.

Exhibit J.6: Actual Headways by Route Category

Category	Maximum Headway	Off-Peak Headway	Average Headway
Coastside	90 minutes	60 minutes	60 minutes
Community	N/A	N/A	N/A
Local	60 minutes	60 minutes	45 minutes
Multi-city	60 minutes	45 minutes	25 minutes

Exhibit J.7: Average Headways by Route Status

Category	Average Headway
Minority	27 minutes
Non-Minority	50 minutes
Low-Income	38 minutes
Non Low-Income	45 minutes

ON-TIME PERFORMANCE*Standard:*

On-time performance is defined by FTA Circular 4702.1b as “a measure of runs completed as scheduled.” A bus is considered late if it departs its scheduled time point five or more minutes later than the scheduled time. A bus is considered early if it departs from a scheduled time point at any time prior to the scheduled departure time. It is SamTrans’ goal to be on-time at least 85 percent of the time.

Finding:

On average, three of the route categories met on-time performance standards during peak or off-peak hours. Of all the route categories, the Coastside routes, which operate less frequently and serve the area between Half Moon Bay and Pacifica, had the lowest percentage of routes meeting on-time performance standards. Local routes had the highest average on-time performance. Local routes serve diverse cities in San Mateo County, which include Redwood City, South San Francisco, and Palo Alto. While the lack of on-time performance across all route categories is not favorable for any transit agency, it is important to note that SamTrans does not favor any particular city or region within its service area; SamTrans’ on-time performance is equitably distributed across all route categories and types.

Exhibit J.8: Average On-Time Performance by Route Category

Category	Average On-Time Performance
Coastside	72 percent
Community	74 percent
Local	81 percent
Multi-City	73 percent

Exhibit J.9: Percentage of Routes Meeting Standard by Route Status

Category	Average On-Time Performance
Minority	79 percent
Non-Minority	73 percent
Low-Income	76 percent
Non-Low-Income	75 percent

SERVICE AVAILABILITY

Service availability/transit access is defined by FTA Circular 4702.1B as “a general measure of the distribution of routes within a transit provider’s service area.” SamTrans’ goal is to ensure that 70 percent of county residents live within walking distance (or one quarter mile) of a bus stop. Exhibit J.13 below indicates that SamTrans’ standard is met.

Exhibit J.10: SamTrans Service Area and Walking Distances

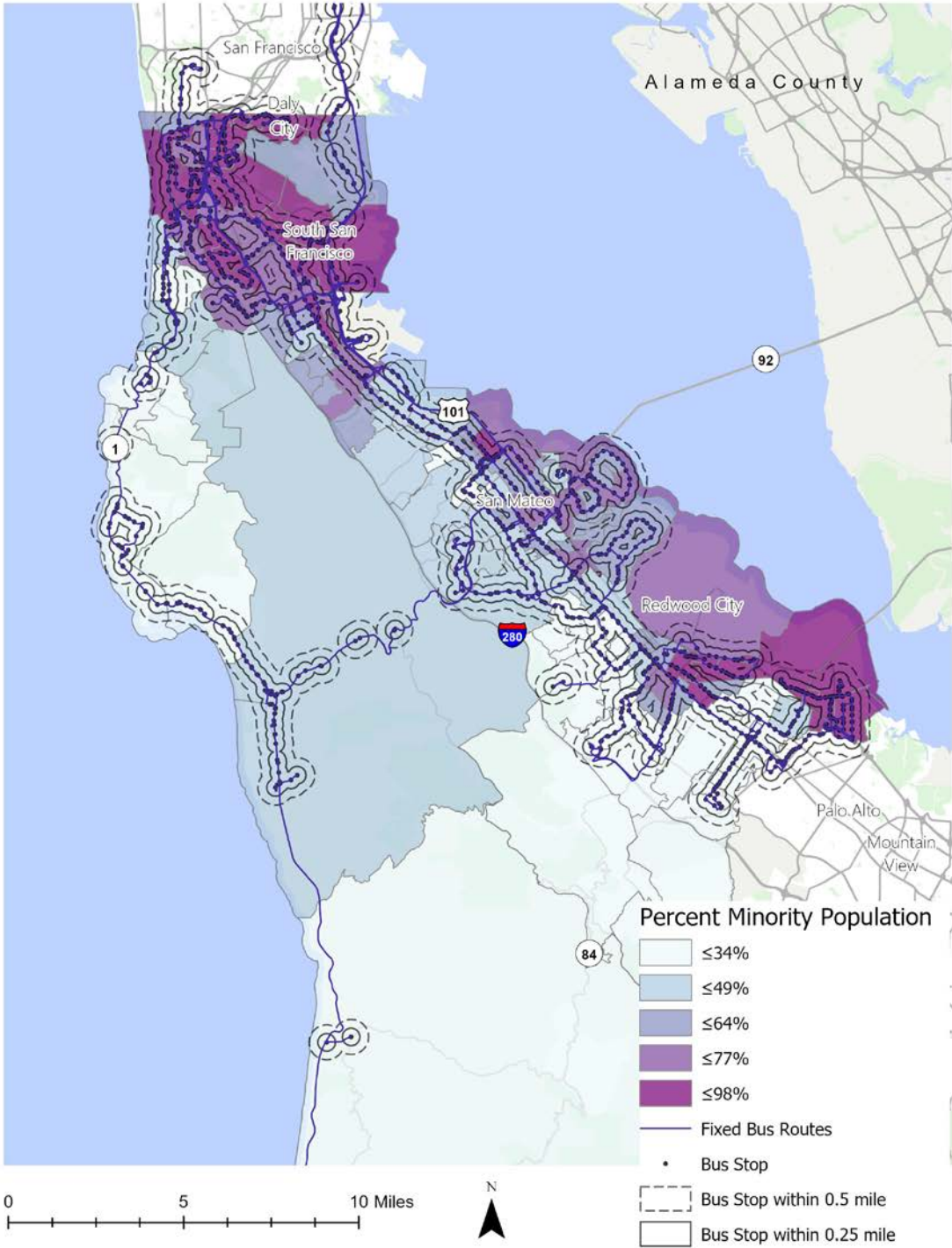
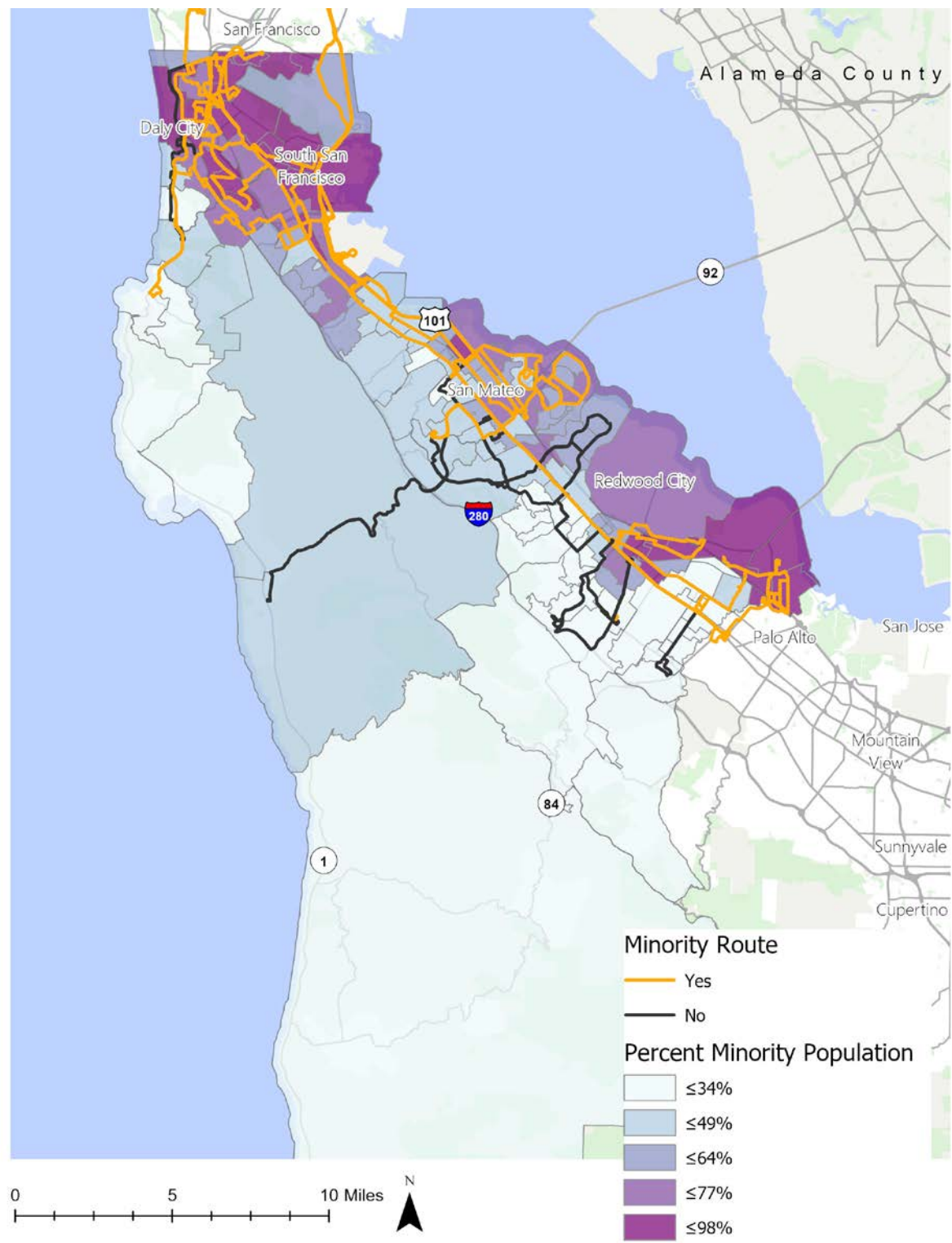


Exhibit J.11: San Mateo County Minority Populations & SamTrans Fixed-Bus Routes



SYSTEM-WIDE SERVICE POLICIES

VEHICLE ASSIGNMENT

Vehicle assignment is defined by FTA Circular 4702.1B as “the process by which transit vehicles are placed into service in depots and on routes throughout the transit provider’s system.” SamTrans’ policy is depot-specific. SamTrans currently has four types of buses in fleet: 29-foot transit coaches, 35-foot low-floor transit coaches, 40-foot transit coaches, and 60-foot articulated coaches.

Coaches are distributed among the various depots according to the number of operator runs assigned to each depot. The specific type of vehicle is assigned to the operator based on the demands of the specific schedules he/she will be operating that day (i.e., shorter buses are used on routes with tighter turning motions, articulated coaches are used on routes with higher ridership). SamTrans received its first two electric buses of its new sub-fleet in late 2018, and will receive a total of 55 new articulated diesel vehicles by the end of 2019. At this time, not all buses have the same level of amenities available to riders (e.g. Wi-Fi and USB ports). In the upcoming year, the new buses will be assigned in such a manner to ensure they are distributed equitably among the communities SamTrans serves.

Operations distributes coaches based on the specific needs of the route. The length of the bus to account for rider capacity and the geography of the route the main considerations. For example, if the bus needs to make a tighter turns, it will use a 29 feet or 35 feet bus. Standard routes use 40 feet buses and higher ridership routes may call for using a 60 feet articulated bus. Many of the routes and runs serve multiple communities with diverse populations. Given SamTrans’ strict standards with respect to maintenance, age does not serve as a viable proxy for diminished quality.

TRANSIT AMENITIES

Transit amenities are defined by FTA Circular 4702.1B as “items of comfort, convenience, and safety that are available to the general riding public.” These include bus shelters, bus stop benches, and trash receptacles. Transit amenities are distributed on a system-wide basis and are determined by factors such as ridership, individual requests, staff recommendations, and vendor preference.

BUS SHELTERS

Standard:

District policy states that shelters are considered for installation based on the following criteria:

- Stops where more than 200 passengers board each day.
- 75 percent of shelters shall be located in Census Tracts on routes associated within urbanized areas.
- Distribution of shelters countywide should match the distribution of minority Census tracts.
- Locations for shelters with advertisements are chosen by the vendor based on the visibility and traffic.

District policy also states that all bus shelters shall include trash receptacles and that all stops with shelters and benches be cleaned and the trash receptacles emptied at least once each week.

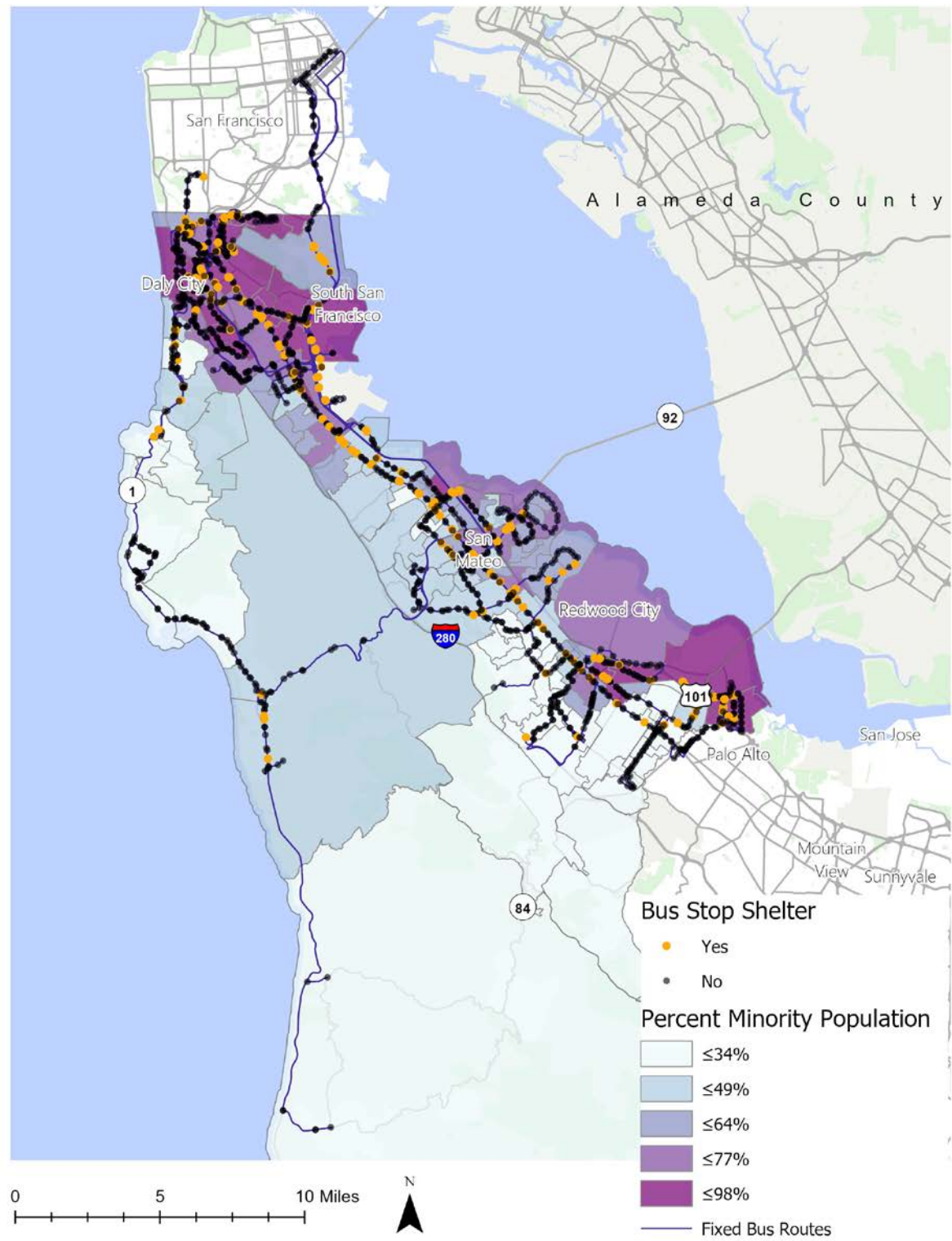
Finding:

Nearly every SamTrans stop with more than 200 passengers daily includes a shelter, including those installed by SamTrans and by local cities. The distribution of shelters county-wide matches the distribution of shelters in minority Census tracts.

Exhibit J.12: Bus Stops with Daily Passenger Count and Shelters

Stop	Daily Passengers	Shelter
Daly City BART – Bay 1	1445	Yes
Mission St & Goethe St	862	Yes
Redwood City Caltrain – Lane A	675	Yes
Redwood City Caltrain – Lane B	598	Yes
Serramonte Shopping Ctr – Bay 3	580	Yes
Daly City BART – Bay 4	515	Yes
Palo Alto Transit Ctr – Bay 9	520	Yes
Redwood City Caltrain – Lane C	396	Yes
Lake Merced Blvd & Southgate Ave	385	Yes
Serramonte Shopping Ctr – Bay 2	370	Yes
Colma BART – Bay 6	367	Yes
San Bruno BART – Bay 5	319	Yes
San Bruno BART – Bay 8 Outer Busway	317	Yes
19 th Ave & Winston Dr	310	Yes
Southgate Ave & Lake Merced Blvd	310	Yes
Bayshore Blvd & Sunnydale Ave	300	No
El Camino Real & Hillsdale Blvd	299	Yes
Serramonte Shopping Ctr – Bay 5	296	Yes
Colma BART – Bay 5	265	No
Linda Mar Park N Ride	245	Yes
Skyline College Transit Ctr	244	Yes
Lake Merced Blvd & John Daly Blvd	227	No
Airport Blvd & Linden Ave	219	Yes
El Camino Real & 4 th Ave	219	No
Mission St & Sickles Ave	219	No
South SF BART – Bay 3 Westside Busway	219	Yes
SFO Airport Terminal G – Lower Level	209	Yes
John Daly Blvd & Park Plaza Dr	206	Yes
SFO Airport Terminal 3 – Lower Level	206	Yes
Ralston Ave & Tahoe Dr	205	No
Daly City BART – Bay 3	204	Yes
Colma BART – Bay 10	201	Yes

Exhibit J.13: Distribution of Shelters for Minority Populations



BUS STOP BENCHES

Standard:

Benches are considered for installation based on the following criteria:

- Stops where more than 200 passengers board each day.
- Distribution of benches county-wide should match the distribution of minority Census tracts.

District policy states that stops with benches shall be cleaned at least once each week.

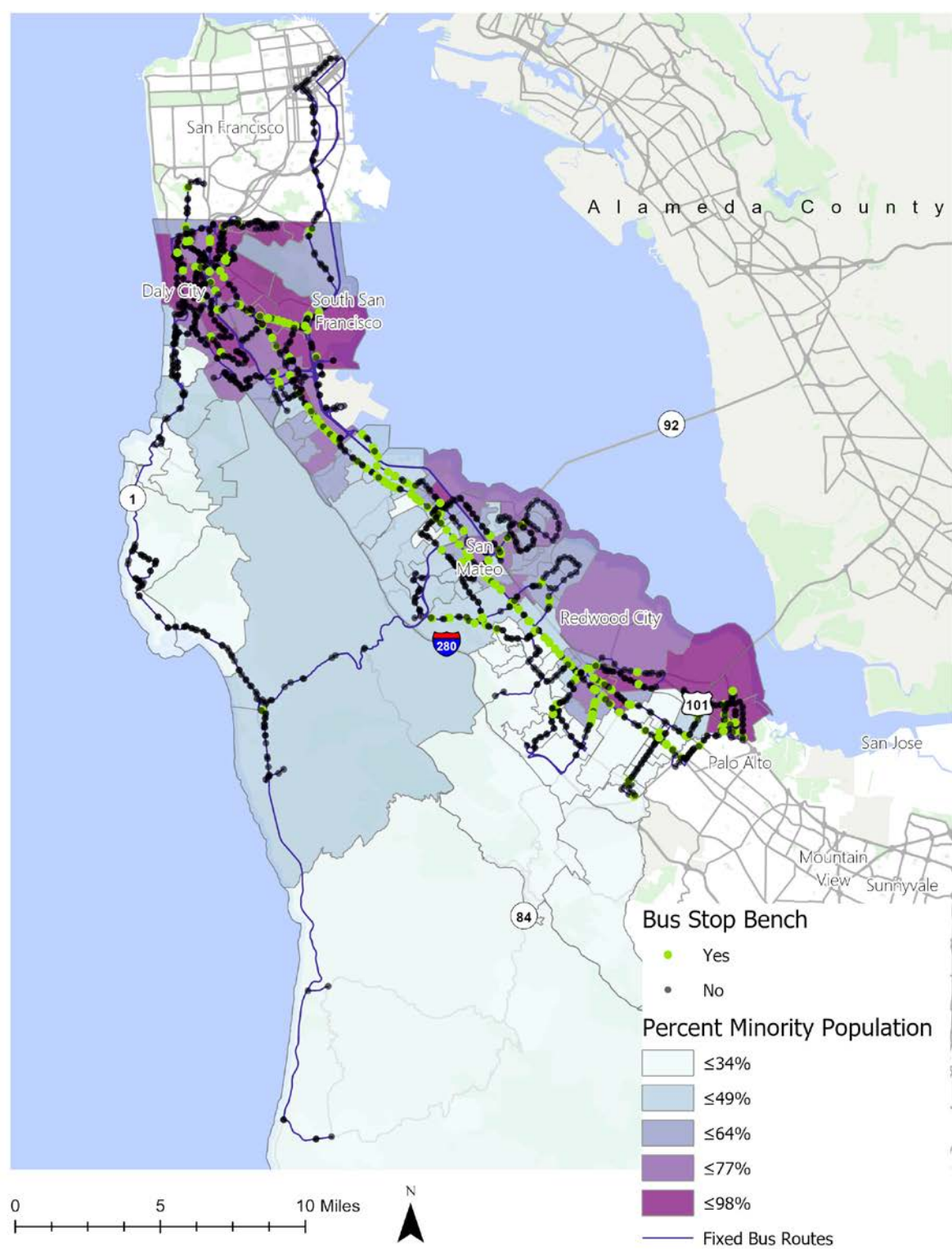
Finding:

Nearly every SamTrans stop with more than 200 passengers daily includes benches. The distribution of benches county-wide matches the distribution of benches in minority Census tracts.

Exhibit J.14: Bus Stops with Daily Passenger Count and Benches

Stop	Daily Passengers	Bench
Daly City BART – Bay 1	1445	Yes
Mission St & Goethe St	862	Yes
Redwood City Caltrain – Lane A	675	Yes
Redwood City Caltrain – Lane B	598	Yes
Serramonte Shopping Ctr – Bay 3	580	Yes
Daly City BART – Bay 4	515	Yes
Palo Alto Transit Ctr – Bay 9	520	Yes
Redwood City Caltrain – Lane C	396	Yes
Lake Merced Blvd & Southgate Ave	385	Yes
Serramonte Shopping Ctr – Bay 2	370	Yes
Colma BART – Bay 6	367	Yes
San Bruno BART – Bay 5	319	Yes
San Bruno BART – Bay 8 Outer Busway	317	Yes
19 th Ave & Winston Dr	310	Yes
Southgate Ave & Lake Merced Blvd	310	Yes
Bayshore Blvd & Sunnysdale Ave	300	No
El Camino Real & Hillsdale Blvd	299	Yes
Serramonte Shopping Ctr – Bay 5	296	Yes
Colma BART – Bay 5	265	Yes
Linda Mar Park N Ride	245	Yes
Skyline College Transit Ctr	244	Yes
Lake Merced Blvd & John Daly Blvd	227	Yes
Airport Blvd & Linden Ave	219	Yes
El Camino Real & 4 th Ave	219	Yes
Mission St & Sickles Ave	219	No
South SF BART – Bay 3 Westside Busway	219	Yes
SFO Airport Terminal G – Lower Level	209	Yes
John Daly Blvd & Park Plaza Dr	206	Yes
SFO Airport Terminal 3 – Lower Level	206	Yes
Ralston Ave & Tahoe Dr	205	No
Daly City BART – Bay 3	204	Yes
Colma BART – Bay 10	201	Yes

Exhibit J.15: Distribution of Benches for Minority Populations



TRASH RECEPTACLES

Standard:

Trash receptacles are considered for installation based on the following criteria:

- Stops where over 200 passengers board each day.
- Distribution of trash receptacles countywide should match the distribution of minority Census tracts.

