

2025 SamTrans Customer Survey

Systemwide Onboard Bus Survey

Summary Report

Prepared by

COREY, CANAPARY & GALANIS RESEARCH

447 Sutter Street – Penthouse North

San Francisco, CA 94108

CONTENTS

Introduction 3

Executive Summary 6

Rating of Service Attributes 6

 Drivers of Satisfaction 7

 Overall Satisfaction 9

Open Ended Questions.....10

 Barriers to Using SamTrans Buses More Often 10

 SamTrans Improvement in Past Year..... 10

Demographic and Usage Characteristics11

Detailed Results12

Usage of SamTrans.....13

 How Long Riding SamTrans 13

 Riding Frequency 14

Satisfaction Ratings.....15

 Rating of Service Attributes 15

 Individual Attribute Scores by Key Sub-Groups 16

 Drivers of Satisfaction..... 20

 Overall Satisfaction with SamTrans 22

Not Making Trips on SamTrans24

Experience Over Past Year26

Final Comments – Suggestions for Improvement28

Rider Demographics.....29

 Home County (based on ZIP Code)..... 29

 Other Demographics..... 30

.....33

APPENDICES

- A. Questionnaire
- B. Methodology
- C. Editing and Coding Procedures

Introduction

This report details the findings of an onboard survey of SamTrans bus riders. The fieldwork on this study was conducted from March 18 through May 6, 2025; 1,991 completed questionnaires were collected and tabulated.

SamTrans regularly collects customer feedback on SamTrans-related service but has not conducted a dedicated Customer Satisfaction survey since 2019. The ratings in this survey cover aspects of service, including at the bus stop/transit centers, communications, and ticketing, as well as onboard the bus. This survey will help inform planning for upcoming system-wide improvements. Where relevant, comparisons to the SamTrans Triennial Survey, conducted in the fall of 2024, are provided.

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 questionnaire, technical details on survey methodology and weight factors, and routes sampled. The complete statistical tables and verbatim comments are included in separate reports.

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, Spanish, and Chinese, providing the option of calling and having the survey conducted via a language line in other languages, providing a QR code to allow riders to complete the survey online, and providing a business reply mail-back option as another alternate method of completion.

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

- 72% Completion Rate. This is calculated by dividing the total number of completes (1,991) by the total number of questionnaires distributed to passengers (2,748).
- 52% Response Rate. This is calculated by dividing the total number of completes (1,991) by all eligible passengers riding on the sampled buses (3,857).

(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.

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

Sampling was designed to achieve a cross section of riders using different SamTrans routes. Surveying was attempted on all regular fixed-route buses, as well as many school/community routes. CC&G's final sample size of 1,991 completed surveys **exceeded** the target sample size of 1,500. This adds concrete value to the project by: enhancing geographic coverage, improving statistical reliability and allowing for a more refined analysis of rider subgroups.

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 when determining which routes to sample. Consideration was given to ensuring that a diverse, and well represented, selection of routes from the Coastside, Northern, Central, and Southern regions of San Mateo County. About 85% of the shifts were assigned to weekday routes, and 15% to weekend routes. In addition to fixed routes, two on-call routes (Ride Plus HMB and Ride Plus EPA) were also included. For these two routes, bus drivers distributed the survey to riders as they boarded, as rider volumes and frequency vary significantly on these routes.

Weighting

The number of surveys completed was compared to SamTrans ridership averages for the months of March and April 2025. The data was then weighted by route according to total ridership. Specific weighting details are included in the appendix of this report.

Margin of Error and Statistically Significant Differences

For the total number of respondents (n = 1,991) who participated in the survey, the margin of error is +/- 2.13% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:

- Weekday peak (n = 954). +/-3.13% at the 95% confidence level;
- Weekday off-peak (n = 656). +/-3.79% at the 95% confidence level;
- Weekend (n = 381). +/-4.99% at the 95% confidence level.

Key Subgroups – Volume and Geography

Among the key subgroups for comparison, this report discusses differences among riders represented by various route volume and geographic categories. Each individual SamTrans route is classified by:

- Volume – Light (under 150 riders/day); Moderate (150-999 riders/day); or High (1,000 or more riders/day)
- Geography – by the area of San Mateo County, specifically Coast, North, Mid, or South county.

For descriptions of how individual routes are classified, please see Appendix B: Methodology.

Executive