District policy states that trash receptacles shall be emptied at least one each week.

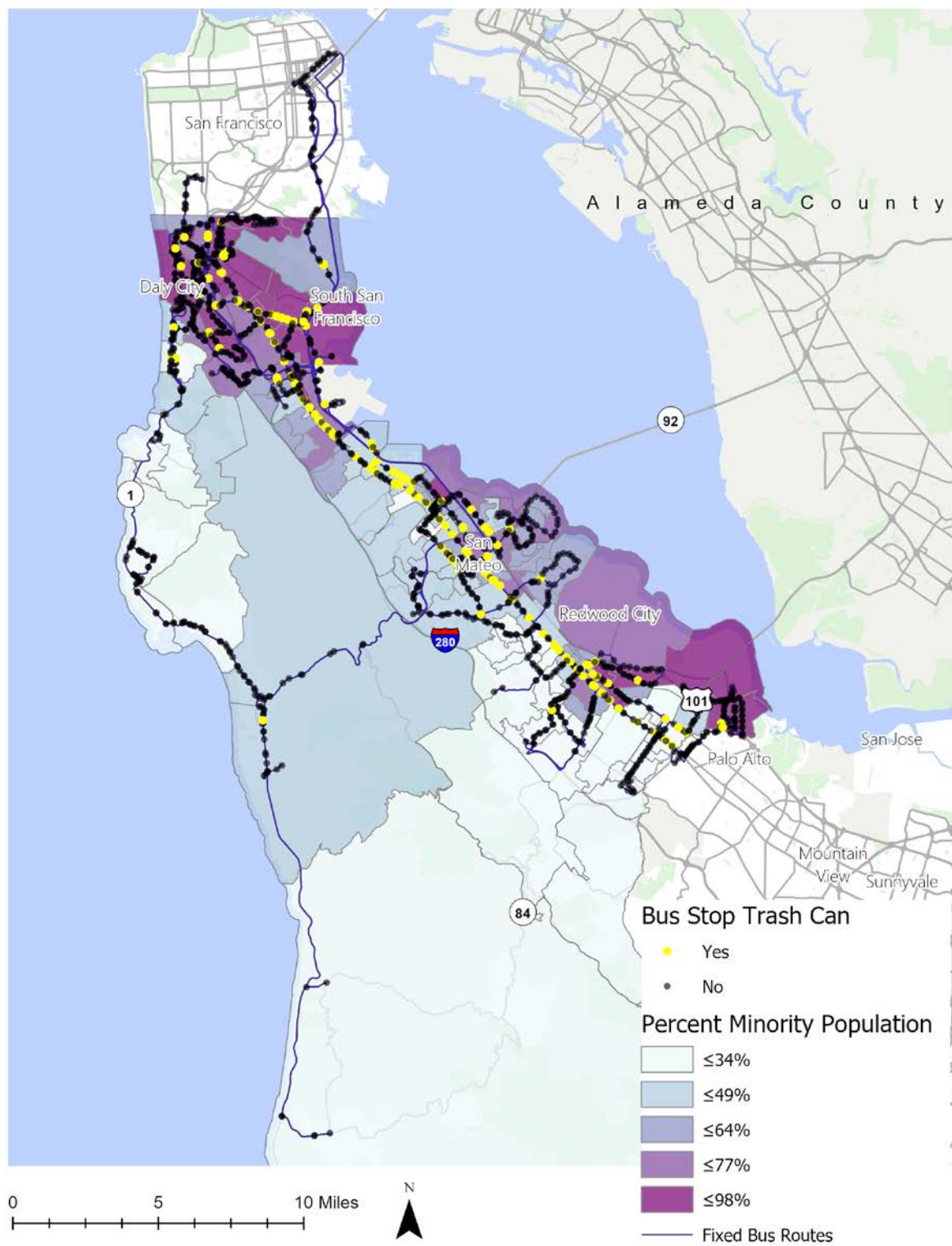
Finding:

Nearly every SamTrans stop with more than 200 passengers daily includes trash receptacles. The distribution of trash receptacles countywide matches the distribution of trash receptacles in minority Census tracts.

Exhibit J.16: Bus Stops with Daily Passenger Count and Trash Receptacles

Stop	Daily Passengers	Trash Receptacle
Daly City BART – Bay 1	1445	Yes
Mission St & Goethe St	862	Yes
Redwood City Caltrain – Lane A	675	Yes
Redwood City Caltrain – Lane B	598	Yes
Serramonte Shopping Ctr – Bay 3	580	Yes
Daly City BART – Bay 4	515	Yes
Palo Alto Transit Ctr – Bay 9	520	Yes
Redwood City Caltrain – Lane C	396	Yes
Lake Merced Blvd & Southgate Ave	385	Yes
Serramonte Shopping Ctr – Bay 2	370	Yes
Colma BART – Bay 6	367	Yes
San Bruno BART – Bay 5	319	Yes
San Bruno BART – Bay 8 Outer Busway	317	Yes
19 th Ave & Winston Dr	310	Yes
Southgate Ave & Lake Merced Blvd	310	Yes
Bayshore Blvd & Sunnydale Ave	300	No
El Camino Real & Hillsdale Blvd	299	Yes
Serramonte Shopping Ctr – Bay 5	296	Yes
Colma BART – Bay 5	265	Yes
Linda Mar Park N Ride	245	Yes
Skyline College Transit Ctr	244	Yes
Lake Merced Blvd & John Daly Blvd	227	No
Airport Blvd & Linden Ave	219	Yes
El Camino Real & 4 th Ave	219	Yes
Mission St & Sickles Ave	219	No
South SF BART – Bay 3 Westside Busway	219	Yes
SFO Airport Terminal G – Lower Level	209	Yes
John Daly Blvd & Park Plaza Dr	206	Yes
SFO Airport Terminal 3 – Lower Level	206	Yes
Ralston Ave & Tahoe Dr	205	Yes
Daly City BART – Bay 3	204	Yes
Colma BART – Bay 10	201	Yes

Exhibit J.17: Distribution of Trash Receptacles for Minority Populations



NEXT BUS ARRIVAL SIGNAGE

Electronic signage informing passengers of the predicted arrival of the next bus for a given route can significantly improve the experience for customers. The District's policy with respect to electronic bus arrival signage is to install signage at locations meeting the following criteria:

- The location is a multi-modal transit center.
- The location is served by multiple SamTrans routes.
- Ridership is high at the location.
- Funding is available for installation/maintenance (e.g. from partner agencies).
- Installation is coordinated with other applicable agencies.

Currently, SamTrans provides next bus arrival signage at 6 transit centers in San Mateo that align with the factors above. There are no plans to expand the next bus arrival system, but this will be revisited at the end of the Comprehensive Operational Analysis in 2021.

K. POLICY DEVELOPMENT OUTREACH

Federal Transit Administration's (FTA) new Circular required each large public transportation provider's governing board to approve five standards and policies:

- System-wide Service Standards
- System-wide Service Policies
- Major Service Change Policy
- Disparate Impact Policy
- Disproportionate Burden Policy

The first two policies define service standards and policies to be used when determining whether service and facilities are distributed equitably to minority and non-minority routes and facilities. The third policy defines "major service change" as a threshold for when an agency will conduct a thorough analysis of the potential effects of service changes on protected populations. For the last two policies, agencies are required to define thresholds for when they will find that a fare change or major service change will result in a "disparate impact" on the minority population or a "disproportionate burden" on the low-income population.

Transit agencies must seek public input before Board action on the latter three policies. Staff developed draft standards and policies, and received public input through four community meetings throughout the county. Comments were also made through the mail, telephone, and the dedicated e-mail address of TitleVI@samtrans.com.

The community meetings were held:

- Tuesday, Feb. 12, 6:30 p.m. to 8 p.m. Pacifica Sharp Park Library
104 Hilton Way, Pacifica
- Tuesday, Feb. 19, 6:30 p.m. to 8 p.m. War Memorial Activity Room
6655 Mission St., Daly City
- Thursday, Feb. 21, 10:00 a.m. to 11:30 a.m.
SamTrans Offices
1250 San Carlos Ave., San Carlos
- Monday, Feb. 25, 6:30 p.m. to 8 p.m.
Lewis and Joan Platt East Palo Alto Family YMCA
550 Bell St., East Palo Alto

A total of 15 members of the public participated in the meetings, providing valuable comments for staff. Upon receipt of the input from meeting attendees, staff revised the proposals for its standards and policies and submitted them for Board approval. They were approved March 13, 2013.

L. TITLE VI EQUITY ANALYSES

EXECUTIVE SUMMARY

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, and national origin in programs and activities receiving federal financial assistance. The San Mateo County Transit District (SamTrans), which operates fixed-route bus service in San Mateo County, has committed to the Federal Transit Administration (FTA) Title VI objectives set forth in Circular 4702.1B ensuring that FTA-assisted benefits and related services are made available and are equitably distributed without regard to race, color, or national origin. SamTrans must conduct periodic compliance assessments to determine whether its services are provided in a nondiscriminatory manner consistent with the law. Normally SamTrans performs a self-assessment every three years or when it undertakes a significant service change or any fare change.

In the past three years, SamTrans has conducted two equity analyses. Samtrans conducted a Title VI Analyses for the eliminations of routes 11,43, and 89 in July 2017 and a tariff adjustment and preliminary service Title VI Analysis in August 2019. The following documents include each Title VI equity analysis and the resolutions evidencing the Board's adoption

SAN MATEO COUNTY TRANSIT DISTRICT



**TITLE VI
SERVICE EQUITY ANALYSIS
ELIMINATION OF Routes 11, 43 & 89**

JUNE 2017

SAMTRANS

TITLE VI SERVICE EQUITY ANALYSIS

ELIMINATION OF ROUTES 11, 43, AND 89

Introduction and Executive Summary

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color, or national origin in programs and activities receiving Federal financial assistance. This analysis was conducted in compliance with Federal Transit Administration (FTA) Circular 4702.1B, which requires any FTA recipient serving a population of 200,000 or greater to evaluate any fare change and any major service change at the planning and programming stages to determine whether those changes have a discriminatory impact. This document is an analysis of the proposed elimination of SamTrans' bus routes 11, 43, and 89.

In April 2017, the San Mateo Transit District ("the District" or "SamTrans" when referring to bus service) began considering the eliminations of routes 11, 43 and 89. SamTrans is committed to evaluating service for effectiveness and duplication, and eliminating underperforming service when necessary. For over two years, ridership on routes 11, 43 and 89 has not grown to the level anticipated for their continued operation, largely due to duplicative service on nearby routes and minimal service levels. As a result of the poor continued ridership and duplicative service, SamTrans is now considering the elimination of routes 11, 43 and 89 effective August 6, 2017.

The SamTrans Major Service Change Policy requires a Title VI analysis and a public hearing to be undertaken when a route is changed 25% or more. As such, the elimination of the Routes 11, 43 and 89 constitutes a major service change.

As shown in the Service Equity Analysis contained within this report, the elimination of routes 11, 43 and 89 would not result in either a disparate impact for minority riders or a disproportionate burden for low-income riders.

Title VI Equity Analysis Background

Title VI of the Civil Rights Act of 1964, Section 601 states:

"No persons in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance."

It is the District's responsibility to ensure that access to its transit services and facilities is equitably distributed and provided without regard to race, color, or national origin. According to the Federal Department of Transportation, equity in the provision of transit service is described as "providing equal levels of service to minority and non-minority residents of the urbanized area. Levels of service, in turn,

are defined in terms of capital allocation and accessibility.”¹ The District has committed to complying with the Title VI objectives set forth in FTA Circular 4702.1B, ensuring that FTA-assisted benefits and related services are made available and are equitably distributed without regard to race, color, or national origin.

Federal requirements outlined in FTA Circular 4702.1B for compliance with Title VI were updated in October 2012 to require each federally-assisted public transportation provider to approve three policies including:

- Major Service Change Policy
- Disparate Impact Policy
- Disproportionate Burden Policy

The District adopted policies based on a number of factors, including existing policies already in use, consultation with other transit agencies, and analysis of impacts of past service and fare change decisions. The District released the three policies for review by the public in February 2013.

PUBLIC ENGAGEMENT RELATED TO ADOPTED POLICIES AND PROCEDURES

Staff received public input through four community meetings throughout the county to further develop the District's Major Service Change, Disparate Impact and Disproportionate Burden policies. Comments were also made through the mail, telephone, and the dedicated e-mail address of TitleVI@samtrans.com.

The community meetings were held:

- Tuesday, Feb. 12, 2013 6:30 p.m. to 8 p.m.
Pacifica Sharp Park Library
104 Hilton Way, Pacifica
- Tuesday, Feb. 19, 2013 6:30 p.m. to 8 p.m.
War Memorial Activity Room
6655 Mission St., Daly City
- Thursday, Feb. 21, 2013 10:00 a.m. to 11:30 a.m.
SamTrans Offices
1250 San Carlos Ave., San Carlos
- Monday, Feb. 25, 2013 6:30 p.m. to 8 p.m.
Lewis and Joan Platt East Palo Alto Family YMCA
550 Bell St., East Palo Alto

¹ Transit Cooperative Research Program, Legal Research Digest: “The Impact of Civil Rights Litigation Under Title VI and Related Laws on Transit Decision Making”, TCRP Project J-5, Washington, D.C. June 1997

A total of 15 members of the public participated in the meetings, providing valuable comments for staff. Upon receipt of the input from meeting attendees, staff revised the proposals for its standards and policies and submitted them for Board approval. The Board of Directors approved the Policies on March 13, 2013. See **Appendix A**.

ADOPTED POLICIES AND PROCEDURES

A brief overview of the adopted policies follows below. The full text of the policies is included in **Appendix B**.

- **Major Service Change Policy:** All major increases or decreases in transit service are subject to a Title VI Equity Analysis prior to Board approval of the service change. An Equity Analysis completed for a major service change must be presented to the Board prior to adoption. A major service change is defined as a reduction or increase of 25 percent or more in total vehicle revenue miles in service on any specific route over a one-week period.
- **Disparate Impact Policy:** This policy establishes a threshold for determining whether a given action has a disparate impact on minority populations. SamTrans has adopted a Disparate Impact Threshold of 20 percent based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by minority populations compared to the same impacts borne by non-minority populations.
- **Disproportionate Burden Policy:** This policy establishes a threshold for determining whether a given action has a disproportionate burden on low-income populations. SamTrans has adopted a Disproportionate Burden Threshold of 20 percent based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by low-income populations compared to the same impacts borne by non-low-income populations.

Based on its adopted Title VI policies, SamTrans must analyze how the proposed service reduction would impact minority and low-income populations compared to non-minority and non-low-income populations. If the proposed action results in a negative impact that affects minorities and low-income populations more than non-minorities and non-low-income populations, in excess of the adopted thresholds, SamTrans must determine whether there is an alternative that results in more equitable impacts. In order to proceed with a change that has negative impacts above the defined threshold, SamTrans must demonstrate a substantial legitimate business purpose for the proposed service change, that alternatives have been analyzed and that the proposed change is the least discriminatory alternative.

Proposed Service Elimination

As set forth above, SamTrans is considering the elimination of routes 11, 43 and 89 effective August 6, 2017. **Figure 1** illustrates the three locations under consideration.

Figure 1 – Project Extent



Route 11 has the following characteristics:

- Connects Daly City to Thomas Edison Elementary and Fernando Rivera Middle School
- 2 total trips per day, only on school days
- One trip northbound and one southbound
- Ridership of 10 average weekday boardings
- Routes 110 & 120 duplicate Route 11

Route 43 has the following characteristics:

- Connects San Bruno BART Station to Mills High School (Burlingame, CA)

- One direction, with only one afternoon trip, only on school days
- Ridership of 8 average weekday boardings
- Routes ECR and 140 duplicate Route 43

Route 89 has the following characteristics:

- Connects Atherton to Encinal Elementary School
- One direction, with only 1 afternoon trip, only on school days
- Ridership of 5 average weekday boardings
- Route 296 duplicates Route 89

Public Outreach

The District communicated with the public to inform riders and the community about the proposed service eliminations, and to solicit public input, using various outreach techniques and media.

Comments were invited through the mail, telephone, and the dedicated e-mail address of changes@samtrans.com. Paper "take-one" notices were distributed on-board SamTrans buses on all three routes. Examples are shown as **Attachment 1**. SamTrans also ran electronic messaging onboard vehicles in revenue service on the routes in question as well as advertisements in the San Francisco Examiner (**Attachment 3**) and El Observador (in Spanish, **Attachment 2**). El Observador also ran digital units on their webpage.

The District also notified all school principals in the proposed effected areas by phone and e-mail.

The District hosted three community meetings to gather information from the public and solicit input, as follows:

Route 11 Elimination Public Meeting

Meeting Location: Fernando Rivera Intermediate School

1255 Southgate Ave., Daly City, 94015

Time: 6.00PM to 7.30PM, May 23, 2017

SamTrans Attendees: Patrick Blankenship, De La Torre Andria, Alex Lam, Ruchita Acharya

Members of the Public who Attended: 1

Comments Received: 0

Route 43 Elimination Public Meeting

Meeting Location: Burlingame Library

480 Primrose Road, Burlingame, CA 94010

(Held in the tech/media lab)

Time: 4.00PM to 5.30PM, May 24, 2017

SamTrans Attendees: Patrick Blankenship, De La Torre Andria, Alex Lam, Mary Knuckles, Ruchita Acharya

Members of the Public who Attended: 0

Comments Received: 0

Route 89 Elimination Public Meeting

Meeting Location: Menlo Park Main Library
800 Alma Street, Menlo Park, CA 94025
(Held in downstairs meeting room)
Time: 3.30PM to 5.00PM, May 25, 2017
SamTrans Attendees: Patrick Blankenship, De La Torre Andria, Ryan Cruz, Mary Knuckles, Ruchita Acharya
Members of the Public who Attended: 2
Comments Received: 1 written comment received, but it was not specifically relevant to the route elimination proposal

Finally, the District's Board of Directors held a public hearing during its June 7th, 2017 Board meeting. One person spoke and commented that she felt the public outreach for the elimination of Route 11 was insufficient and that the school administrators and Daly City City Council hadn't been notified.

Data Use, Definitions and Methodology for Equity Analysis

Even though Routes 11, 43 and 89 have less than ten trips per day, the complete elimination of service (per SamTrans Title VI policy) qualifies this action as a "Major Service Change" and is therefore subject to the Title VI Service Equity Analysis process.

In order to ensure that the District Board makes a fully-informed decision, this report examines the potential impacts that could be felt by the communities generally served by the routes in question using ArcGIS to analyze Census data at the block group level. ArcGIS generates data by buffering ¼ mile radius (the "catchment area") from the route profile proposed for elimination, allowing an analysis of the demographics of the communities in the catchment areas with a focus on minority and low-income populations.

First, county-wide demographics related to minority and low income populations were established using the Five Year American Community Survey (ACS) 2015 Estimates:

- County Non-white percentage: 45.0%
- County Low Income Households (defined as households with income below twice the federal poverty line, \$50,000): 26.2%

Second, catchment areas were defined along the routes in question to compare the demographics of the affected areas to the county overall.

Equity Analysis

This equity analysis compared the impacted areas against a larger geographic area, in this case the entire county of San Mateo. For comparison purposes, the analysis looks to racial demographics and income distributions in areas facing the discontinuance of service. While the areas affected by the proposed eliminations face a discontinuance of some service, they generally do not face a discontinuance of all service, as evidenced by the level of duplicative service in the immediate service

areas illustrated in the following route-level sections. Accordingly, there is no clear adverse effect, other than the loss of marginal or “spur” network elements, associated with the change for current or potential riders. In addition, ridership is so low that no statistically significant analysis could be performed based on rider demographics. Nevertheless, the SamTrans Major Service Change thresholds are triggered by this service change.

Based on SamTrans Title VI Policy, service changes are considered to have a disproportionate adverse effect if the differences between the adverse effects experienced by minority or low-income populations exceed the burdens experienced by non-minority and non-low-income populations by 20% on a cumulative basis.

Tables 1 and 2 illustrate that the proposed service changes will result in neither a disparate impact on minority populations nor a disproportionate burden on low-income populations.

Table 1 - Cumulative Demographic Data across All Proposed Elimination Sites

	Total Population	Non-White Population	% Non- White	White Population	% White Population
Route 11	35,776	27,915	78.0%	7,861	22.0%
Route 43	51,890	26,356	50.8%	25,534	49.2%
Route 89	27,565	10,210	37.0%	17,355	63.0%
Cumulative Areas	115,231	64,481	56.0%	50,750	44.0%
San Mateo County	748,731	337,106	45.0%	411,625	55.0%

Table 2 - Cumulative Income Data across All Proposed Elimination Sites

	Total Households	Low Income Households	% Low Income	Non-Low Income Households	% Non- Low Income
Route 11	10,917	2,962	27.1%	7,955	72.8%
Route 43	18,507	5,215	28.2%	13,292	71.8%
Route 89	8,976	2,319	25.8%	6,657	74.1%
Cumulative Areas	38,400	10,496	27.3%	27,904	72.6%
San Mateo County	259,711	68,090	26.2%	191,621	73.7%

For additional context, the individual route changes and related demographic analysis are set forth below.

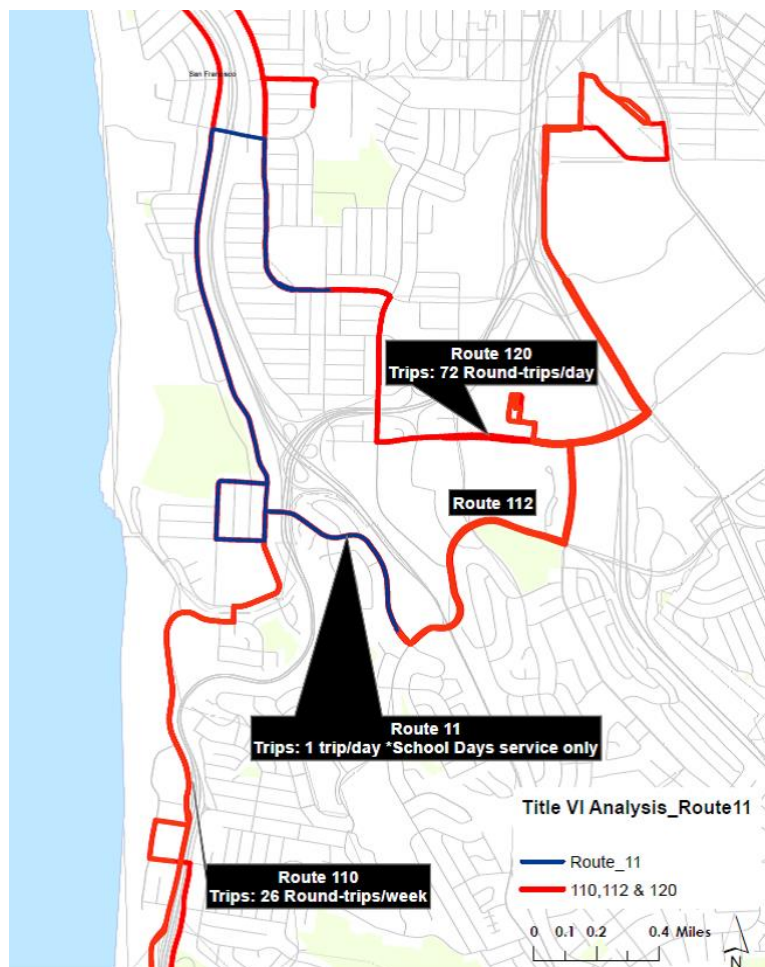
Route 11 Equity Analysis

Table 3 illustrates that Route 11 has a 33 point higher makeup of minorities and a 0.9 point higher instance of low income households than San Mateo County as a whole. However, **Figure 2** illustrates that over 90% of Route 11 is duplicated by routes with a far greater level of service. For example, while Route 11 operates two trips per day, Route 120 and 110 operate 143 and 47 trips per day respectively.

Table 3 – Route 11 Low Income and Non-White Comparison

Element	Route 11 Catchment Area	San Mateo County
Non-White %	78.0%	45.0%
Low Income %	27.1%	26.2%

Figure 2 – Route 11 Duplicative Service



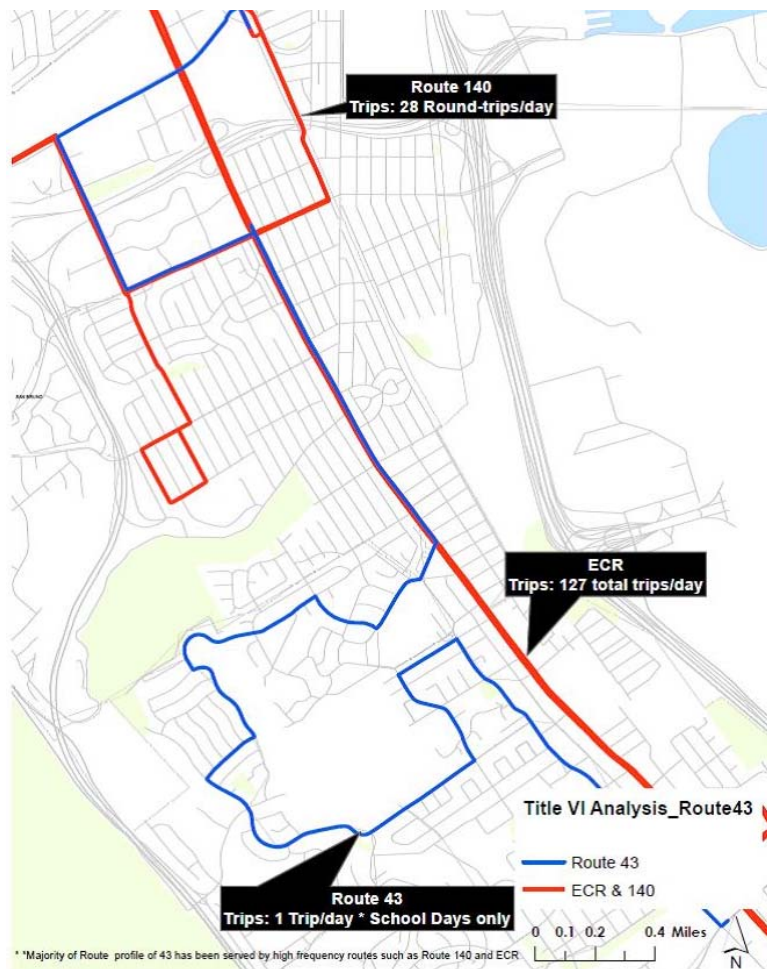
Route 43 Equity Analysis

Table 4 illustrates that Route 43 has a 5.8 point higher makeup of minorities and a 2 point higher instance of low income households than San Mateo County as a whole. In addition, **Figure 3** illustrates that almost half of Route 43 is either duplicated by or within walking distance to routes with a far greater level of service. For example, while Route 43 operates one trip per day, the ECR and Route 140 operate 127 and 49 trips per day respectively.

Table 4 – Route 43 Low Income and Non-White Comparison

Element	Route 43 Catchment Area	San Mateo County
Non-White %	50.8%	45.0%
Low Income %	28.2%	26.2%

Figure 3 – Route 43 Duplicative Service



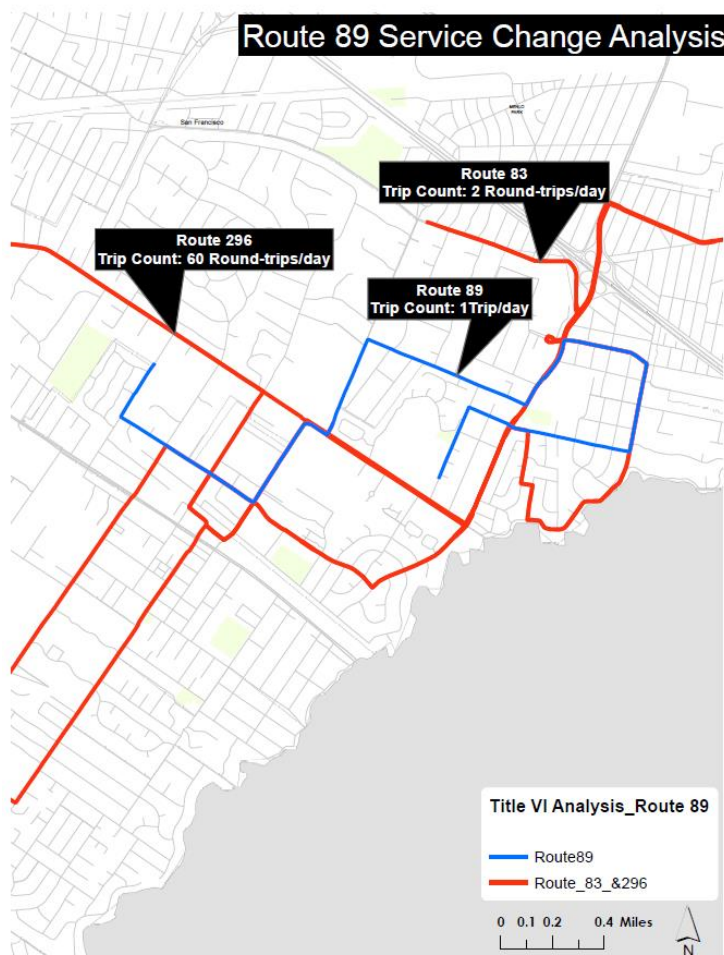
Route 89

Table 5 illustrates that Route 89 has a lower makeup of both minorities and instances of low income households than San Mateo County as a whole. In addition, **Figure 4** illustrates that about 44% of Route 89 is duplicated by other routes, one with a far greater level of service. For example, while Route 89 operates two trips per day, Route 296 and Route 83 operate 120 and another two trips per day respectively.

Table 5 – Route 11 Low Income and Non-White Comparison

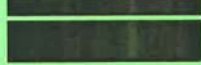
Element	Route 89 Catchment Area	San Mateo County
Non-White %	37.0%	45.0%
Low Income %	25.8%	26.2%

Figure 4 – Route 89 Duplicative Service



Attachment 1 - Seat Drop

samTrans



Proposed Elimination of Routes 11, 43 & 89

As part of the San Mateo County Transit District's ongoing commitment to monitoring its system to run more efficiently, Routes 11, 43 and 89 have been identified as the lowest performers among SamTrans' community routes.

The routes comprise a total of four daily trips and average about five riders per trip. On average community routes serve approximately 19 riders per trip.

Also, other routes currently serve riders in these service areas. **Route 11:** Routes 110 112 and 120. **Route 43:** Routes ECR and 140. **Route 89:** Routes 83 and 296.

Proposal to be considered:

- Elimination of Routes 11, 43 and 89, which would become effective August 6, 2017.

The San Mateo County Transit District Board will consider the proposal to eliminate the three routes on

Wednesday, June 7, 2017 at 2 pm
SamTrans Administrative Office
1250 San Carlos Ave., San Carlos

Prior to the public hearing, comments may be submitted several ways:

e-mail changes@samtrans.com
mail – SamTrans, Administrative Office,
c/o District Secretary,
PO Box 3006
San Carlos, CA 94070-1306
comment online at samtrans.com/proposedservicechange
phone – 1-800-660-4287
(TTY 650-508-6448).

Language assistance is available upon request. Call Customer Service at 1-800-660-4287.

The public may offer comments on the proposal at one of the community meetings:

Community meetings

Tuesday, May 23, 6 pm - 7:30 pm
Fernando Rivera School
Multipurpose Room
1255 Southgate Ave., Daly City

Wed, May 24, 4 pm - 5:30 pm
Burlingame Library
Tech Media Lab
480 Primrose Rd.

Thursday, May 25, 3:30 pm - 5 pm
Menlo Park Library
Down stairs meeting room
800 Alma St



Para traducción llama al 1-800-660-4287.
如需翻譯,請電 1-800-660-4287.
Cần dịch thuật, xin gọi 1-800-660-4287.

IE JUSTICIA RESUELVE UNA DISCRIMINACIÓN CONTRA UNA MUJER EN NUEVO MÉXICO



cuanto a este asunto y a Carrillo Farm por su cooperación con el Departamento a la hora de implementar las medidas correctivas necesarias para la resolución del asunto.

Este acuerdo forma parte de la iniciativa de ejecución del Departamento de Justicia que se dedica a combatir la discriminación contra los trabajadores en este país.

La Sección de Derechos de Inmigrantes y Empleados (IER, por sus siglas en inglés), que anteriormente se conocía como la Oficina del Consejero Especial para Prácticas Injustas en el Empleo Relacionadas con la Inmigración, que pertenece a la División, es responsable de aplicar la disposición antidiscriminatoria de la INA. Entre otras cosas, esta ley prohíbe la discriminación por motivos de estatus migratorio, ciudadanía o nacionalidad de origen en los procesos de contratación, despido o reclutamiento o recomendación por comisión; la discriminación en el proceso de verificación de la elegibilidad para trabajar; las represalias y la intimidación.

Para más información sobre protecciones contra la discriminación en el empleo en virtud de las leyes migratorias, llame a la línea directa de la IER para trabajadores al 1-800-855-7688 (1-800-837-2515, TTY para personas con discapacidades auditivas); llame a la línea directa de la IER para empleadores al 1-800-855-8155 (1-800-837-2515, TTY para personas con discapacidades auditivas); matricúlese para un seminario en línea gratuito; mande un correo electrónico a IER@usdoj.gov o visite la página web de la IER en inglés (<https://www.justice.gov/ier>) o español (<https://www.justice.gov/ier-espanol/ier>).

Aquellos postulantes o empleados que creen haber sido sometidos a otros requisitos documentales por motivos de su estatus migratorio, ciudadanía o nacionalidad de origen o a la discriminación por motivos de su

JUSTICE DEPARTMENT SETTLES U.S. WORKER DISCRIMINATION CLAIMS AGAINST NEW MEXICO FARM

WASHINGTON - The Justice Department announced on Tuesday May 23rd that it has reached a settlement agreement with Carrillo Farm Labor, LLC (Carrillo Farm), an union farm in Deming, New Mexico. The settlement resolves the department's investigation of complaints that Carrillo Farm discriminated against U.S. citizens due to a hiring preference for foreign visa workers.

After investigating complaints filed on behalf of two U.S. citizens, the Justice Department determined that Carrillo Farm denied U.S. citizens employment in 2016 because it wanted to hire temporary foreign workers under the H-2A visa program. Under the anti-discrimination provision of the Immigration and Nationality Act (INA), it is unlawful for employers to intentionally discriminate against U.S. citizens because of their citizenship status.

The settlement agreement requires Carrillo Farm to pay civil penalties to the United States, undergo department-provided training on the anti-discrimination provision of the INA, and comply with departmental monitoring and reporting requirements. In a separate agreement with workers represented by Texas RioGrande Legal Aid, Carrillo Farm agreed to pay a total of \$44,000 in lost wages to affected U.S. workers.

"U.S. workers are the backbone of our economy, and the Justice Department will not tolerate employers discriminating against them because of their citizenship status," said Acting Assistant Attorney General Tom Wheeler of the Civil Rights Division. "The department is wholeheartedly committed to challenging discriminatory hiring

preferences that disfavor U.S. workers. We commend Texas RioGrande for bringing the matter to our attention and applaud Carrillo Farm for cooperating with the department to implement the corrective actions necessary to resolve this matter."

This settlement is part of a Justice Department enforcement initiative dedicated to combatting employment discrimination against U.S. workers.

The Division's Immigration and Employee Rights Section (IER), formerly known as the Office of Special Counsel for Immigration-Related Unfair Employment Practices, is responsible for enforcing the anti-discrimination provision of the INA. The statute prohibits, among other things, citizenship status and national origin discrimination in hiring, firing, or recruitment or referral for a fee; unfair documentary practices; retaliation; and intimidation.

For more information about protections against employment discrimination under immigration laws, call IER's worker hotline at 1-800-855-7688 (1-800-837-2515, TTY for hearing impaired); call IER's employer hotline at 1-800-855-8155 (1-800-837-2515, TTY for hearing impaired); sign up for a free webinar; email IER@usdoj.gov; or visit IER's English and Spanish websites.

Applicants or employees who believe they were subjected to different documentary requirements based on their citizenship, immigration status, or national origin; or discrimination based on their citizenship, immigration status or national origin in hiring, firing, or recruitment or referral, should contact IER's worker hotline for assistance.

Propuesta de Eliminación de Rutas 11, 43 y 89

Como parte del compromiso del Distrito de Tránsito del Condado de San Mateo de supervisar su sistema para que corra con más eficiencia, las Rutas 11, 43 y 89 han sido identificadas como las de más bajo rendimiento de las rutas comunitarias de SamTrans.

Estas rutas comprenden un total de cuatro viajes diarios con un promedio de cinco pasajeros por viaje. El promedio de servicio de las rutas comunitarias es de 19 pasajeros por viaje.

Además, hay otras rutas que actualmente sirven a pasajeros en estas áreas de servicio.

Ruta 11: Rutas 110 112 y 120. Ruta 43: Rutas ECR y 140. Ruta 89: Rutas 83 y 296.

La Propuesta a consideración:

- Eliminación de las Rutas 11, 43 y 89, que sería efectiva el 6 de agosto, 2017.

La Directiva del San Mateo County Transit District considerará la propuesta de eliminar las tres rutas el

miércoles, 7 de junio, 2017 a las 3 pm
en la Oficina Administrativa de SamTrans
1250 San Carlos Ave., San Carlos

Antes de la audiencia pública, los comentarios se podrán someter de varias maneras:

por correo electrónico: changes@samtrans.com
o por correo postal: San Mateo Administrative Office

samTrans

SamTrans Proposes Elimination of Routes 11, 43 & 89

As part of the San Mateo County Transit District's ongoing commitment to monitoring its system to run more efficiently, Routes 11, 43 and 89 have been identified as the lowest performers among SamTrans' community routes.

The routes comprise a total of four daily trips and average about five riders per trip. On average community routes serve approximately 19 riders per trip.

Also, other routes currently serve riders in these service areas. **Route 11:** Routes 110 112 and 120. **Route 43:** Routes ECR and 140. **Route 89:** Routes 83 and 296.

Proposal to be considered:

- Elimination of Routes 11, 43 and 89, which would become effective August 6, 2017.

The San Mateo County Transit District Board will consider the proposal to eliminate the three routes on

Wednesday, June 7, 2017 at 2 pm
SamTrans Administrative Office
1250 San Carlos Ave., San Carlos

Prior to the public hearing, comments may be submitted several ways: e-mail changes@samtrans.com, mail – SamTrans, Administrative Office, c/o District Secretary, PO Box 3006, San Carlos, CA 94070-1306, online comments at samtrans.com/proposedservicechange.

The public may offer comments on the proposal at one of the community meetings:

Community Meetings

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THE CITY

To get out or not get out of the city

It's hard to pull myself away from San Francisco. Despite its flaws, I indubitably love staying in. I cringe at the thought of going to Oakland or really anywhere in the East Bay. I am a spoiled city brat. I like having all of the things I love in one place, I love my apartment and I deal with the public transportation (though spending too much money on Lyft).

The City is stricken with traffic. Talk about being stopped right in your tracks. They really need to stay out of the cross walks. I digress. But really, the thought of getting a car to the airport stresses me out. I believe we were listed as the fourth worst traffic cities in the world. When I try to rent a car on Getaround for the weekend, I need to extend the rental even though I give myself ample amounts of time. It is a pain in my side that is unresolvable. It literally drains me to sit through traffic, so when I get to my intended destination, I need a few minutes to collect myself. Traffic definitely keeps me confined.

Another thing is time. There better be a really good reason for me to travel all the way down to Palo Alto. I once attempted to visit my boyfriend at Facebook for lunch and ended up staying through dinner. Partially to avoid traffic (see above), but because it was more worth my time to stick around than just visit the South Bay for one or two hours. It also takes an average an hour to an hour and a half to get anywhere off the BART line in Oakland. So if my last Bay friends would want to go to this super awesome Ethiopian restaurant downtown, I have to take Muni to Civic Center and take the BART (whenever it comes). Again, I spend two to three hours of travel time to eat one meal for approximately two hours.

There are places I do like to go. I do like wine country, Santa Barbara, Mendocino... etc. I rarely make it out there. It is so much easier to wake up on a Saturday morning, run, justify brunch and enjoy an afternoon in Delo. We really have just about everything we need here. Hiking, shopping, downtown, parks, beach, bays, bridges and rooftops are just some examples. I can't really imagine myself spending a great deal of time somewhere else. Last year, I took a hiatus to L.A. for about a week. It felt great to be out of The City in very warm weather, but I had no idea what I was doing. I didn't know what to do or where to get anything.

I guess that is the joy of exploring. Not knowing what is next. As I referenced in previous articles, there is a group of S.F. people who are the exact opposite. They travel incessantly, never really putting two feet on the ground. I admire them, but can't imagine not living in my own city. They do contribute to the sharing economy, giving up their apartments so other people can live in them, give up their cars for me to rent them, and sell their junk to newbies that have nothing. But really, if you have an ungodly amount of money to travel and don't contribute nearly anything to this city, why live here?

Living in San Francisco is a status thing. It is the most expensive city in the U.S., and with that price tag comes notoriety. Maybe I like the status of living here. It feels good to be trapped in this bubble. There are cool things happening here, and I may just have an enhanced version of POMO. I am leaving The City this weekend, and am literally missing so much. But I know it is healthy for me to leave. I can't just perpetually stay in one place. I need to move around and stretch my legs.

There is always a happy medium though. While I don't travel every weekend or for months at a time, I need to let go of my need to be comfortable and just explore!

With a background in journalism, Melissa Stenberg has been working in the tech industry for eight years, currently leading the SF Tech community.

SAN FRANSTARTUP

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*All donations are a 501(c)(3) of the United States Foundation

Appendix A – Resolution Adopting Title VI Policies

RESOLUTION NO. 2013 –09

BOARD OF DIRECTORS, SAN MATEO COUNTY TRANSIT DISTRICT STATE OF CALIFORNIA

* * *

ADOPTION OF SYSTEM-WIDE SERVICE STANDARDS AND POLICIES, DEFINITION OF "MAJOR SERVICE CHANGE," AND DISPARATE IMPACT AND DISPROPORTIONATE BURDEN POLICIES REQUIRED FOR COMPLIANCE WITH TITLE VI OF THE CIVIL RIGHTS ACT OF 1964

WHEREAS, Title VI of the Civil Rights Act of 1964 requires recipients of Federal grants and other assistance to operate their programs and services without regard to, or discrimination based on, race, color or national origin; and

WHEREAS, the Federal Transit Administration (FTA) issued Circular FTA C 4702.1B, effective October 1, 2012, setting forth requirements and guidelines for Title VI compliance; and

WHEREAS, as set forth in the above-referenced Circular, the Board of Directors is required to adopt System-Wide Service Standards and Policies to guide the equitable distribution of SamTrans programs and services; and

WHEREAS, the San Mateo County Transit District (District) is also required to adopt policies to define when a service change is sufficiently broad or large to necessitate a review of its potential impacts on minority and low-income populations, and to define when a fare change or major service change will have a disparate impact on minority populations or impose a disproportionate burden on low-income populations, all of which policies and definitions are required to be subject to public input; and

WHEREAS, over the past two months, District staff has presented draft policies to this Board and the public in Board meetings and other public meetings, undertaken extensive public outreach and accepted public comment on the policies; and

WHEREAS, the General Manager/CEO recommends the Board approve the attached System-Wide Service Standards and Policies, definition of "Major Service Change," and Disparate Impact and Disproportionate Burden policies, which comply with FTA requirements and which will guide future decisions regarding and monitoring of SamTrans' programs and services to ensure they are provided equitably, without discrimination based on race, color or national origin.

NOW, THEREFORE, BE IT RESOLVED the Board of Directors of the San Mateo County Transit District hereby approves the attached System-Wide Service Standards and Policies, definition of "Major Service Change," and Disparate Impact and Disproportionate Burden policies.

Regularly passed and adopted this 13th day of March, 2013 by the following vote:

AYES: DEAL, GEE, GUILBAULT, HARRIS, KERSTEEN-TUCKER,
LLOYD, MATSUMOTO, TISSIER, GROOM

NOES: NONE

ABSENT: NONE

Carole Groom
Chair, San Mateo County Transit District

ATTEST:

Shantel Martinez
District Secretary

Appendix B: SamTrans Title VI Policies

SAMTRANS TITLE VI STANDARDS AND POLICIES

Adopted March 13, 2013

Federal Title VI Federal Title VI requirements of the Civil Rights Act of 1964 were recently updated by the Federal Transit Administration (FTA) and now require each large public transportation provider's governing board to approve five standards and policies:

- Major Service Change Policy
- Disparate Impact Policy
- Disproportionate Burden Policy
- System-wide Service Standards
- System-wide Service Policies

Staff has developed draft standards and policies and included them within this document for Board Review.

The first policy defines "major service change" as a threshold for when an agency will conduct a thorough analysis of the potential effects of service changes on protected populations. For the second and third policies, agencies are required to define thresholds for when they will find that a fare change or major service change will result in a "disparate impact" on the minority population or a "disproportionate burden" on the low-income population. The last two policies define service standards and policies to be used when determining whether service and amenities are distributed equitably to minority and non-minority routes and facilities.

The Major Service change Policy, Disparate Impact Policy, and Disproportionate Impact Policy are currently going through public review via a series of four public meetings held throughout the county. Information about the title VI process, complaint procedures, and the proposed standards and policies are available via the SamTrans website as well by calling the customer service phone number or emailing a dedicated email address.

These policies are in draft form and will be revised based on input from the public and the Board. They will be brought back as final proposals for approval by the Board at the March 13 meeting.

PART 1

MAJOR SERVICE CHANGE POLICY

All major increases or decreases in transit service are subject to a Title VI Equity Analysis prior to Board approval of the service change. A Title VI Equity Analysis completed for a major service change must be presented to the San Mateo County Transit District Board of Directors for its consideration and included in the SamTrans Title VI Program with a record of action taken by the Board.

A major service change is defined as:

A reduction or increase of 25 percent or more in total vehicle revenue miles in service on any specific route over a one-week period.

The following service changes are exempted:

- Changes to a service on a route with fewer than 10 total trips in a typical service day are not considered “major” unless service on that route is eliminated completely on any such day.
- The introduction or discontinuation of short- or limited-term service (e.g., promotional, demonstration, seasonal or emergency service, or service provided as mitigation or diversions for construction or other similar activities), as long as the service will be/has been operated for no more than twelve months.
- SamTrans-operated transit service that is replaced by a different mode or operator providing a service with the same or better headways, fare, transfer options, span of service, and stops.

PART 2

DISPARATE IMPACT POLICY

This policy establishes a threshold for determining whether a given action has a disparate impact on minority populations. Per FTA Circular 4702.1B:

Disparate impact refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

The policy shall establish a threshold for determining when adverse effects of [fare/]service changes are borne disproportionately by minority populations. The disparate impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by nonminority populations. The disparate impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.

In the course of performing a Title VI Equity Analysis, SamTrans must analyze how the proposed action would impact minority as compared to non-minority populations. In the event the proposed action has a negative impact that affects minorities more than non-minorities with a disparity that exceeds the adopted Disparate Impact Threshold, or that benefits non-minorities more than minorities with a disparity that exceeds the adopted Disparate Impact Threshold, SamTrans must evaluate whether there is an alternative that has a more equitable impact. Otherwise, SamTrans must take measures to mitigate the impact of the proposed action on the affected minority population and demonstrate that a legitimate business purpose cannot otherwise be accomplished and that the proposed change is the least discriminatory alternative.

The Disparate Impact Threshold to determine if the adverse impacts of a major service change (as defined in the first part of this document) or a fare adjustment is established at 20 percent based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by minority populations compared to the same impacts borne by non-minority populations.

PART 3

DISPROPORTIONATE BURDEN POLICY

This policy establishes a threshold for determining whether a given action has a disproportionate burden on low-income populations versus non-low-income populations. The Disproportionate Burden Policy applies only to low-income populations that are not also minority populations. Per FTA Circular 4702.1B:

The policy shall establish a threshold for determining when adverse effects of [fare/]service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations.... The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission.... At the conclusion of the analysis, if the transit provider finds that low-income populations will bear a disproportionate burden of the proposed fare[/service] change, the transit provider should take steps to avoid, minimize, or mitigate impacts where practicable. The transit provider should describe alternatives available to low-income populations affected by the fare[/service] changes.

The SamTrans Disproportionate Burden Threshold to determine if the adverse impacts of a major service change (as defined in the first part of this document) or a fare adjustment is established at 20 percent based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by low-income populations compared to the same impacts borne by non-low-income populations.

SAN MATEO COUNTY TRANSIT DISTRICT



Title VI Fare Equity Analysis and Preliminary Service Equity Analysis

SamTrans Codified Tariff Adjustments Fare Equity Analysis

Pilot Express Bus, Microtransit, and Taxi Voucher Preliminary
Service Equity Analysis

August 2019

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EXECUTIVE SUMMARY

Title VI of the Civil Rights Act of 1964 prohibits discrimination based on race, color, and national origin in programs and activities receiving federal financial assistance. The San Mateo County Transit District (District), which operates SamTrans fixed-route bus service in San Mateo County, as well as RediWheels and Redi-Coast paratransit, has committed to the Federal Transit Administration (FTA) to comply with Title VI requirements set forth in FTA Circular 4702.1B ensuring that FTA-assisted benefits and related services are made available and are equitably distributed without regard to race, color, or national origin.

In January 2019, the District's Board of Directors (Board) adopted the SamTrans Fare Policy (Fare Policy). Staff is now proposing replacement of the Codified Tariff with a new Fare Structure, which includes a series of modifications to the prices, fares and products described in the Codified Tariff to better align it with the Fare Policy. These modifications include: introduction of free transfers, removal of certain fare categories and introduction of other fare categories and service definitions, elimination of tokens (in favor of paper ticket books), discontinuation of change cards, reduction of prices for certain passes, and cancellation of a base fare increase. Prior to adoption of the modifications reflected in the new Fare Structure, FTA Circular 4702.1B and District policies require that the Board review and approve an analysis of the effects the proposal will have on minority and low-income riders. This equity analysis concludes that the proposed modifications would not have a disparate impact on minority riders or disproportionately burden low-income riders. To the contrary, the proposed Tariff modifications decrease average fares for minority riders and low-income riders more than for non-minority riders and non-low-income riders, respectively.

Of note, the modifications account for launch of three new pilot services: Express Bus, SamTrans OnDemand micro transit, and the Taxi Voucher Program. The Express Bus and Taxi Voucher pilots do not replace existing services. The OnDemand pilot replaced an existing shuttle but utilizes the same operator contract and provides a similar amount of service hours per day. Each of these services is being launched as a one-year pilot and so are not subject to a mandatory Title VI Service Equity analysis. However, this report includes a preliminary service equity analysis consisting of a brief demographic profile of the population adjacent to the service based on recent demographic information from the US Census Bureau. More comprehensive analyses will be conducted if the services will operate for more than one year.

Preliminary demographic analyses of the pilot Express Bus Phase 1 routes, the SamTrans OnDemand Pilot service area, and the Taxi Voucher Pilot Program service area reveal the potential for disparate impacts and disproportionate burdens; however, a complete profile of actual riders cannot be compiled before the system is in operation. District staff will use data collected during the pilots to perform a complete service equity analysis should they be implemented on a permanent basis and will consider mitigations at that time, if necessary.

PROPOSED FARE CHANGES

SamTrans customers pay fares with cash, a mobile app (SamTrans Mobile App or SamTrans OnDemand app), a Clipper® card, tokens, tickets, a monthly pass, or a day pass. SamTrans fixed-route service includes discounted fares for seniors, customers with disabilities, and Medicare cardholders; these are categorized as “Eligible Discount.” Youth riders (those between the ages of 5 and 18) also receive the same discounted fares. None of the proposed adjustments relate to paratransit fares.

The District has not implemented any fare changes since 2016. In 2015 the District Board approved a set of fare increases to go into effect in 2019, including an increase to the SamTrans adult base fare to \$2.50, and associated increases to the Day Pass and Monthly Pass, as well as increases to paratransit, the Way2Go Pass and the Summer Youth Pass, but these increase were postponed indefinitely in 2019 because of the ongoing Fare Study project.

The Fare Study was completed in 2018 and the District adopted its first ever Fare Policy in January 2019.

The District is now considering cancellation of the postponed fare increases along with additional fare changes to reflect the goals of the Fare Policy, with the proposed adjustments to take effect in 2020. The proposed adjustments are mostly fare decreases, with a small increase to the price of tokens (purchased in bulk). In Fiscal Year (FY) 2018, the District's farebox recovery ratio (the portion of operating expenses covered by fares) for SamTrans was approximately 13 percent.

In addition to maintaining the adult base fare at \$2.25, the following fare changes are proposed:

1. **Replace adult and youth coin tokens with paper tickets and sell them at the same prices as regular fares (e.g., without a bulk discount specifically for tokens/tickets).** The removal of coin tokens and the replacement with a paper product will reduce/eliminate expensive administrative costs associated with coin production, distribution and collection. Additionally, the SamTrans Fare Policy outlines certain circumstances for when fare discounts (outside of the youth and eligible discount fares) are appropriate and how they should be managed. The original motivation for the discount on packages of tokens is unclear and as such there are not metrics for evaluating the effectiveness of the discount. Therefore, the removal of the discount is being done to align the Fare Structure with the Fare Policy.
2. **Introduce free two-hour transfers for local fares paid with Clipper and the SamTrans Mobile App.** Thirty-eight percent of passengers make at least one transfer on a one-way trip. Introducing free transfers will encourage the use of SamTrans and will make the system easier and more affordable to use.
3. **Reduce the cost of the Day Pass to approximately twice the local fare.** This change would apply for passes bought in cash or on the SamTrans Mobile app. For those who transfer, but don't use a Clipper card, a reduction in the cost of a Day Pass will make

their journey more affordable and will encourage the use of SamTrans for additional trips.

4. **Remove the Out-of-SF fare category.** Routes currently subject to it (currently, routes 292, 397 and 398) will instead be subject to the same fares that apply to all other non-Express routes. The Out-of-SF fare category is difficult to understand and enforce; with the reintroduction of express bus services, this fare category will be obsolete.
5. **Discontinue change cards.** Change cards have an administrative cost associated with their production, distribution and collection; most transit agencies require exact change only. In addition, the production and processing of change cards at the farebox can result in longer dwell times, which in turn degrades schedule adherence and overall system efficiency. This is especially problematic with damaged or demagnetized change cards.
6. **Include a new Express Bus service definition and fare structure for the pilot Express Bus service.** Express bus services are being reintroduced into the SamTrans network starting in 2019 based on recommendations in the US 101 Express Bus Feasibility Study¹ that was approved by the District Board in 2018.
7. **Eliminate group sales and sales of the 50-ticket ride book.** These fare products are very minimally used and require significant administrative oversight compared to the revenue generated.
8. **Introduce a service definition for “microtransit.”** SamTrans launched a microtransit pilot, SamTrans OnDemand, in 2019 and will be evaluating the feasibility of expansion in 2020. OnDemand is priced identically to service on all other non-Express routes.
9. **Add a service definition and set the subsidy amount for a pilot Taxi Voucher Program.** SamTrans received a grant from the FTA to initiate subsidized same-day taxi services for seniors and persons with disabilities in a pilot area. The pilot program will launch in 2020.

The proposed fare changes are summarized in

¹ http://www.samtrans.com/Assets/_Planning/pdf/Final+Express+Bus+Feasibility+Study.pdf

Table 1 and **Table 2** and below. Note that the tables do not include purely administrative modifications.

Table 1: Summary of Proposed Changes to Fare Payment Types

Fare Category	Existing	Proposed
Cash	Adult: \$2.25 Youth & ED: \$1.10	No change; will reverse increase previously approved and then postponed: Adult: \$2.25 Youth & ED: \$1.10
Express	Does not exist.	See Table 2
Transfers on Clipper and Mobile App	Customers must purchase a new local fare to transfer, unless they have a day or monthly pass.	Customers paying the local fare on Clipper or the Mobile App will get a free transfer to another local SamTrans bus within two hours.
Day Pass	Adult: \$5.50 Youth & ED: \$2.75	Fares reduced: Adult: \$4.50 Youth & ED: \$2.00
Out of SF Fare	Adult: \$4.00	Fare reduced: Adult: \$2.25
Change Cards	Customers are given change cards for overpaid fares.	Customers will no longer receive change cards for overpaid fares.
Tokens (pack of 10)	Adult: \$18 (\$1.80 per trip) Youth & ED: \$10.00 (\$1.00 per trip)	Tokens will be replaced with Tickets and the associated discount will be discontinued: Adult: \$22.50 (\$2.25 per token) Youth & ED: \$11.00 (\$1.10 per token)

Table 2: Proposed Express Bus Fares

Express Fares (Clipper)	Base Fare	Local + Express Monthly Pass	Local Base Fare & Monthly Pass to Express Upgrade Charge	Express to Local Transfer	Outside Agency to Express Upgrade Charge**
Adult	\$4.00	\$130.00	\$1.95	Free	\$1.95
Youth/ED	\$2.00	n/a	\$1.00		\$1.00

Express Fares (Cash & Mobile)	Base Fare	Local Day Pass to Express Upgrade Charge	Express to Local*
Adult	\$4.50	\$2.25	Free
Youth/ED	\$2.25	\$1.00	

* Language in the codified tariff requires a 10% discount on all fares paid with Clipper. Changing that language will require coordination with MTC.

** AC Transit Month Pass, Caltrain 2-Zone Month Pass & VTA Monthly Pass holders only.

SAMTRANS TITLE VI POLICIES

In October 2012, the Federal Transit Administration issued FTA Circular 4702.1B, updating its guidance on implementation of Title VI of the Civil Rights Act of 1964. This Circular requires that the governing authority of each federally-assisted public transportation provider adopt the following policies:

- Major Service Change Policy
- Disparate Impact Policy
- Disproportionate Burden Policy

The District adopted policies based on several factors, including existing policies already in use, consultation with other transit agencies, and analysis of impacts from past service and fare change decisions. The District published its policies for public review in February 2013 and conducted significant public outreach to solicit input. Following public engagement, staff revised the policies and the Board of Directors adopted the policies at the March 13, 2013 meeting. The adopted policies follow.

Major Service Change Policy

All major increases or decreases in transit service are subject to a Title VI Equity Analysis prior to Board approval of the service change. A Title VI Equity Analysis completed for a major service change must be presented to the San Mateo County Transit District Board of Directors for its consideration and included in the SamTrans Title VI Program with a record of action taken by the Board.

The SamTrans Title VI policy defines a major service change as a reduction or increase of 25% or more in total vehicle revenue miles in service on any specific route over a one-week period. The following service changes are exempted:

- Changes to a service on a route with fewer than 10 total trips in a typical service day are not considered “major” unless service on that route is eliminated completely on any such day.
- The introduction or discontinuation of short- or limited-term service (e.g., promotional, demonstration, seasonal or emergency service, or service provided as mitigation or diversions for construction or other similar activities), as long as the service will be/has been operated for no more than twelve months.
- SamTrans-operated transit service that is replaced by a different mode or operator providing a service with the same or better headways, fare, transfer options, span of service, and stops.

Disparate Impact Policy

This policy establishes a threshold for determining whether a given action has a disparate impact on minority populations. Per FTA Circular 4702.1B:

Disparate impact refers to a facially neutral policy or practice that disproportionately affects members of a group identified by race, color, or national origin, where the recipient's policy or practice lacks a substantial legitimate justification and where there exists one or more alternatives that would serve the same legitimate objectives but with less disproportionate effect on the basis of race, color, or national origin...

The policy shall establish a threshold for determining when adverse effects of [fare/] service changes are borne disproportionately by minority populations. The disparate impact threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by minority populations compared to impacts borne by non-minority populations. The disparate impact threshold must be applied uniformly... and cannot be altered until the next Title VI Program submission.

In the course of performing a Title VI Equity Analysis, the District must analyze how the proposed action would impact minority as compared to non-minority populations. In the event the proposed action has a negative impact that affects minorities more than non-minorities with a disparity that exceeds the adopted Disparate Impact Threshold, or that benefits non-minorities more than minorities with a disparity that exceeds the adopted Disparate Impact Threshold, the District must evaluate whether there is an alternative that has a more equitable impact. The District must then reanalyze the proposal to determine if the disparity would be eliminated or reduced. To proceed with a change that has a disparate impact above the defined threshold, the agency must demonstrate that a legitimate business purpose cannot otherwise be accomplished and that the proposed change is the least discriminatory alternative.

The District has adopted a Disparate Impact Threshold of 20% based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by minority populations compared to the same impacts borne by non-minority populations.

Disproportionate Burden Policy

This policy establishes a threshold for determining whether a given action has a disproportionate burden on low-income populations relative to non-low-income populations. Per FTA Circular 4702.1B:

The policy shall establish a threshold for determining when adverse effects of [fare/] service changes are borne disproportionately by low-income populations. The disproportionate burden threshold defines statistically significant disparity and may be presented as a statistical percentage of impacts borne by low-income populations as compared to impacts born by non-low-income populations.... The disproportionate burden threshold must be applied uniformly... and cannot be altered until the next [Title VI] program submission.... At the conclusion of the analysis, if the transit provider finds that low-income populations will bear a disproportionate burden of the proposed fare[/service] change, the transit provider should take steps to avoid, minimize, or

mitigate impacts where practicable. The transit provider should describe alternatives available to low-income populations affected by the fare[/service] changes.

The District has adopted a Disproportionate Burden Threshold of 20% based on the cumulative impact of the proposed service and/or fare changes. This threshold applies to the difference of the impacts borne by low-income populations compared to the same impacts borne by non-low-income populations.

Public Outreach with Adopted Policies and Procedures

Staff developed draft standards and policies and received public input through four community meetings throughout the county to develop the District's Disparate Impact and Disproportionate Burden policies. Comments were also made through the mail, telephone, and the dedicated e-mail address of TitleVI@samtrans.com.

The community meetings were held:

Tuesday, Feb. 12, 2013 6:30 p.m. to 8 p.m.
Pacifica Sharp Park Library
104 Hilton Way, Pacifica

Tuesday, Feb. 19, 2013 6:30 p.m. to 8 p.m.
War Memorial Activity Room
6655 Mission St., Daly City

Thursday, Feb. 21, 2013 10:00 a.m. to 11:30 a.m.
SamTrans Offices
1250 San Carlos Ave., San Carlos

Monday, Feb. 25, 2013 6:30 p.m. to 8 p.m.
Lewis and Joan Platt East Palo Alto Family YMCA
550 Bell St., East Palo Alto

A total of 15 members of the public participated in the meetings, providing valuable comments for staff. Upon receipt of the input from meeting attendees, staff revised the proposals for its standards and policies and submitted them for Board approval. The Board of Directors approved the Policies on March 13, 2013.

FARE EQUITY ANALYSIS

Pursuant to 49 CFR Section 21.5 (b) (2), 49 CFR Section 21.5 (b) (7) and Appendix C to 49 CFR part 21, grantees must evaluate all non-exempt fare changes and major service changes to determine whether those changes have a discriminatory impact on minority or low-income populations.

The following sections document the methodology and summarize the findings of the proposed fare changes and of a preliminary equity analysis of the pilot express bus, microtransit, and taxi-voucher programs.

In summary, the analysis suggests that the proposed fare changes would not have a disparate impact on minority riders or disproportionately burden non-low-income riders.

Preliminary demographic analyses reveal the potential for disparate impacts and disproportionate burdens to exist among the pilot services. District staff will use data collected during the three pilot programs to perform a complete service equity analysis should they be implemented on a permanent basis (or longer than 12 months) and will consider mitigations if necessary.

Methodology

Pursuant to FTA Circular 4702.1B, the District must analyze any available information generated from ridership surveys to determine whether minority and low-income passengers are more likely to use the payment type subject to the proposed change, and whether or not the proposed fare changes would result in a disparate impact or disproportionate burden.

Data

The primary data source for this analysis is the 2018 SamTrans Triennial Customer Survey. It posed several questions to passengers, including but not limited to fare payment type used, purpose of trip and demographic information. In total, 4,229 completed surveys were collected. This sample provides accurate data within a +/- 1.34% margin of error (at the 95% confidence level). Survey sampling was designed to reach a cross-section of riders that utilize different routes at different times of day. Surveying was attempted on all SamTrans routes.

To ensure that the survey sample was representative of the population of SamTrans riders, weights were applied to each response based on a comparison of responses to SamTrans ridership averages for the month of October 2018. Therefore, the analysis in this report relies upon a weighted total of responses.

Information about fare payment type, fare category, ethnicity, and annual household income are required to perform the analysis, so the survey sample is restricted to a subset of respondents who answered the appropriate combination of those questions for the analysis at hand. The subsets of people considered in the impact and burden analyses are not mutually exclusive.

Further, the Triennial Survey questionnaire includes *fare payment type* (cash, day pass, month pass, etc.) and *fare category* (adult, youth, and eligible discount) are separate questions. This means that an adult Day Pass is represented by indicating “Day Pass” as the fare payment type *and* “Adult” as the fare category. Because the fare change is not applied uniformly across all fare products and categories, a response with either of those points missing is not included in the analysis of disparate impacts (in **Table 7**) and disproportionate burdens (in **Table 8**).

Of the 4,229 total responses in the SamTrans 2018 Triennial Customer Survey, 3,957 people also reported on their fare payment. For the disparate impact analysis, 1,661 respondents reported fare information and their ethnicity. For the disproportionate burden analysis, 1,059 respondents reported fare information and their household income. Because some people may be some combination of low-income and minority, the samples of each population do not combine to the entire population of SamTrans ridership. The total breakdown of fare payments across all survey respondents is shown in **Table 3**, and on its own provides the relative popularity of each fare product across all SamTrans ridership.

Caveats

Customer information and usage data are not available for the 50-ticket ride book, group sales, and change cards because they are not methods of fare payment; instead, they are business practices and methods for selling fares. Therefore, they cannot be analyzed. Similarly, survey data does not report on the use of change cards among SamTrans passengers, and they are not considered in ridership tallies when they are used to pay for fare products (e.g. Use of a fare card to pay an adult fare is tallied as such).

Because SamTrans Express Bus services and the Taxi Voucher program do not currently exist, this report includes a separate analysis focused on the population within a half mile of the initial proposed Express Bus stops and within the proposed Taxi Voucher pilot service area. A similar demographic analysis is included for the OnDemand Microtransit, which is currently in a pilot phase. More thorough Title VI Equity Analyses will be conducted if the District chooses to implement Express Bus, the Taxi Voucher program and/or SamTrans OnDemand on a permanent basis (or longer than 12 months).

Fare Equity Analysis Steps

The following steps are used to determine equity impacts of the proposed fare changes.

1. Determine the percentage change of the proposed fare adjustment for each fare payment method.
2. Define the term "low-income" to mean those with an annual household income below \$25,000 (i.e., double the federal poverty rate).
3. Define the term “minority” to mean those who self-identify as any ethnicity other than “white” alone.
4. With the terminology defined above, determine the percentage of low-income, non-low income, minority, and non-minority passengers overall and by fare type.

5. Determine the change in cumulative and average fare paid per group.
6. Determine the differential between the average fare change for minority riders relative to non-minority riders, and low-income riders relative to non-low-income riders.
7. Compare the differentials to the disparate impact threshold and disproportionate burden threshold as defined in the SamTrans Title VI Policies.

Summary of Overall Fare Use

Table 3 summarizes survey responses pertaining to fare payment type. Of the 4,229 total responses in the SamTrans 2018 Triennial Customer Survey, 3,957 people reported on their fare. The top three methods of paying fares are with cash, Clipper cash value, and the Clipper-based Monthly Pass (34%, 30%, and 19% respectively). The remaining fare types are sparsely used and range from four percent to less than one percent.

Table 3: Summary of Overall Fare Use by (All Respondents)

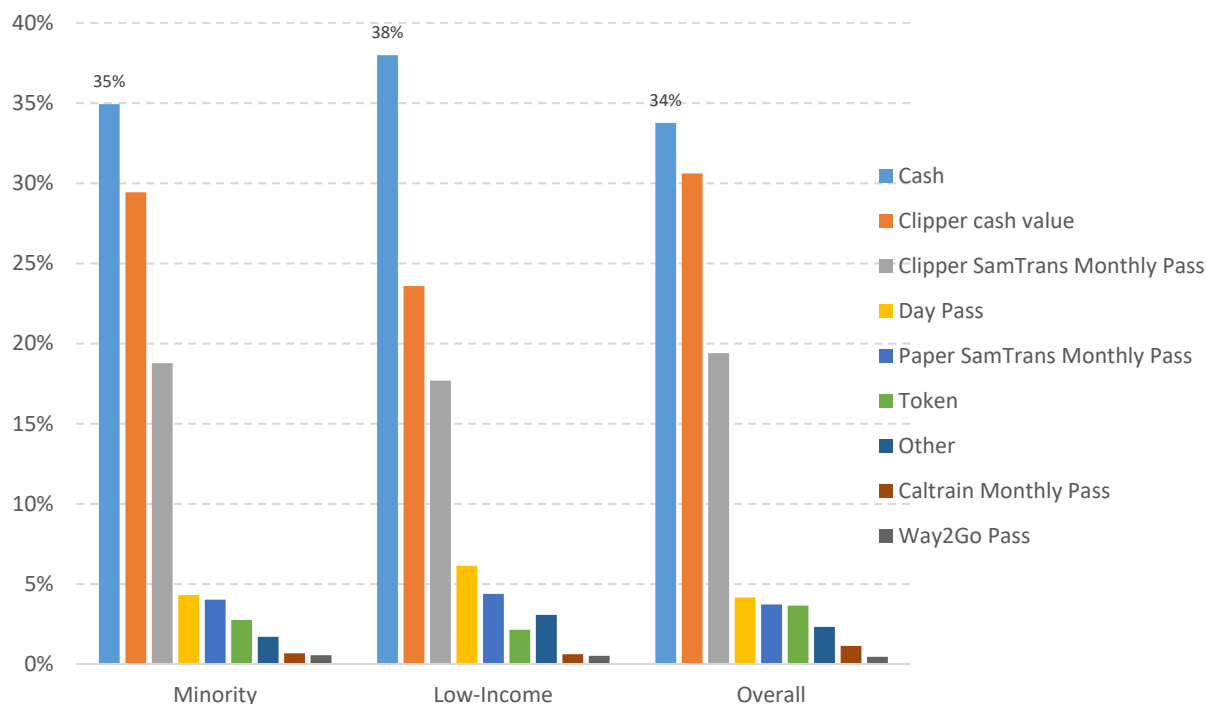
Fare Payment Type	Respondents	Percent
Cash	1,356	34%
Clipper cash value	1,202	30%
Clipper SamTrans Monthly Pass	757	19%
Day Pass	165	4%
Paper SamTrans Monthly Pass	146	4%
Token	142	4%
Other*	95	2%
Caltrain Monthly Pass	45	1%
Way2Go Pass	18	< 1%
Samtrans Mobile App (day pass)	17	< 1%
SamTrans Mobile App (one way)	14	< 1%
Total	3,957	100%

* Includes paratransit customers (who ride for free), employee passes, unspecified Clipper use, and free fare days (e.g. Spare the Air Day)

Source: SamTrans 2018 Triennial Customer Survey

Below, **Figure 1** presents the distribution of fare payment types across respondents who identified themselves as a minority or as having a low-income, as well as overall use.

Figure 1: Distribution of Fare Payment Type Across Groups



Because transfers are not a fare payment type with a distinct price, **Table 4** shows the number of respondents who provided information about how many buses they take per one-way trip. Of the total responses, 4,070 respondents included information about transfers. As shown, 38% of them made at least one transfer.

Table 4: Transfers (All Respondents)

Transfers	Percent
No Transfers	62%
At Least One Transfer	38%

Source: SamTrans 2018 Triennial Customer Survey

Table 5 presents a cross tabulation of the number of transfers per respondent by the type of fare payment. Those who make no transfers tend to pay with cash or Clipper cash value; these three payment methods are more evenly distributed amongst those who take two busses, and the number of respondents who paid with the day pass, paper monthly pass, token, and Way2Go pass is similar to those who do not transfer.

Table 5: Crosstabulation of Transfers by Fare Payment Type

# of Transfers	Cash	Clipper cash value	Monthly Pass (Clipper)	Day Pass	Other	Monthly Pass (paper)	Token	Way2Go Pass
None	832	821	396	62	46	77	113	10
Two buses	361	272	261	55	28	55	20	5
Three Busses	56	55	50	21	8	2	3	1
Four + Buses	44	24	30	20	7	9	3	2

Source: SamTrans 2018 Triennial Customer Survey

The SamTrans 2018 Triennial Survey does not specifically ask whether a customer paid the Out-of-SF fare, but it can be inferred by limiting the sample to responses collected on routes where the fare applies, and limiting fare payment types which are affected by the Out-of-SF distinction. Therefore, the analysis is based on responses collected on Route 292, 397, and 398; and by responses where the fare category is listed as Cash, SamTrans App One-Way, Clipper Cash, and Paper/Clipper Monthly Pass. Of all responses, only 397 were collected on those routes and with those fare payment types; of these, 287 provided their ethnicity while 228 provided their household income. **Table 6** presents the fare payment type by group for Out of SF routes.

Table 6: Fare Payment Type on Out of SF Routes

Out of SF Fare Payment	Minority	Non-Minority	Low-Income	Not Low-Income
Cash and App	118	28	51	61
Clipper Cash Value	55	19	17	43
Clipper/Paper Month Pass	46	21	20	35
Grand Total	219	68	89	139

Source: SamTrans 2018 Triennial Customer Survey

Fare Product Use Among Minorities

This section determines whether a disparate impact on minority populations may exist based on their use of the fare products which are proposed for changes. In the 2018 SamTrans Triennial Ridership Survey, 79% of the respondents identified themselves as minority. The top three payment methods for minority riders were Cash (35%), Clipper cash value (31%), and the Clipper Monthly Pass (19%).

Table 7, below, depicts a summary of each fare type affected by the proposed change comparing the existing price, the proposed price, the percent change of each fare adjustment, and the usage by minority groups compared to non-minority groups. The table accounts for adult, youth, and Eligible District (ED) pricing. In the aggregate and for each fare type subject to change, minority riders constitute most users (in the aggregate, 66% minority compared to 34% non-minority).

Table 7: Use of Fares with Proposed Changes Among Minorities

Category	Current Fare	Proposed Fare	% Change	Use by Minorities (%)	Use by Non-minorities (%)
Tokens (pack of 10)				79 (61%)	50 (39%)
Adult	\$18.00	\$22.50	20%	47 (64%)	26 (36%)
Youth	\$10.00	\$11.00	9%	29 (57%)	22 (43%)
ED	\$10.00	\$11.00	9%	4 (66%)	2 (34%)
Two-hour Transfer				667 (84%)	123 (16%)
Clipper	\$2.25	\$0.00	-100%	276 (83%)	55 (17%)
Cash/App/Token	\$2.25	\$2.25	0%	391 (85%)	68 (15%)
Day Pass				123 (83%)	26 (17%)
Adult	\$5.50	\$4.50	-22%	68 (83%)	14 (17%)
Youth	\$2.75	\$2.00	-25%	21 (87%)	3 (13%)
ED	\$2.75	\$2.00	-25%	34 (79%)	9 (21%)
Out-of-SF Fare (Adult only)				219 (76%)	68 (24%)
Cash/App	\$4.00	\$2.25	-78%	118 (81%)	28 (19%)
Clipper Cash	\$3.60	\$2.05	-76%	55 (74%)	19 (26%)
Out of SF Monthly Pass (Clipper/Paper)	\$96.00	\$65.60	-46%	46 (69%)	21 (31%)
Total (N=1,661)				1,088 (66%)	573 (34%)

Source: SamTrans 2018 Triennial Customer Survey

Table 8 summarizes the distribution of fare products between minorities, non-minorities, and the system ridership overall. It shows that all fares with proposed changes are used by minorities at higher rates than non-minorities. While Tokens, Day Passes, and the Out-of-SF fare are relatively small pieces of the overall mix, they are used more heavily by minorities by wide margins. Transfers are more evenly split between these groups and are also more frequently used overall.

Table 8: Summarized Use of Fares with Proposed Changes Among Minorities

Payment Method	Use by Minorities	Use by Non-Minorities	Use Overall (% of All Responses)
Tokens	61%	39%	4%
Transfer	84%	16%	38%*
Day Pass	83%	17%	4%
Out-of-SF	76%	24%	9%**

* Calculated as the total number of surveys collected which indicated at least one transfer on a one-way trip.

** Calculated as the total number of surveys collected on Out-of-SF Routes paid with specified fare payment types, compared to all survey responses.

Fare Product Use Among People with Low-Incomes

In the 2018 SamTrans Triennial Ridership Survey, 43% of the respondents identified themselves as having a household income of \$25,000 or lower (thereby meeting the definition of "low-income"). Among low-income riders, the top three payment methods were Cash (40%), Clipper cash value (24%), and the Clipper Monthly Pass (18%).

Table 9, below, summarizes the use of fare types with proposed changes among low-income and non-low-income groups. The table accounts for Adult, Youth, and Eligible Discount pricing.

Table 9: Use of Fares with Proposed Changes Among People with Low Incomes

Category	Current	Proposed	% Change	Low-income (%)	Non low-income (%)
Tokens (pack of 10)				25 (27%)	67 (73%)
Adult	\$18.00	\$22.50	20%	19 (32%)	41 (68%)
Youth	\$10.00	\$11.00	9%	4 (14%)	24 (86%)
ED	\$10.00	\$11.00	9%	2 (50%)	2 (50%)
Two-hour Transfer				330 (53%)	290 (47%)
Clipper	\$2.25	\$0.00	-100%	127 (48%)	136 (56%)
Cash/App/Token	\$2.25	\$2.25	0%	203 (57%)	154 (43%)
Day Pass				73 (55%)	59 (45%)
Adult	\$5.50	\$4.50	-22%	33 (45%)	40 (55%)
Youth	\$2.75	\$2.00	-25%	12 (63%)	7 (37%)
ED	\$2.75	\$2.00	-25%	28 (70%)	12 (30%)
Out-Of-SF Fare				88 (39%)	139 (61%)
Cash + App	\$4.00	\$2.25	-78%	51 (46%)	61 (54%)
Clipper Cash	\$3.60	\$2.05	-76%	17 (28%)	43 (72%)
Out of SF Month Pass (Clipper & Paper)	\$96.00	\$65.60	-46%	20 (36%)	35 (64%)
Total (N=1,059)				514 (49%)	545 (51%)

Source: SamTrans 2018 Triennial Survey

Table 10 summarizes the distribution of fare products between the low-income and non-low-income groups, and the system overall. It shows that low-income riders incomes make transfers and purchase Day Pay asses at a higher rate than non-low-incomes riders. Non-low-income riders purchase Tokens and pay the Out-of-SF fare at a higher rate than low-income riders, and by wider margins.

Table 10: Summary of Use of Fares with Proposed Changes Among People with Low Incomes

Payment Method	Low-income (%)	Non-low-income (%)	Percent of Total Fares
Tokens	27%	73%	4%
Transfer	53%	47%	38%*
Day Pass	55%	45%	4%
Out-of-SF	39%	61%	9%**

* Calculated as the total number of surveys collected which indicated at least one transfer on a one-way trip.

** Calculated as the total number of surveys collected on Out-of-SF Routes paid with specified fare payment types (not including ethnicity and income), compared to all survey responses.

Fare Equity Analysis Findings

The number of users for each fare product from **Table 7** and **Table 9** are multiplied by the existing and proposed fares - taking into consideration the Adult, Youth, and Eligible Discount fare categories - to calculate a total amount paid per group under the current fare structure and under the 2019 proposal. The analysis then compares these results as both a dollar amount and percent change to identify a potential disparate impact (based on a total of 1,661 survey responses) and a potential disproportionate burden analyses (based on a total of 1,059 survey responses). The percent change in average fare per group can then be compared with the Impact Threshold of 20% to determine if disparate impacts or disproportionate burdens exist.

Shown in **Table 11**, below, the average fare paid by minority riders using these fare products at their current rate is \$7.58, and the average fare for non-minority riders is \$12.33. Assuming usage rates remain constant, the proposed fare changes would decrease the average fare of minority riders to \$5.59, a decrease of \$1.99, or 26%. The average fare for non-minority riders would decrease by \$2.71 to \$9.62, a decrease of 22%. Minority passengers will experience 4% greater *decrease* to their fares under the fare change proposal than non-minority riders. As a result, the proposed fare changes do not have a disparate impact on minority riders.

The average fare paid by low-income riders using these fare products at their current rate is \$7.00, and the average fare for non-low-income riders is \$10.24. Assuming usage rates remain constant, the proposed fare changes would decrease the average fare of low-income riders by \$1.90 to \$5.11, a decrease of 27%. The average fare for non-low-income riders would decrease by \$2.50 to \$7.74, a decrease of 24%. Low-income riders will experience 3% greater *decrease* to their fares under the fare change proposal than non-low-income riders. As a result, the proposed fare changes do not have a disproportionate burden on low-income riders.

Table 11: Fare Equity Analysis of Proposed Fare Change

Category	Current	Proposed	Current				Proposed				
			Minority	Non-minority	Low-income	Non low-income	Minority	Non-minority	Low-income	Non low-income	
Cash/App/TOKEN	Tokens (pack of 10)		\$1,176.00	\$708.00	\$402.00	\$998.00	\$1,420.50	\$849.00	\$493.50	\$1,208.50	
	Adult	\$18.00	\$22.50	\$846.00	\$468.00	\$342.00	\$738.00	\$1,057.50	\$585.00	\$427.50	\$922.50
	Youth	\$10.00	\$11.00	\$290.00	\$220.00	\$40.00	\$240.00	\$319.00	\$242.00	\$44.00	\$264.00
	ED	\$10.00	\$11.00	\$40.00	\$20.00	\$20.00	\$20.00	\$44.00	\$22.00	\$22.00	\$22.00
	Two-hour Transfer		\$1,514.25	\$276.75	\$742.50	\$652.50	\$893.25	\$153.00	\$456.75	\$346.50	
	Clipper	\$2.25	\$0.00	\$621.00	\$123.75	\$285.75	\$306.00	\$0.00	\$0.00	\$0.00	\$0.00
		\$2.25	\$2.25	\$893.25	\$153.00	\$456.75	\$346.50	\$893.25	\$153.00	\$456.75	\$346.50
	Day Pass		\$525.25	\$110.00	\$291.50	\$272.25	\$416.00	\$87.00	\$228.50	\$218.00	
	Adult	\$5.50	\$4.50	\$374.00	\$77.00	\$181.50	\$220.00	\$306.00	\$63.00	\$148.50	\$180.00
	Youth	\$2.75	\$2.00	\$57.75	\$8.25	\$33.00	\$19.25	\$42.00	\$6.00	\$24.00	\$14.00
	ED	\$2.75	\$2.00	\$93.50	\$24.75	\$77.00	\$33.00	\$68.00	\$18.00	\$56.00	\$24.00
	Out-of-SF Fare (Adult only)		\$5,086.00	\$2,196.40	\$2,192.40	\$3,758.80	\$3,395.85	\$1,479.55	\$1,465.70	\$2,521.40	
	Cash	\$4.00	\$2.25	\$472.00	\$112.00	\$204.00	\$244.00	\$265.50	\$63.00	\$114.75	\$137.25
	Clipper	\$3.60	\$2.05	\$198.00	\$68.40	\$68.40	\$154.80	\$112.75	\$38.95	\$38.95	\$88.15
	Out of SF Month Pass	\$96.00	\$65.60	\$4,416.00	\$2,016.00	\$1,920.00	\$3,360.00	\$3,017.60	\$1,377.60	\$1,312.00	\$2,296.00
Cumulative Fare		\$8,301.50	\$3,291.15	\$3,628.40	\$5,681.55	\$6,125.60	\$2,568.55	\$2,644.45	\$4,294.40		
Average Fare Per Group		\$7.58	\$12.33	\$7.00	\$10.24	\$5.59	\$9.62	\$5.11	\$7.74		
Change in Average Fare Per Group						-\$1.99	-\$2.71	-\$1.90	-\$2.50		
Percent Change in Average Fare Per Group						-26%	-22%	-27%	-24%		

Source: SamTrans 2018 Triennial Customer Survey

PRELIMINARY SERVICE EQUITY ANALYSIS

This section summarizes the pilot Express Bus, OnDemand microtransit pilot, and Taxi-Voucher Pilot Program. This section also presents demographic profiles of the population within each service area. As pilots, these new services will be subject to a full Title VI Service Equity Analysis should they be implemented on a permanent basis (or more than 12 months).

Pilot Express Bus Preliminary Service Equity Analysis

The 2018 US 101 Express Bus Feasibility Study identified six new express bus routes to implement in three phases over the next five years. The study was conducted in order to examine opportunities to reintroduce express bus service into the SamTrans route network and to utilize the future express lane facility that will operate on US-101 in San Mateo County (and eventually into San Francisco). The District formerly operated a network of express bus routes that were eliminated in 2009 due to funding shortfalls. The six new routes were identified using a comprehensive planning process that incorporated travel data, ridership demand modeling, stakeholder input, as well as robust public feedback.

The study was conducted between April 2017 and November 2018. The Board adopted the final US-101 Express Bus Feasibility Study and its recommendations in December 2018. The final recommended six routes are shown in **Figure 2** on the following page.

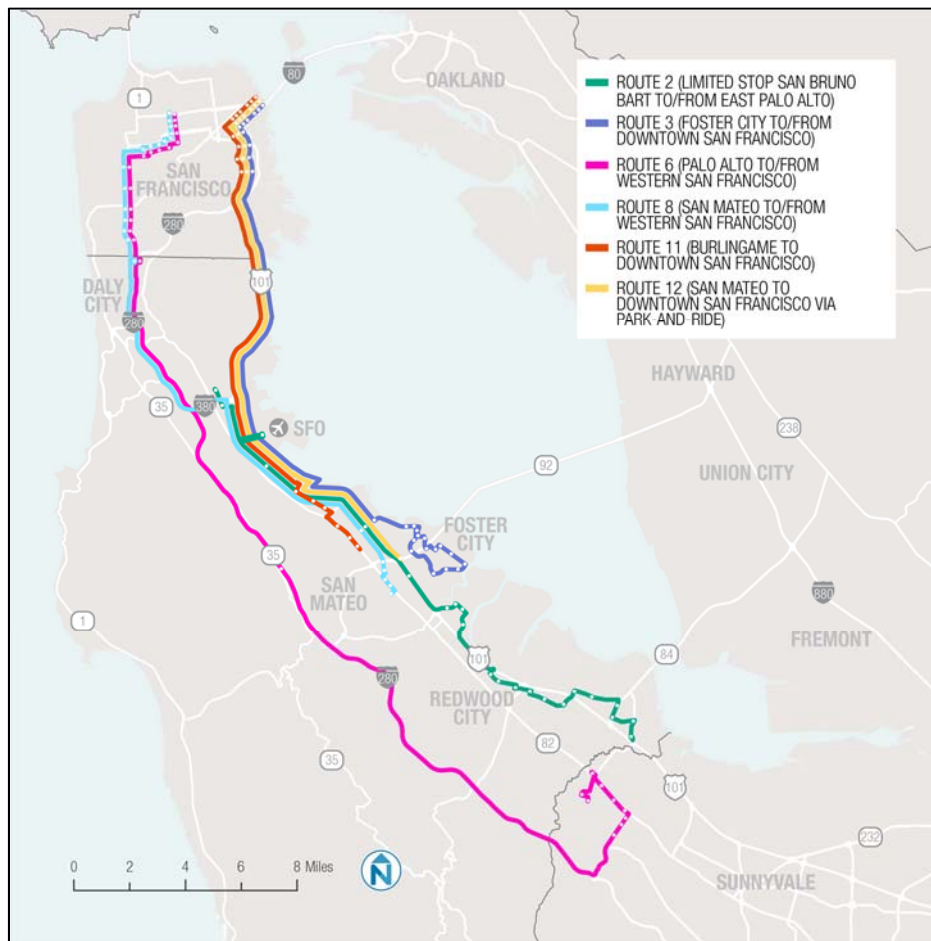


Figure 2: Recommended Network, US 101 Express Bus Feasibility Study

The first phase of express bus service will launch in Fiscal Year (FY) 2020 and includes two new routes: Foster City-San Francisco (August 2019) and Palo Alto-Western San Francisco (January 2020). Both routes will operate as bi-directional in the morning and afternoon peak periods serving residential and employment markets on both ends of the route. The second phase of the express bus service includes two more routes that are projected to launch in conjunction with the opening of the US-101 express lanes in 2022. The third phase of routes will launch in the 2023 timeframe.

As these new express routes have not yet started operating, staff used the current planned alignment and stops for the two Phase I routes to determine the demographic profile of potential riders, assuming a catchment area of ½ mile around the bus stops in on both ends of the routes. Ethnicity and household income data were drawn from the 2017 American Community Survey 5-year Estimates, which is the most current available.

Summary and Preliminary Analysis of Express Bus Service & Fares

Phase 1 of the Express Bus pilot will consist of two routes: FCX (Foster City to/from San Francisco) and PAX (Palo Alto to/from San Francisco). These new routes are not intended to replace existing routes; rather, the goal is to provide new service in order to increase ridership among those who would otherwise drive themselves to and from San Francisco, Foster City and Palo Alto.

FCX service will travel on US 101 and PAX service will travel on I 280, both with very limited stops. Both routes will operate in both directions to accommodate peak and reverse-peak commutes. Northbound, the FCX will board passengers in and around central Foster City, and then go directly to Downtown San Francisco in the northbound direction; the same stops will be used for southbound trips. The PAX will board passengers near Stanford University and adjacent offices, and then go directly to San Francisco in the northbound direction, terminating near Masonic and Geary by way of 19th Avenue; the same stops will be used for southbound trips.

For the first several months, during operation of FCX, fares will mirror those established for current Out-of-SF fares (which apply to Routes 292, 397, and 398). In January 2020, fares for the Express Bus are proposed to increase and only Express Bus passengers will pay the elevated fares. Out-of-SF fares will be discontinued so that Routes 292, 397, and 398 will be subject to all other non-Express Bus fares, as analyzed in the fare equity analysis above.

Considering only Phase 1 of the Express Bus pilot, this report presents a demographic analysis of the population within a half-mile of the proposed bus stops because there is no existing ridership available for study. The District will use passenger experience and demographic data from Phase 1 to analyze the continuation of the FCX and PAX and the launch of Phase 2.

The FCX route alignment was determined after study of observed commute patterns and is the only feasible route alignment that will achieve the District's goals for express bus service. In the *US 101 Express Bus Feasibility Study*, travel markets between Foster City and Downtown San Francisco demonstrate potential for bidirectional express bus service. The market is not directly served by Caltrain service; previously, the FX in Foster City was the most productive of SamTrans' express bus routes, carrying approximately 230 northbound passengers during the AM peak period. The Foster City-San Francisco market includes approximately 1,600 vehicle person trips (VPT) during the AM peak period (64 percent northbound and 36 percent southbound). Potential time savings for the route relative to Caltrain may shift some Caltrain passengers and attract some passengers with origins or destinations beyond Downtown San Francisco and the Mission District/Potrero Hill area. Aside from the ridership potential, the FCX and PAX were the two recommended routes that were the least reliant on the planned San Mateo County US 101 Express Lanes, which will be crucial for achieving the travel times anticipated in the study. In addition to Foster City and San Francisco, the FCX includes two stops in eastern San Mateo, which is a Community of Concern designated by the Metropolitan Transportation Commission (MTC).

Table 12: Phase 1 Express Route Demographic Profile

Population				Households			
		Percent				Percent	
FCX	Total	137,166		Total	117,232		
	Minority	86,928	63%	Low Income	27,568	24%	
	Non-Minority	50,238	37%	Non-Low Income	89,664	76%	
PAX	Total	155,561		Total	58,753		
	Minority	83,132	53%	Low Income	7,461	13%	
	Non-Minority	73,525	47%	Non-Low Income	51,292	87%	
TOTAL	Total	292,727		Total	175,985		
	Minority	170,060	58%	Low Income	35,029	20%	
	Non-Minority	123,763	42%	Non-Low Income	140,956	80%	

Source: SamTrans, 2017 American Community Survey 5-Year Estimates

Table 12, above, shows that people who live within a half-mile of the proposed bus stops are generally minorities (58%) and do not have low incomes (80%).

Routes in the US 101 Express Bus Feasibility Study final recommendation were prioritized for implementation by their ridership potential based on observed commute patterns. However, the study utilized a holistic evaluation process which considered equity factors during the network refinement process. Full implementation of the Express Bus network may result in a more even split between the those with low incomes and those without. District staff will monitor the Express Bus routes' performance through the pilot phase and consider potential mitigations should the Express network be found to disproportionately serve those without low incomes.

OnDemand Microtransit Preliminary Service Equity Analysis

SamTrans OnDemand is a pilot microtransit service that launched on May 6, 2019 and serves a five square-mile area around the Linda Mar community in Pacifica, CA. Currently, customers may pay with the SamTrans OnDemand App, the SamTrans Mobile App, or at the farebox onboard the vehicle. OnDemand is priced identically to service on all other non-Express routes. SamTrans will be evaluating the feasibility of expansion of the OnDemand service in 2020. A more complete service equity analysis would be conducted before a decision is made for the service to be in operation for more than 12 months.

As this pilot has just begun operating, staff used the service area to determine the demographic profile of potential riders. Ethnicity and household income data were drawn from the 2017 American Community Survey 5-year Estimates, which is the most current available.

Summary and Preliminary Analysis of OnDemand Microtransit Pilot

SamTrans OnDemand is a pilot microtransit service that launched on May 6, 2019 and serves a five square-mile area around the Linda Mar community in Pacifica, CA. The standard fixed-route SamTrans fare structure applies. Currently, customers may pay on the vehicle using the farebox and all existing fare media, with the SamTrans Mobile App, or through the SamTrans OnDemand App. The District will be surveying passengers in September 2019 to understand how riders are using the new service and

how the user experience has changed. The District will use data collected during the pilot for an evaluation in order to determine if the service should be implemented on a permanent basis and for the subsequent complete service equity analysis.

Table 13: SamTrans OnDemand Pilot Demographic Profile

Population			Households	
		Percent		Percent
Total	4,409		Total	1,592
Minority	1,605	36%	Low Income	82
Non-Minority	2,854	65%	Non-Low Income	1,510
				95%

Source: SamTrans, 2017 American Community Survey 5-Year Estimates

Table 13, above, shows that the SamTrans OnDemand service area is predominantly non-minority and non-low income (65% and 95%, respectively). This is a notable discrepancy, however there are several service planning and business rationales for selecting this location.

Linda Mar was chosen as the pilot location following an extensive internal study on potential locations in San Mateo County for a microtransit service. Due to the unique features of microtransit, the pilot area would need to satisfy several criteria, including the potential for ridership at levels that can be adequately served by microtransit, the presence of an existing service with appropriate performance and which could be easily replaced with microtransit, and a geography which would lend itself to an intuitive service area and which would facilitate connections to other fixed-route services.

Linda Mar was found to be a suitable location because it was previously served by the FLX Pacifica shuttle, which was operated by MV Transportation under contract with the District. MV's existing contract was used to operate the pilot. Additionally, Linda Mar is geographically isolated from the rest of the Coast; several SamTrans routes connect the Linda Mar Park & Ride with the Colma and Daly City BART stations, thus presenting a first/last mile problem. As a one-way loop with trip deviations that could only be scheduled a day in advance, the FLX Pacifica had limited capability to be a suitable first/last mile connection (though it did enjoy sustained ridership over several years). As such, one of OnDemand's goals for the pilot is to determine if microtransit is a suitable for that role.

The above factors combined with administrative changes necessary to support microtransit service motivated District staff to select a pilot area with a high probability of success over providing a strongly equitable service. Should OnDemand be implemented on a permanent basis, the District will undertake a complete service equity analysis and consider potential mitigations to improve equity in the final implementation and any subsequent expansions.

Taxi Voucher Pilot Preliminary Service Equity Analysis

SamTrans received a grant from the FTA to initiate subsidized same-day taxi services for seniors and persons with disabilities in a geo-fenced pilot area. The pilot service will launch in 2020.

As this pilot has not yet started operating, staff used the current planned service area to determine the demographic profile of potential riders. Ethnicity and household income data were drawn from the 2017 American Community Survey 5-year Estimates, which is the most current available.

Summary and Preliminary Analysis of Taxi-Voucher Pilot Program

The On-Demand Taxi Voucher Program would offer same-day, curb-to-curb taxi and accessible taxi service at a reduced rate in the program area, which is currently defined as Redwood City, San Carlos, and the unincorporated community of North Fair Oaks. It would be available to adults age 65 or older, and people with disabilities. The pilot has not yet launched but would be in effect for one year. At the end of the pilot period, staff would evaluate the program and determine whether to implement it on a permanent basis and/or to implement it in a different geographic area. If such a decision is contemplated, a service equity analysis would be conducted within 12 months of launch of the pilot program.

Table 14: Taxi Voucher Pilot Program Demographic Profile - Disabilities and Age

Disability Status			Age		
		Pct.			Pct.
Total	128,690		Total	128,690	
With Disabilities	9,416	7%	Over 65	15,523	12%
No Disabilities	119,274	93%	Under 65	113,167	88%

Source: SamTrans, 2017 American Community Survey 5-Year Estimates

Within the Taxi Voucher Pilot Program service area, approximately seven percent of the population has a disability, and 12% of the population is over the age of 65 (**The On-Demand** Taxi Voucher Program would offer same-day, curb-to-curb taxi and accessible taxi service at a reduced rate in the program area, which is currently defined as Redwood City, San Carlos, and the unincorporated community of North Fair Oaks. It would be available to adults age 65 or older, and people with disabilities. The pilot has not yet launched but would be in effect for one year. At the end of the pilot period, staff would evaluate the program and determine whether to implement it on a permanent basis and/or to implement it in a different geographic area. If such a decision is contemplated, a service equity analysis would be conducted within 12 months of launch of the pilot program.

Table 14). This represents the number of people who would be eligible for the service. For context, in San Mateo County, eight percent of the population has a disability, and 14% of the population is over the age of 65.

Table 15: Taxi Voucher Pilot Program Demographic Profile: Ethnicity and Minority

Population			Households		
		Pct.			Pct.
Total	128,690		Total	44,132	
Minority	68,206	53%	Low Income	5,146	12%
Non-Minority	57,882	47%	Non-Low Income	38,986	88%

Source: SamTrans, 2017 American Community Survey 5-Year Estimates

Within the Taxi Voucher Pilot Program service area, approximately seven percent of the population has a disability, and 12% of the population is over the age of 65 (**The On-Demand** Taxi Voucher Program

would offer same-day, curb-to-curb taxi and accessible taxi service at a reduced rate in the program area, which is currently defined as Redwood City, San Carlos, and the unincorporated community of North Fair Oaks. It would be available to adults age 65 or older, and people with disabilities. The pilot has not yet launched but would be in effect for one year. At the end of the pilot period, staff would evaluate the program and determine whether to implement it on a permanent basis and/or to implement it in a different geographic area. If such a decision is contemplated, a service equity analysis would be conducted within 12 months of launch of the pilot program.

Table 14). This represents the number of people who would be eligible for the service. For context, in San Mateo County, eight percent of the population has a disability, and 14% of the population is over the age of 65.

Table 15, above, shows that while there are slightly more minorities than non-minorities in the service area, there are substantially more people without low-incomes (88%) than with low-incomes (12%). The service area for this pilot is based on historical use of taxis to supplement some ADA trips. As stated above, should staff propose to make the program permanent, the District will use data collected during the pilot to conduct a complete Service Equity Analysis and consider potential mitigations to improve equity moving forward.

Other Programs and Policies Benefiting Low-Income and Minority Riders

While some of the new proposed services may disproportionately benefit non-minority and non-low-income riders, the proposed service changes are part of a series of new policies and programs, many of which will disproportionately benefit minority and low-income riders. Most notably, the SamTrans Fare Policy establishes guidelines that require equity to be a consideration when making future changes. The implementation of this policy will include system-wide fare changes that will disproportionately benefit minority and low-income riders, as discussed above. Other planning activities include participation in the Community-Based Transportation Plan process in coordination with the San Mateo County City/County Association of Governments (CCAG), which are locally driven transportation plans focused in disadvantaged communities.

PUBLIC OUTREACH ACTIVITIES

The District's public participation process offers early and continuous opportunities for the public (including minorities and people with low-income) to be involved in the identification of potential impacts of proposed transportation decisions. Efforts to involve minority and low-income populations include both comprehensive measures and measures targeted at overcoming barriers that prevent such populations from effective participation in decision making.

District staff conducted an extensive public outreach program to notify SamTrans customers and the community of the proposed changes described in this analysis, and to solicit input. The notification process included four public meetings (**Table 16**); eight community outreach events (**Table 17**); trilingual (English, Spanish and Chinese) newspaper notices (**Table 18**); news releases before the public meetings and before the Public Hearing; trilingual postings on the SamTrans website (English, Spanish, and Chinese), which also uses Google Translate and has the capability to translate into 103 different languages; Social Media postings (Nextdoor, Facebook, Twitter); "take-one" notices; onboard ad cards and electronic messages; e-mail notification to community-based organizations, senior centers and social services agencies; presentations to the SamTrans Citizens Advisory Committee (CAC) SamTrans Accessibility Advisory Committee; and a Public Hearing at the July 10th Board of Directors meeting.

Table 16: Public Meetings

Date and Time	Location	Attendees
May 29, 4:30 - 5:30PM	1250 San Carlos Ave, San Carlos, CA	3
June 4, 10:30 - 11:30AM	33 Arroyo Dr, South San Francisco, CA	2
June 5, 5:00 - 6:00PM	535 Kelly Ave, Half Moon Bay, Ted Adcock Community Center	7
June 18, 11AM	Virtual Public Meeting – You Tube Live	8 live viewers 104 views (as of July 24, 2019) since video was posted

Table 17: Community Outreach Events

Date	Event	City	Attendees
May 4, 2019	Streets Alive Parks Alive	South San Francisco	300
May 4, 2019	Coastside Preparedness Day	Half Moon Bay	250
May 6, 2019	APP Day at Senior Center	Pacifica	26
May 8, 2019	Pacifica Senior Information Fair	Pacifica	80
May 11, 2019	San Carlos Volunteer Expo	San Carlos	35
May 16, 2019	16 CHP Age Well Drive Smart	Pacifica	28
May 23, 2019	Adults Fitness and Resource Fair	Daly City	150
June 7, 2019	Veterans Resource Event, American Legion Post 474,	Half Moon Bay	90

Date	Event	City	Attendees
June 11, 2019	San Mateo County Fair Seniors Day	San Mateo	145
June 22, 2019	Facebook Festival	Menlo Park	548

Table 18: Newspaper Notices

Date	Newspaper	Language
May 21, 2019	The Daily Journal	English
May 29, 2019	Half Moon Bay Review	English
May 24-30, 2019	El Observador	Spanish
May 28, 2019	Sing Tao	Chinese
May 28, 2019	The Daily Journal	English
June 1-2, 2019	The Daily Journal	English
June 2, 2019	San Francisco Examiner	English
June 4, 2019	The Daily Journal	English
June 19, 2019	Half Moon Bay Review	English
June 23, 2019	Examiner & San Mateo Weekly – Legal Notice	English
June 25, 2019	The Daily Journal – Legal Notice	English

Customers and the public were able to provide input orally or in writing at the public meetings, community outreach events and public hearing; by submitting a printed comment form (available in English, Spanish and Chinese); by filling out an online comment form; by mailing written comments through the postal service or via a unique e-mail address, and by calling the SamTrans Customer Service Center. Meeting and hearing notices included directions for submitting oral and written comments through the SamTrans Board Secretary, SamTrans website, email and Customer Service Center telephone lines for those unable to attend the public hearing or public meeting. All such comments are entered into the public hearing record, if they were made.

During the public hearing on July 10, 2019, staff received further public comments as well as input from the Board. Overall, the feedback received during the public comment period indicate that, in general, passengers were supportive of the fare proposal, especially the reduction in Day Pass pricing and the introduction of free transfers. A summary of public comments is attached to this report.

INFORMATION DISSEMINATION TO LIMITED ENGLISH PROFICIENT PERSONS

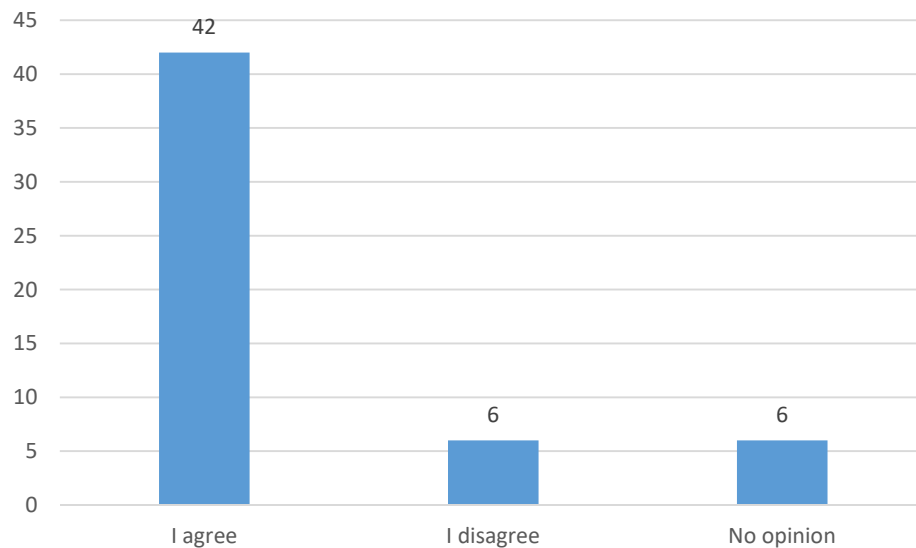
The District's public participation process includes measures to disseminate information on proposed fare and service changes to people with limited English proficiency as well as at public hearings and meetings.

As stated above, comprehensive measures were employed by SamTrans to reach out to non-English speaking persons, including Spanish and Chinese translations in the newspaper and SamTrans.com website postings, in addition to the availability of Google Translate on the District's website. In addition, the SamTrans Customer Service Center offers foreign language translation service, via a telephonic language line, for those wishing to provide oral comments. Also, translation services were available upon request at the July 10, 2019 public hearing.

Notices of the proposed change were sent to Community Benefit Organizations (CBOs) listed on the SamTrans Limited English Proficiency Plan (LEP). No comments from such organizations were received.

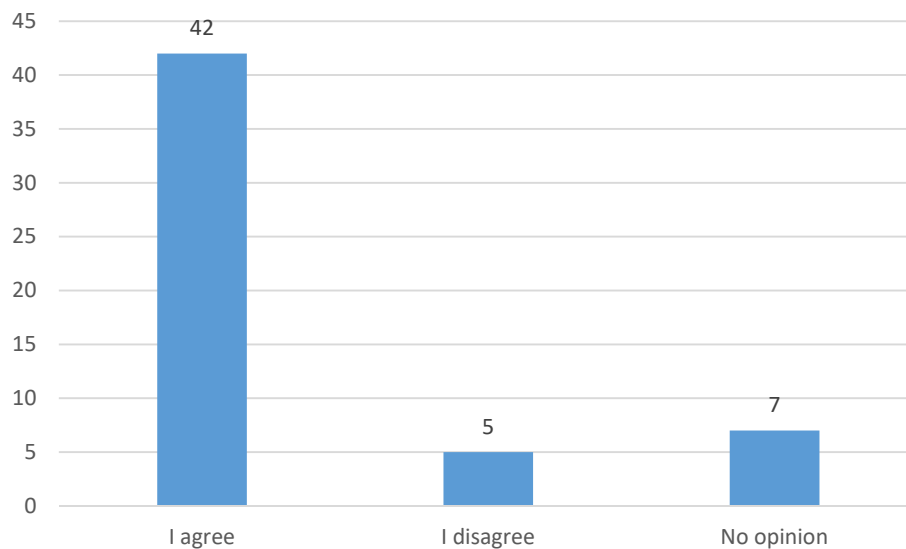
SUMMARY OF PUBLIC COMMENTS

Question: Continue postponement of the planned increase to the adult Local fare, keeping the fare at \$2.25 instead of raising it to \$2.50.



Comment Category	Answer
Don't keep the adult base fare at \$2.25 if it will result in service cuts.	SamTrans service will not be affected by the proposed fare changes.
Consider increasing the cash fare and further discounting Clipper fares.	The Clipper discount is set to be approximately 20% off the equivalent cash fare, pursuant to an agreement between SamTrans and MTC to promote Clipper use.
Consider increasing the base fare but decrease or leave unchanged other fares.	The price of pass products, such as the day pass and monthly pass, are set by an equation based on the cost of the base fare; any change in the base fare will have subsequent effects on the cost of other fare products.

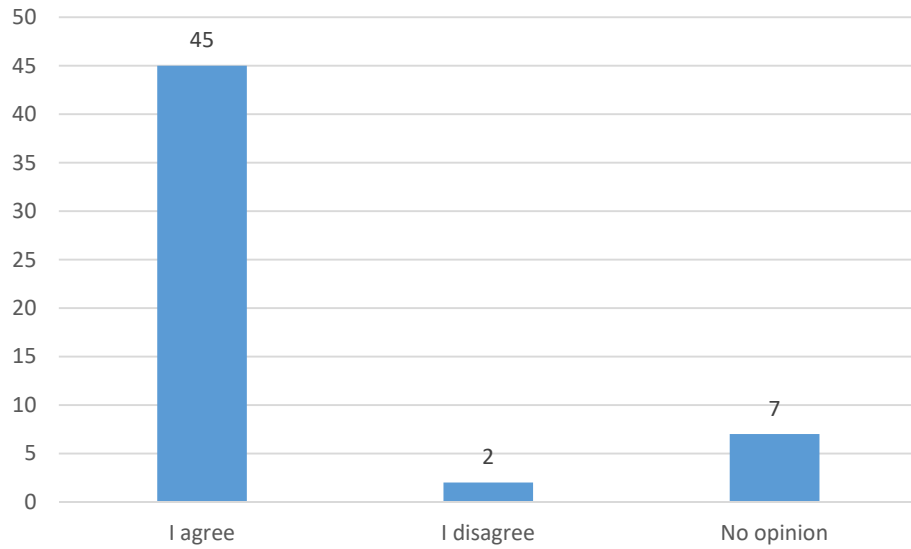
Question: Implement a free 120-minute transfer window for Local fares paid with Clipper® or the SamTrans Mobile app.



Comment Category	Answer
Consider making the Day Pass available on Clipper	The day pass was not added to Clipper because the cost to ride SamTrans twice in a day with transfers would be equivalent to the cost of a day pass.
Consider reducing the transfer to 90 minutes.	A 120-minute transfer was selected in order to ensure that the transfer window would not close while a passenger was still on the first leg of a multi-bus trip.
Consider making the transfer available to cash-paying customers.	A cash transfer option was not proposed because the District wants to reduce waste where possible and the reduced cost of the day pass will confer a similar benefit as a free transfer.
Consider implementing a day pass accumulator product.	Staff may consider a day pass accumulator (fare-capping) for a future fare change.
Consider increasing the transfer time to 4 hours so passengers can make a round trip.	Transfers are intended to reduce the cost burden on customers who take more than one bus on a one-way trip; they are not intended to cover both directions of a round trip. If a customer knows they will need to make a round trip at a later time and wants to pre-pay, they should buy a day pass.
How will the transfers work?	<p>The 120-minute transfer will apply only to transfers between local routes. Transfers from a local route to an express route will incur a small upgrade charge. Transfers from an express route to a local route will be free.</p> <p>On Clipper, the 120-minute transfer window opens after the first use on a SamTrans local bus. Any subsequent rides on SamTrans local routes are</p>

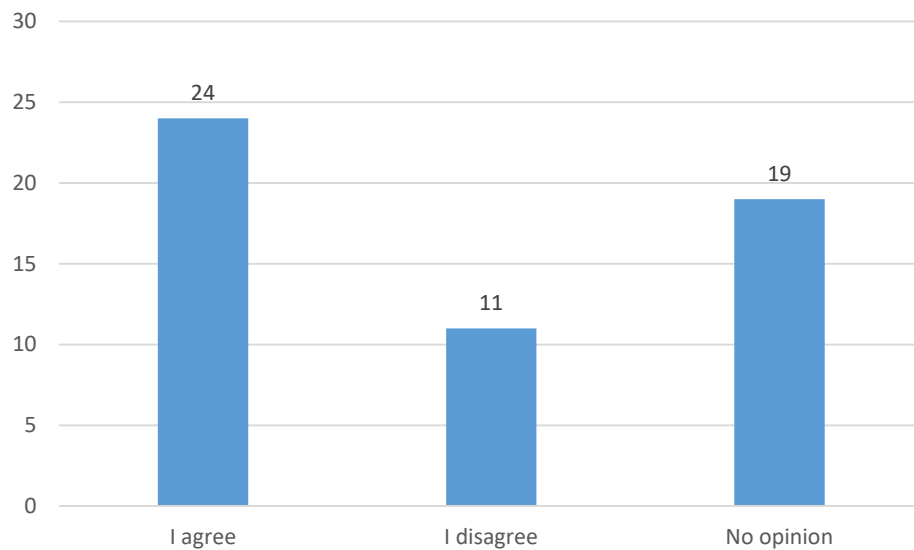
Comment Category	Answer
	<p>free for 120 minutes.</p> <p>On the SamTrans Mobile App, after a local fare is used, the app will indicate that the free transfer window is open for 120 minutes. When transferring to another local route, the passenger will show the app to the operator for a free transfer.</p>

Question: Adjust the cost of the Day Pass to equal two Local fares. The current price of the adult Day Pass is \$5.50, the new price would be \$4.50.



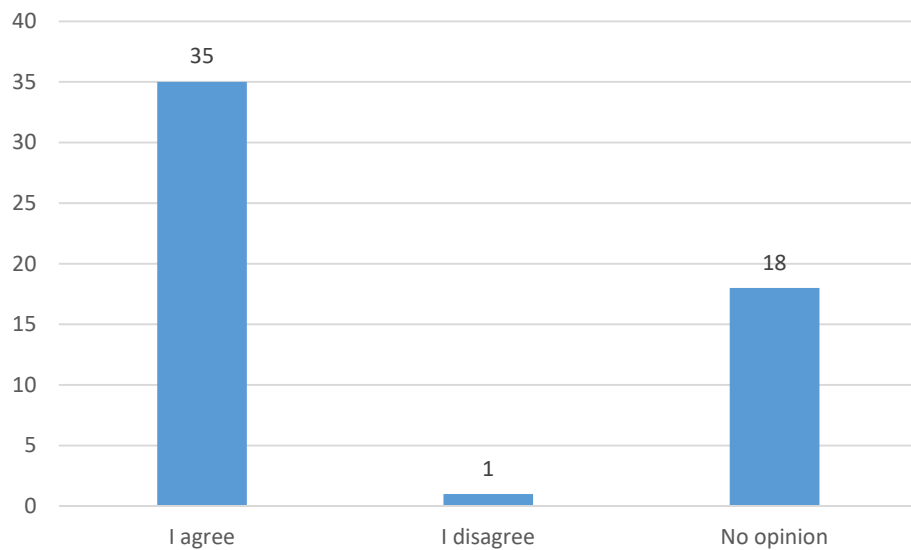
Comment	Response
Consider making the Day Pass available on Clipper	The day pass was not added to Clipper because the cost to ride SamTrans twice in a day with transfers would be equivalent to the cost of a day pass.

Question: Add Express Bus fares, including an adult Express Bus fare of \$4.50 cash or \$4.00 on Clipper®.



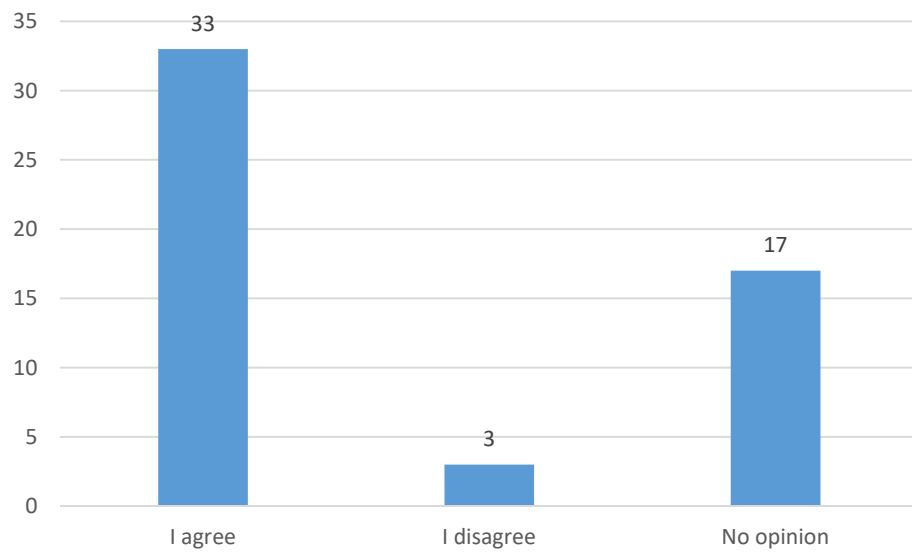
Comment	Response
Consider reducing the price of the express fare.	The higher price point for express service reflects a premium service that is more expensive to provide and of a higher quality than local service. If staff determine that the express fare presents a barrier to access, they may consider adjusting it at a later time.

Question: Modify the "express service" definition to clarify which routes will be subject to Express Bus fares.



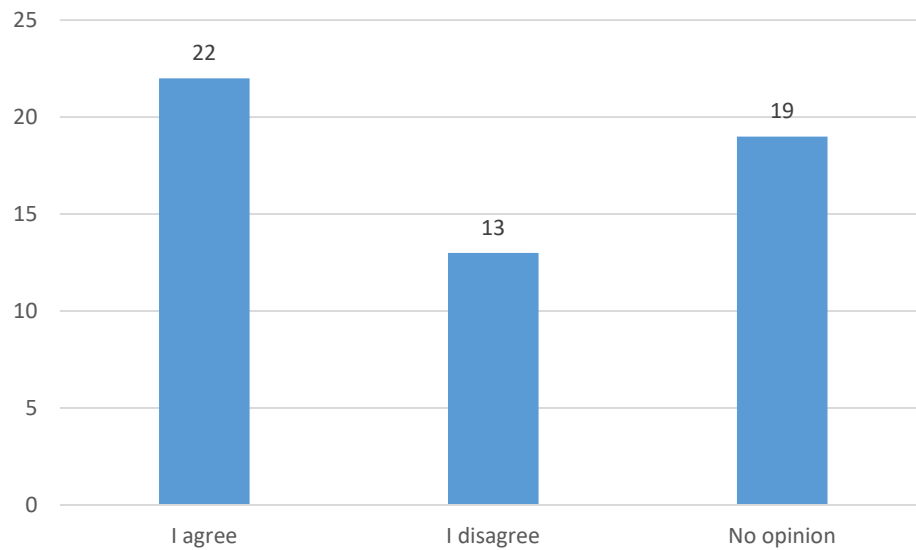
Comment	Response
Please elaborate on the planned Express network.	Visit http://www.samtrans.com/Planning/Planning_and_Research/US-101_Express_Bus_Feasibility_Study.html for more information on the planned Express network.

Question: Remove the “Out of San Francisco” fare category. Local fare would apply to routes 292, 397, 398.



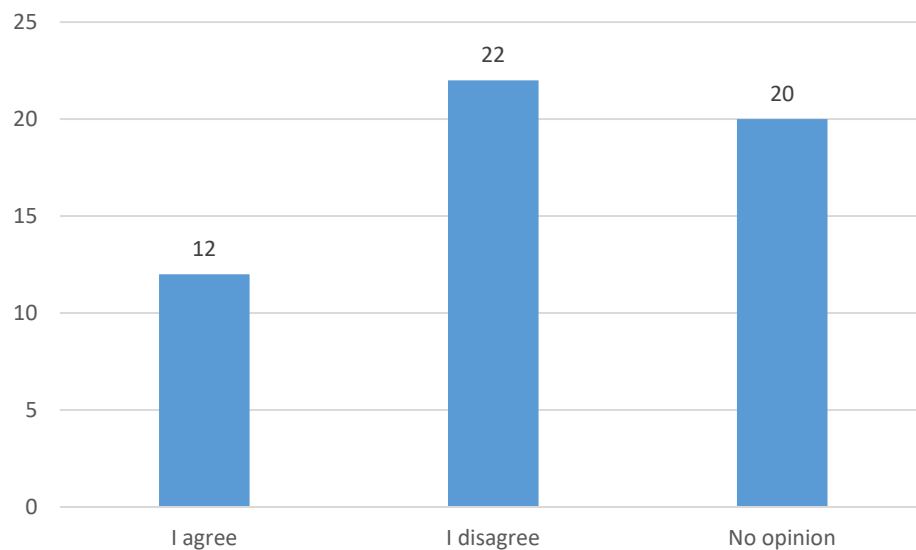
Comment	Response
There were no comments on this item.	

Question: Replace coin tokens with paper tickets.



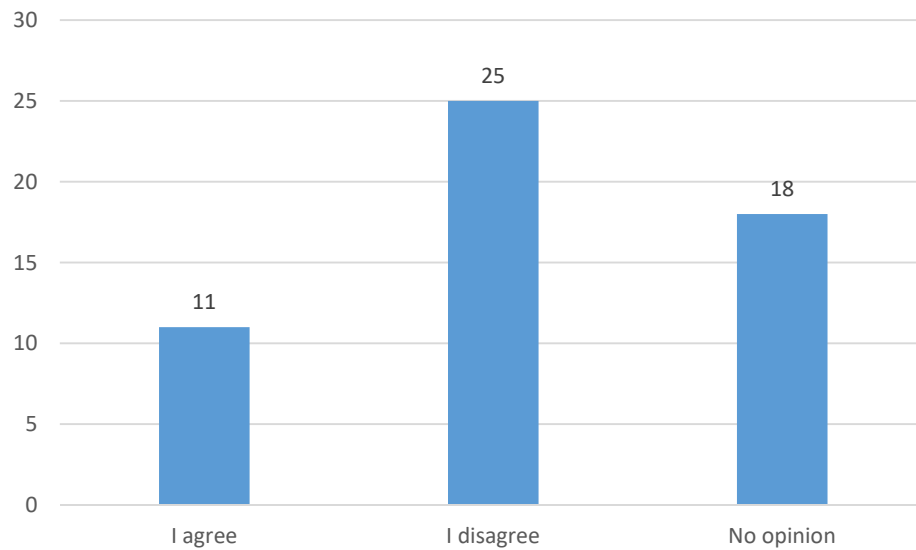
Comment	Response
Metal tokens are more convenient/I prefer coin tokens/Coin tokens are cheaper to administer than tickets.	While coin tokens are less susceptible to wear and tear over time, there are certain administrative costs related to token handling that the District hopes to minimize by moving to paper tickets.
Consider special packaging to make sure the tickets are not bent or get wet.	Staff may consider this at a future time, however it will incur a greater cost in order to provide.
Will you still accept my coin tokens if you replace them with paper tickets?	Coin tokens will still be accepted at the farebox after the transition to paper tickets.

Question: Adjust the cost of the 10-token package to reflect the full Local fare.



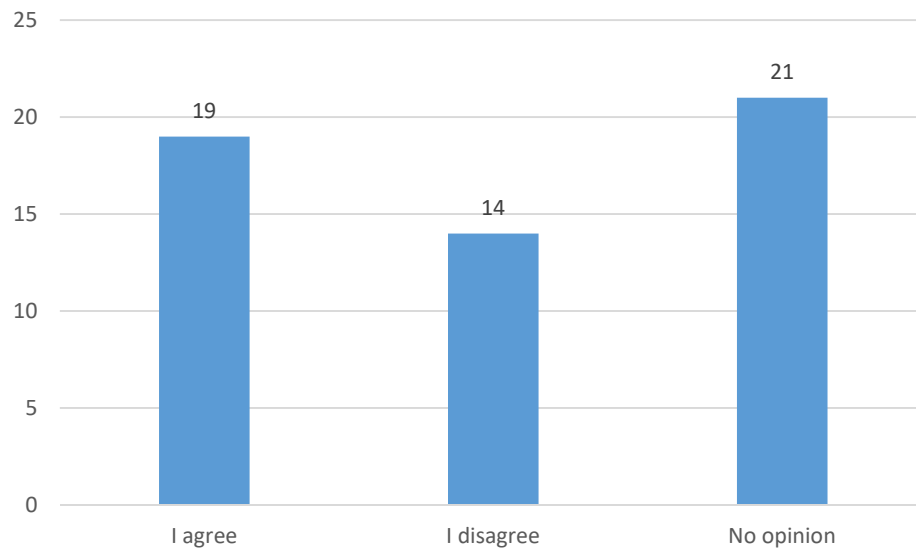
Comment	Answer
I disagree with removing the token discount.	The SamTrans Fare Policy specifies certain conditions which must be met to discount fare products, including a stated goal and plan for monitoring progress towards that goal. As none of these activities are currently done for the token discount, removing it will more closely align the Fare Structure with the Policy.
Consider increasing the cost of tokens.	An adult, youth, or eligible discount token cannot cost more than the adult, youth, or eligible discount fare.
Consider adding prepaid ride tickets to the Clipper card.	Those who wish to pay for a single ride with Clipper should use stored cash value.
Will you still accept my coin tokens if you replace them with paper tickets?	Coin tokens will still be accepted at the farebox after the transition to paper tickets.
Consider a token discount for schools.	Staff may consider this for future fare changes.
Consider removing the token discount but keeping a discount for bulk purchases.	Staff may consider this for future fare changes.
Tokens improve operations by reducing passenger service time. Keep the discount to encourage the use of tokens.	The potential operational benefits conferred by tokens are outweighed by the cost to administer them. Passenger service time is also reduced by the use of Clipper and the SamTrans Mobile App, which the District actively promotes.

Question: Cease issuing change cards for overpaid fares.



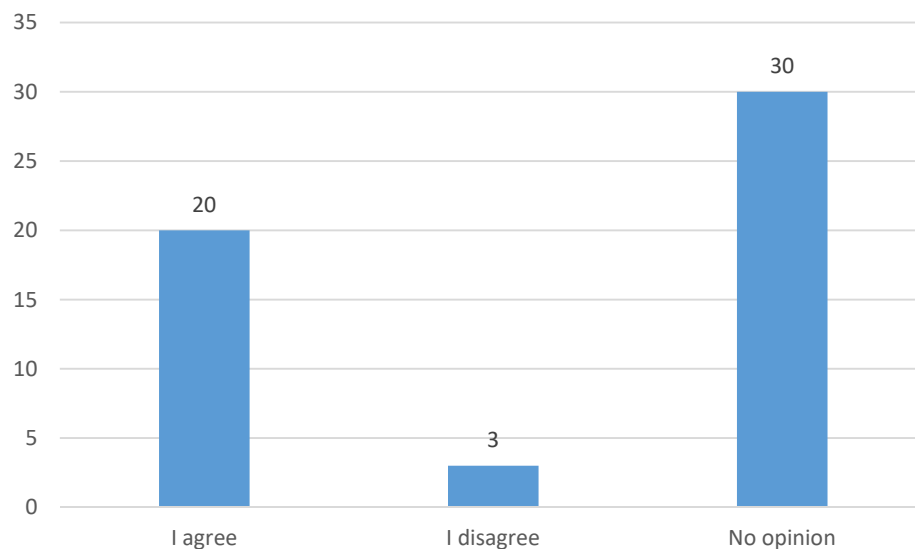
Comment	Response
Consider offering change machines instead.	The cost to procure, install, maintain, and stock change machines at stops and on vehicles would be too prohibitive.
Consider accepting credit cards.	Staff may consider this for future fare changes.
Consider promoting Clipper, tokens, or the app instead.	Clipper fares are already subject to an approximate 20% discount to incentivize use. Use of the SamTrans Mobile app is heavily promoted by the District's marketing department.
If approved, previously issued change cards should still be accepted.	Change cards which have already been issued will still be accepted for up to a year after implementation of the proposed change.
Consider other ways to issue refunds for overpaid fares.	Currently, customers who wish for a refund are referred to customer service.

Question: Discontinue sales of the 50-ride ticket book and discounted group tickets.



Comment	Response
Don't discontinue continue this service if it helps riders save money.	There is no discount associated with the 50 ticket ride book.

Question: Add new service definitions for “Microtransit” and “Taxi-voucher Pilot Program.” In addition, set the maximum SamTrans subsidy at up to \$20 for eligible riders using the Taxi-voucher Pilot Program.



Comment	Response
Please elaborate on the new service definitions	<p>Microtransit is a technology-enabled service delivery model whereby trips are requested via a phone app. A vehicle is dispatched to serve trip requests; cloud-based technology aggregates trips together based on demand. The Pacifica OnDemand pilot, currently operating in Linda Mar, is a demonstration of this technology. For more information on Pacifica OnDemand, visit http://www.samtrans.com/schedulesandmaps/timetables/OnDemand.html</p> <p>For more information on the new express bus services, visit http://www.samtrans.com/Planning/Planning_and_Research/US-101_Express_Bus_Feasibility_Study.html</p> <p>The Taxi Voucher Pilot Program is still in the planning phase; it will feature on-demand taxi service that is reimbursable to the customer up to a certain amount. When details are finalized, staff will report to the Board with more information.</p>
SamTrans should not subsidize competing transportation modes.	Noted
The maximum subsidy should be increased.	The subsidy should be appropriate for the service area, which is San Carlos, Redwood City, and North Fair Oaks.

Question: For additional comments not related to the proposed fare changes, please enter them here.

Comment	Response
SamTrans should consider regional fare integration.	District officials are working closely with regional officials on issues related to fare integration.
Why is there a Clipper discount but not a discount for the app?	The Clipper discount is pursuant to an agreement with MTC in order to incentivize Clipper use.
Consider fare capping.	Fare capping may be considered for a future fare change.
Consider reducing token overhead by transferring to Clipper. It is valuable for people who don't ride the bus often enough to make the monthly pass worth it.	Customers will still be able to buy paper tickets instead of tokens. Customers who wish to pay for a single ride with a Clipper card should use stored cash value. Given this, the cost of adding new fare products to Clipper would outweigh the benefit.
People who don't qualify for the youth or ED day pass are able to get them at the farebox without proving they are eligible.	Staff will consider ways to enhance eligibility verification for the youth and eligible discount day pass.
Consider making the transfer available to cash-paying customers.	Those paying with cash will get a similar benefit from the reduced cost day pass.
Consider an inter-agency pass with Muni	Staff will consider this for future fare changes. Coordination with SFMTA staff will be required.
Clipper CIDS should accept contactless payment methods (credit cards, phone, etc)	The District does not administer the Clipper program and has no control over what payment methods are accepted by it.

Comment	Response
Why isn't there direct service to the SSF Ferry terminal?	Staff may consider this as part of <i>ReImagine SamTrans</i> (comprehensive operational analysis). ²
Operators not pulling up to curb.	Staff continually monitor the performance of bus operators and conduct re-trainings as necessary.
Please consider a discount for monthly pass holders.	Staff may consider this for future fare changes.
Use smaller buses to keep costs down.	Operating costs are not strongly affected by the size of the vehicle.
What happens if change cards are removed and someone who doesn't have exact fare wants a ride?	The operator has authority to accept an incomplete fare at their discretion. Otherwise, an overpaid fare is accepted.
Is SamTrans planning an express route to the Coastsides?	No express routes to the Coastsides are currently planned, however, staff may consider this as part of <i>ReImagine SamTrans</i> (mentioned above).
How can we advocate for more bus lines on the Coastsides?	<p>Contact the Coastsides representative on the SamTrans Board of Directors and attend meetings of or contact the Citizen's Advisory Committee.</p> <p>For a schedule of SamTrans official meetings, visit http://www.samtrans.com/meetings.</p> <p>For Board contact information, visit http://www.samtrans.com/about/boardofdirectors.html.</p> <p>For information on the Citizen's Advisory Committee, visit http://www.samtrans.com/about/citizensadvisorycommittee.html</p>
Please add more busses to route 398, southbound, that skip San Bruno BART.	Staff may consider this as part of <i>ReImagine SamTrans</i> (mentioned above) or as part of a regularly planned service change.

² For more information on this, visit <http://www.samtrans.com/Assets/Agendas+and+Minutes/SamTrans/Board+of+Directors/Presentations/2019/Update+on+Reimagine+SamTrans.pdf>

Comment	Response
Change cards allow me to keep a \$20 value, which is a convenience for me.	Clipper cards should be used to store cash value for long periods of time; Change cards were intended for this purpose. Incentivizing the use of Clipper and the SamTrans Mobile App are stated goals of the SamTrans Fare Policy.
Will these changes affect the price of the youth/ED fare?	The price of the youth and eligible discount one-way fare will not be changed under this proposal.
Consider a free transit pilot program.	Staff may consider this at the direction of the Board of Directors.
Consider more weekend service to SFO for employees.	Staff may consider this as part of <i>ReImagined SamTrans</i> (mentioned above).

Question: How did you hear about the proposed fare changes?

On the bus	22
Other – please specify	16
<i>NextDoor notice</i>	1
<i>Other email from SamTrans</i>	3
<i>Email from Clipper</i>	5
<i>Other email</i>	4
<i>TEAMC</i>	1
<i>On CAC</i>	1
Social media	8
Newspaper	3
Community Meeting	2
Outreach event	1

Question: In what City do you live?

Daly City	11
Other city - please specify:	10
<i>Emeryville</i>	1
<i>Milpitas</i>	1
<i>Oakland</i>	1
<i>Palomar Park</i>	1
<i>San Francisco</i>	4
<i>San Jose</i>	1
<i>San Leandro</i>	1
South San Francisco	6
Redwood City	5
Half Moon Bay	5
San Bruno	3
Burlingame	3

East Palo Alto	2
Colma	1
San Mateo	1
Belmont	1
Hillsborough	1

RESOLUTION NO. 2019-29

**BOARD OF DIRECTORS, SAN MATEO COUNTY TRANSIT DISTRICT
STATE OF CALIFORNIA**

*** * ***

**ADOPTING A NEW FARE STRUCTURE (FORMERLY THE CODIFIED TARIFF), ADOPTING
FINDINGS FOR A STATUTORY EXEMPTION UNDER CEQA AND APPROVING THE ASSOCIATED
TITLE VI EQUITY ANALYSIS**

WHEREAS, pursuant to Resolution No. 1982-27, dated April 28, 1982, the Board of Directors (Board) of the San Mateo County Transit District (District) adopted a Codified Tariff to outline the classifications, costs and regulations of SamTrans services and fare media; and

WHEREAS, the District Board has the authority modify the Codified Tariff in order to change fares and implement policy or administrative changes to SamTrans service; and

WHEREAS, the District last took such action to modify the Codified Tariff in 2016; and

WHEREAS, on December 5, 2018, the Board postponed increases to various prices and fares previously approved on November 4, 2015 and scheduled to take effect January 1, 2019; and

WHEREAS, pursuant to Resolution No. 2019-4, the Board adopted the SamTrans Fare Policy (Fare Policy), which establishes high level guidelines for staff and the Board to consider when modifying fares; and

WHEREAS, staff has compared the Codified Tariff with the Fare Policy and identified certain fare and price changes to better align them, as summarized below

and as set forth fully in the Fare Structure attached hereto as Exhibit A and incorporated by reference; and

WHEREAS, the District Board held a duly noticed public hearing at its July 10, 2019 meeting, and engaged in public outreach which included published notices and community meetings throughout the District's service area to afford members of the public an opportunity to comment upon the fare change proposals outlined above; and

WHEREAS, under Title VI of the Civil Rights Act of 1964 and implementing regulations, including Federal Transit Administration Circular C 4702.1B, the District is required to perform a Title VI Fare Equity Analysis in conjunction with the proposed fare changes to assess whether they will result in disparate impacts or disproportionate burdens on minority or low-income populations, respectively; and

WHEREAS, on March 13, 2013, by Resolution No. 2013-09, the Board adopted Disparate Impact and Disproportionate Burden Policies to set thresholds for when fare or major service changes are deemed to have disparate impacts or disproportionate burdens on minority or low-income populations; and

WHEREAS, staff has prepared and presented to the Board a Title VI Equity Analysis that assesses the potential effects of the proposed fare changes, concluding that changes to the Fare Structure would result in no disparate impacts on minority passengers or disproportionate burdens on low-income passengers; and

WHEREAS, the District has voluntarily conducted a preliminary service equity analysis on the three pilot services and programs included in the Fare Structure (express bus service, microtransit pilot and taxi-voucher program) to identify potential disparate impacts or disproportionate burdens on minority or low-income populations,

respectively, though each will require more fulsome analysis after completion of its pilot period; and

WHEREAS, pursuant to Public Resources Code Section 21080(b)(8), actions approving, modifying, or restructuring rates, tolls, fares, or other charges by public agencies for the purpose of meeting operating expenses, including employee wage rates and fringe benefits; purchasing or leasing supplies, equipment, or materials; or meeting financial reserve needs and requirements are statutorily exempt from the California Environmental Quality Act (CEQA); and

WHEREAS, staff recommends that the Board take the following actions:

1. Cancel the following fare/price increases approved November 4, 2015 and postponed indefinitely December 5, 2018:
 - a. Paratransit fares;
 - b. Fixed-route fares and corresponding increases to Day Passes, tokens and Monthly Passes;
 - c. Way2Go Pass price; and
 - d. Summer Youth Pass price
2. Approve the new Fare Structure to replace the Codified Tariff, making the changes summarized as follows:
 - a. **Transfers:** Implement a free 120-minute transfer window between local routes for fares paid with Clipper® or the SamTrans Mobile app
 - b. **Day Pass:** Reduce the cost of the Day Pass to equal approximately two local fares paid with cash or the SamTrans Mobile app.
 - i. The cost of an adult Day Pass will decrease to \$4.50 from \$5.50
 - ii. The cost of a youth/eligible Discount (ED) Day Pass will decrease to \$2.00 from \$2.75
 - c. **Express Bus:** Add Express Bus fares, including an Adult Express Bus fare of \$4.50 cash and \$4.00 on Clipper, and an Express Bus Monthly Pass for \$130
 - d. **Express Service Definition:** Modify the "express service" definition to clarify which routes will be subject to Express Bus fares

- e. **Out-of-SF:** Remove the "Out of San Francisco" fare category
 - f. **Coin Tokens:** Replace coin tokens with paper tickets
 - g. **Token Discount:** Adjust the cost of the 10-ticket (formerly token) package to reflect the full Local fare by removing an approximately 20% discount
 - i. The cost of the adult 10-ticket package will rise from \$18.00 (\$1.80 per token) to \$22.50 (\$2.25 per ticket)
 - ii. The cost of the youth/ED 10-ticket package will rise from \$10.00 to \$11.00
 - h. **Change Cards:** Cease issuing change cards for overpaid fares
 - i. **50-Ticket Ride Book/ Group Sales:** Discontinue sales of the 50-ride ticket book and discounted group tickets
 - j. **Other Service Definitions:** Add new service definitions for "Microtransit" and "Taxi-Voucher Pilot Program"
 - k. **Other Administrative Changes:** Make various administrative changes, including changing the name of the Codified Tariff to the "Fare Structure"; and
- 3. Find that the proposed changes are for the purpose of meeting operating expenses, including employee wage rates and fringe benefits; purchasing or leasing supplies, equipment, or materials; and meeting financial reserve needs and requirements, and thus statutorily exempt from environmental review under the California Environmental Quality Act (CEQA); and
 - 4. Approve the attached Title VI Fare Equity Analysis and Preliminary Service Equity Analysis.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors of the San Mateo County Transit District hereby:

- 1. Cancels the aforementioned fare/price increases approved November 4, 2015 and postponed indefinitely December 5, 2018;
- 2. Adopts a new Fare Structure for the San Mateo County Transit District to replace the Codified Tariff, as described above;

3. Finds that the fare changes are necessary to meet operating expenses, including employee wage rates and fringe benefits; purchase or lease supplies, equipment, or materials; and meet financial reserve needs and requirements; and
4. Adopts the Title VI Fare Equity Analysis and Preliminary Service Equity Analysis.

Regularly passed and adopted this 7th day of August, 2019 by the following vote:

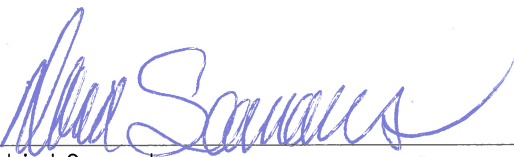
AYES: Collins, Fraser, Guilbault, Powell, Ratto, Stone, Matsumoto

NOES: None

ABSENT: Groom, Pine


Vice-Chair, San Mateo County Transit District

ATTEST:


District Secretary

Adopted – May 26, 1976
 Revised – August 7, 2019
 Effective – August 18, 2019

**SAN MATEO COUNTY TRANSIT DISTRICT
 STATE OF CALIFORNIA**

* * *

FARE STRUCTURE

I. FARE PRICES

Fixed-route Service

Product	Payment Options	Category	Current	Eff. 8/18/19	Eff. 1/1/2020	Eff. 7/1/2020
Local One-way (2-hour transfer on Clipper and Mobile app)	Cash, Mobile app, Ticket/Token	Adult	\$2.25			
		Youth/Eligible Discount	\$1.10			
	Clipper	Adult	\$2.05			
		Youth/Eligible Discount	\$1.00			
	Transfers from Other Agencies (Clipper)^	Adult/Youth/ Eligible Discount	One free transfer			
Local Day Pass	Cash, Mobile app	Adult	\$5.50		\$4.50	
		Youth/Eligible Discount	\$2.75		\$2.00	
Local Monthly Pass	Clipper, Limited Paper Ticket	Adult	\$65.60			
		Youth/Eligible Discount	\$27.00			
Out of San Francisco/ Express One-way	Cash, Mobile app	Adult	\$4.00	Discontinued		
		Youth/Eligible Discount	\$1.10			
	Clipper	Adult	\$3.60			
		Youth/Eligible Discount	\$1.00			
	Transfer upgrade from Day Pass	Adult	\$1.75			
		Youth/Eligible Discount	\$0.00			
	Transfer upgrade from Local Monthly Pass and from Other Agencies (Clipper)^	Adult	\$1.55			
		Youth/Eligible Discount	\$0.00			
Out of San Francisco/ Express Monthly Pass	Clipper	Adult	\$96.00			
		Youth/Eligible Discount				
Express One-way (2-hour transfer on Clipper and Mobile app)	Cash, Mobile app	Adult				\$4.50
		Youth/Eligible Discount				\$2.25
	Clipper	Adult				\$4.00
		Youth/Eligible Discount				\$2.00
	Transfer upgrade from One-way Local (Mobile), Day Pass (Paper/Mobile), Ticket/Token	Adult				\$2.25
		Youth/Eligible Discount				\$1.00
	Transfer upgrade from Local Monthly Pass (Clipper), Summer Youth Pass, One-way Local transfer (Clipper)	Adult				\$1.95
		Youth/Eligible Discount				\$1.00
	Transfers from Other Agencies (Clipper)^	Adult				\$1.95
		Youth/Eligible Discount				\$1.00
Express Monthly Pass	Clipper	Adult				\$130.00
		Youth/Eligible Discount*				

^ Accepted Inter-agency transfers on Clipper: Caltrain Monthly Pass (2 or more zones), VTA Monthly Pass, Dumbarton Express 31-day Pass and AC Transit 31-day Pass

* Youth and Eligible Discount may purchase the Adult Express Monthly Pass by using an Adult Clipper card or may use a Youth or Eligible Discount Local Monthly Pass and pay an upgrade.

Other Products

Product	Payment Options	Category	Current	Eff. 8/18/19	Eff. 1/1/2020	Eff. 7/1/2020
Local One-way 10 Tokens [#]	SamTrans Sales Outlets	Adult	\$18.00		\$22.50	Discontinued
		Youth	\$10.00		\$11.00	
Local One-way 10-Ticket Book [#]	SamTrans Sales Outlets	Adult				\$22.50
		Youth				\$11.00
		Eligible Discount	\$10.00		\$11.00	
Local One-way 50-Ticket Book	SamTrans Administrative Office	Adult	\$112.50	Discontinued		
Discounted Youth Local Monthly Pass	Limited Paper Pass thru School Lunch Program	Youth	\$22.00			
Summer Youth Pass	Mobile app, www.samtrans.com, SamTrans Administrative Office	Youth	\$40.00			
Way2Go Pass	SamTrans Administrative Office	Minimum of 100 passes	\$125 per rider (\$12,500 minimum)			
Group Travel: minimum of 25 riders	SamTrans Administrative Office	Adult/Youth/ Eligible Discount	20% discount		Discontinued	

Demand Response Services

Paratransit Redi-Wheels/RediCoast One-way (ADA)	Cash, Mobile app	Regular	\$4.25	
		Lifeline	\$1.75	
	10-Ticket Book available at SamTrans Administrative Office	Regular	\$42.50	
		Lifeline	\$17.50	
	Agency-sponsored Group Trips thru SamTrans Administrative Office	Regular	\$5.00 per rider	
		Lifeline	\$2.25 per rider	
Paratransit 5311 Coastsides On-demand One-way (non-ADA)	Cash, Mobile app	Regular	\$4.25	
		Lifeline	\$1.75	
	Agency-sponsored Group Trips thru SamTrans Administrative Office	Regular	\$4.50 per rider	
		Lifeline	\$1.75 per rider	
Taxi Voucher Pilot Program	Taxi bills SamTrans for agency subsidy; Customer pays remaining fare to Taxi	Eligible Discount		Up to \$20 agency subsidy
Microtransit Pilot Program	Same as Local fixed-route	Adult/Youth/ Eligible Discount	Local fixed-route Fare Structure applies	

Parking

Daily Parking at Colma Park and Ride	Cash, credit/debit card	\$3.00
Monthly Parking at Colma Park and Ride	www.samtrans.com, SamTrans Administrative Office	\$63.00

[#] Tokens will be replaced with Tickets by July 1, 2020

II. FIXED-ROUTE SERVICE FARE TYPES & CATEGORIES

A. Fare Types:

1. **Local One-way (with Transfers).** Available through Clipper®, the SamTrans mobile app, cash, Token or Ticket. Valid on Local service. Effective January 1, 2020, for customers using Clipper or SamTrans mobile app: includes free transfers on SamTrans Local service for 120 minutes.
2. **Local Day Pass.** Available through the SamTrans mobile app or cash. When purchased on-board, bus operator issues through the farebox. Valid on Local service from the time of activation at the farebox until 2:00 a.m. the next day. Through December 31, 2019: Youth and Eligible Discount Local Day Passes also can be used for Out of San Francisco and Express services for no additional charge.

3. **Local Monthly Pass.** Available through Clipper and limited paper passes distributed through Social Services agencies and schools. Valid on Local service from 12:01 a.m. on the first day of the month for which issued until 2:00 a.m. on the first day of the following month. Through December 31, 2019: Youth and Eligible Discount Local Monthly Passes also can be used for Out of San Francisco and Express services for no additional charge.
4. **Out of San Francisco One-way.** Available through Clipper, SamTrans mobile app or cash. Effective January 1, 2020, Out of San Francisco fare types will be discontinued.
5. **Out of San Francisco Monthly Pass.** Available through Clipper for Adult fare category. Through December 31, 2019: Youth and Eligible Discount Local Monthly Passes can be used for Out of San Francisco services at no additional charge. Effective January 1, 2020, Out of San Francisco fare types will be discontinued.
6. **Out of San Francisco One-way Upgrade.** Available through Clipper or cash for Adult upgrading fares with Local Monthly Pass. Effective January 1, 2020, Out of San Francisco fare types will be discontinued.
7. **Summer Youth Pass.** Available through the SamTrans mobile app or advance purchase at SamTrans Administrative Office. Valid for Local and Out of San Francisco service during June, July and August. Effective January 1, 2020, Youth will pay upgrade when riding Express service.
8. **Discount Youth Local Monthly Pass.** Available through public school districts to qualified low-income students as identified through the school lunch program. Valid on Local and Out of San Francisco service. Effective January 1, 2020, Youth will pay an upgrade when riding Express service.
9. **Express One-way.** Through December 31, 2019, Out of San Francisco rules apply. Effective January 1, 2020, available through Clipper, SamTrans mobile app or cash. Customers using Clipper or SamTrans mobile app: includes free transfers for 120 minutes valid on Express and Local SamTrans services.
10. **Express Monthly Pass.** Through December 31, 2019, Out of San Francisco rules apply. Effective January 1, 2020, available through Clipper only for Adult. Youth and Eligible Discount may use a Local Day Pass, Local Monthly Pass or Summer Youth Pass for Express service with payment of an Express Service Upgrade. Youth and Eligible Discount also may choose to purchase an Express Monthly Pass on an Adult Clipper card.
11. **Express Service Upgrade.** Effective January 1, 2020, to pay for the difference between Local and Express fares. For use with: (i) 120-minute Local service transfers (Clipper and SamTrans mobile app); (ii) Tokens and Tickets; (iii) Local Day Passes; (iv) Local Monthly Passes; (v) Summer Youth Passes.

12. **Way2Go Pass.** Annual pass sold to (i) housing complexes for distribution to and use by all residents aged 5 years and older, and (ii) businesses for employees working more than 20 hours per week. Valid within the calendar year for which issued on Local, Out of San Francisco and Express service. Minimum participation cost based on 100 participants.

B. Fare Categories:

1. **Adult.** Applies to passengers aged nineteen (19) through sixty-four (64).
2. **Eligible Discount.** Available to passengers aged sixty-five (65) or older, or who possess a Regional Transit Connection (RTC) Discount Card, a Medicare Card, a current Disabled Person Placard Identification Card issued by the Department of Motor Vehicles, or a valid transit discount card issued by another California transit agency which is equivalent to the RTC Discount Card. Passengers carrying an RTC Discount Card marked with an attendant symbol may have a personal care attendant travel with them at the Eligible Discount fare.
3. **Youth.** Available to passengers who are eighteen (18) years old or younger. Up to two children aged four (4) years or younger may travel free with each Adult or Eligible Discount fare-paying passenger. Additional children are subject to the Youth fare.
4. **Waived Fares.** Local, Out of San Francisco and Express Bus fares are waived for the following categories of passengers with proper identification or fare media:
 - a. **Peace Officers.** Uniformed and non-uniformed, sworn peace officers showing proper identification.
 - b. **Military Personnel.** Active military personnel in uniform showing proper identification.
 - c. **Employees/Retirees.** San Mateo County Transit District employees, qualified retirees, spouses, domestic partners and dependent children under the age of eighteen (18) showing their employee identification or family transportation pass.
 - d. **Board of Directors and Citizens Advisory Committee Members.** Board of Directors and Citizens Advisory Committee members showing their District identification.
 - e. **ADA Paratransit-eligible Passengers.** Passengers certified for Redi-Wheels and RediCoast (ADA) paratransit, and their personal care attendants, showing valid Redi-Wheels or RediCoast identification cards.

III. ADA AND NON-ADA PARATRANSIT FARE TYPES & CATEGORIES

ADA Paratransit Redi-Wheels and RediCoast, and non-ADA Paratransit 5311 Coastsides Demand Response services require advanced reservations; service area restrictions apply.

A. ADA Paratransit: Redi-Wheels and RediCoast

1. **Regular Redi-Wheels and RediCoast.** For passengers with disabilities who (i) are certified by the District as eligible for paratransit under the ADA, and (ii) possess a

valid Redi-Wheels or RediCoast card. Available through the SamTrans mobile app, cash or ticket. Tickets are sold in booklets with 10 rides at SamTrans Administrative Office and via mail.

2. **Lifeline Redi-Wheels and RediCoast.** For passengers with disabilities who (i) are certified by the District as eligible for paratransit under the ADA, (ii) possess a valid Redi-Wheels or RediCoast card, and (iii) receive Supplemental Security Income, San Mateo County General Assistance, or Medi-Cal. Available through the SamTrans mobile app, cash or ticket. Tickets are sold in booklets with 10 rides at SamTrans Administrative Office or via mail.
3. **Service Agency-sponsored Group Trips.** For passengers with disabilities who (i) are certified by the District as eligible for paratransit under the ADA, (ii) possess a valid Redi-Wheels or RediCoast card, and (iii) are participating in group trips sponsored by eligible agencies. Lifeline fares apply to such passengers who also receive Supplemental Security Income, San Mateo County General Assistance, or Medi-Cal. Eligible agencies are: Poplar Recare, Rosener House, San Carlos Adult Day Care, Senior Focus, Senior Day Care, South San Francisco Adult Day Care and Coastsides Adult Day Health Care. Sponsor is billed by the District after the trip.

B. Non-ADA Paratransit: 5311 Coastsides Demand Response

1. **Regular and Lifeline 5311 Coastsides Demand Response.** For passengers living in the 5311 Coastsides Service Area. Lifeline fares apply to such passengers who also receive Supplemental Security Income, San Mateo County General Assistance or Medi-Cal. Pay with cash or the SamTrans mobile app.
2. **Agency-sponsored Group Trips.** For passengers living in the 5311 Coastsides Service Area who are participating in group trips sponsored by Senior Coastsiders. Lifeline fares apply to such passengers who also receive Supplemental Security Income, San Mateo County General Assistance or Medi-Cal. Sponsor is billed by the District after the trip.

IV. FARE PAYMENT

- A. **Cash Payment.** Cash payments are made by feeding bills or coins into the farebox. Bills up to \$20 (twenty dollars) and coins of one cent, five cents, 10 cents and 25 cents are accepted. No cash change is provided in case of overpayment. Through June 30, 2020, change may be provided in the form of Change Cards issued through the farebox.
- B. **Change Cards.** Change Cards may be used toward the cost of future fixed-route bus rides. Change Cards expire one year from date of issue and no later than March 31, 2021. Effective April 1, 2020, Change Cards will no longer be issued.
- C. **Local One-way Token or Ticket.** Currently available to Adult and Youth as Tokens. Tickets will be issued instead of Tokens no later than July 1, 2020. Available to Eligible Discount as Tickets. Sold only in packages of 10. Each Token or Ticket is

valid for one Local ride. Multiple Tokens or Tickets may be combined for Out of San Francisco or Express service (but no Change Card is provided). Tokens will be accepted on SamTrans buses through June 30, 2021 (after which point only Tickets will be accepted).

- D. **Clipper®.** Use of Clipper requires customers to “tag” the card at the Card Interface Device on-board buses. The Clipper card is a transit fare payment card issued and administered by the Metropolitan Transportation Commission (MTC) that is valid for use on all major public transit services throughout the San Francisco Bay Area. There may be fees associated with the use of a Clipper card. Such fees, if any, will be set by the MTC. Clipper customers will have an approximate 10 percent discount over One-way cash fares.
- E. **Mobile Ticketing Application Pilot Program.** Customers may purchase via the SamTrans Mobile App: (i) Local, Out of San Francisco and Express One-way; (ii) Local Day Pass; (iii) Express Upgrade; (iv) Paratransit Redi-Wheels/RediCoast One-way (ADA); and (v) Paratransit 5311 Coastside Demand Responsive One-way (non-ADA). Credit and debit cards are accepted.
- F. **Inter-agency Transfers**
Transfers from certain transit systems to SamTrans will receive one Local fare credit; available only on Clipper. Effective January 1, 2020, Upgrade will be charged for Express service.
- | | |
|------------------------------------------------------------|------------------------------------------------------------------------|
| • AC Transit 31-day Ticket | = Local Fare Credit within two hours of tagging Clipper on home system |
| • Caltrain Monthly Pass, two or more zones | = Local Fare Credit |
| • DB (Dumbarton Express) 31-day Ticket | = Local Fare Credit within two hours of tagging Clipper on home system |
| • Santa Clara Valley Transportation Authority Monthly Pass | = Local Fare Credit within two hours of tagging Clipper on home system |
- G. **Special Promotional Fares.** From time to time, the General Manager/CEO may authorize the establishment of special and promotional fares.
- H. **Rules and Regulations.** All Passes, Tokens and Tickets are subject to District regulations as may be adopted from time to time. Misuse of a Pass, Token or Ticket or violation of the laws governing behavior on transit vehicles makes such Pass, Token or Ticket subject to revocation. Passes must be kept in the possession of the rider at all times. Assigned Passes may not be transferred to another individual.

Passes, Tokens, Tickets and Change Cards are not subject to refund or replacement.

The individual ride value of a Pass shall be valid for any route that has a fare for the specified ride value or less. The single-ride value of a Pass may be applied to the fare for any route with a higher individual ride value by paying the difference in cash, Tokens, Tickets or Change Cards. Fixed-route fare media are not valid on Paratransit service.

District staff is empowered to add means of fare media distribution (e.g. website) without amendment of this document.

V. SERVICE CLASSIFICATIONS

A. Local Service

Transit routes of an intra-community or inter-community nature that operate primarily on local and arterial streets are classified as Local service. Local routes provide service at each established bus stop.

B. Out of San Francisco Service

Out of San Francisco service includes Routes 292, 397 and 398 starting at the Transbay Terminal area. Local fare applies to southbound Routes 292 and 397 for boardings south of Sunnydale Avenue/Bayshore Boulevard, and Local fare also applies to southbound Route 398 for boardings south of San Francisco. Effective January 1, 2020, Out of San Francisco fares will be eliminated and Routes 292, 397 and 398 will be considered Local service.

C. Express Service

Express service includes specialized routes of an inter-community nature that operate a significant portion of the route length along freeways without intermediate stops.

D. ADA and non-ADA Paratransit Service

1. **ADA Paratransit.** Service known as Redi-Wheels and RediCoast operates for certified passengers with disabilities traveling in the San Mateo County Transit District service area. Advance reservations are required, and certain qualifying and service area restrictions apply.

The Redi-Wheels service area includes the bayside of San Mateo County, portions of the City of Palo Alto north of Embarcadero Road, and the City of San Francisco in the Stonestown area and the Bayshore Corridor.

The RediCoast service area includes Montara, Moss Beach, El Granada, Princeton, Half Moon Bay, San Gregorio, La Honda, and Pescadero, with limited service to the bayside, San Francisco and Palo Alto.

Redi-Wheels and RediCoast customers are able to transfer to other paratransit providers in San Mateo County, San Francisco, Santa Clara County, and the East Bay at specified locations.

2. **Non-ADA Paratransit.** Service known as 5311 Coastside Demand Responsive service is available to customers living in Montara, Moss Beach, El Granada, Princeton, Half Moon Bay, San Gregorio, La Honda, and Pescadero, with limited service to the bayside of San Mateo County, portions of San Francisco and Palo Alto. Advance reservations are required, and certain qualifying and service area restrictions apply.

E. **Microtransit On-demand Pilot Program Service**

Microtransit is a demand-responsive service model offering flexible routing of transit vehicles to serve one or multiple trip requests within a defined service area. Passengers wishing to use microtransit may request a ride using a mobile app or by phone. The service is facilitated by a cloud-based platform that receives trip requests and dynamically routes the transit vehicle to serve the customers. Local fares apply.

F. **Taxi Voucher Pilot Program**

The on-demand taxi subsidy pilot program offers same-day, curb-to-curb taxi and accessible taxi service at a reduced rate in the program area. The service is provided for adults aged 65 or older, and people with disabilities as defined in the program policies. The pilot program is scheduled to launch in 2020.

VI. **PARKING**

A. **Fees**

Parking is provided for a fee at the Colma Park and Ride lot on a per-day or monthly basis. Daily parking fees are payable at the parking payment machine. Monthly parking passes can be purchased at the SamTrans Administrative Offices or via www.samtrans.com. The General Manager/CEO may authorize the sale of "reserved" parking permits for a fee of up to \$105.00 per month.

B. **Restrictions**

The use of San Mateo County Transit District parking facilities shall be in accordance with District's Vehicle Parking Regulations and other rules.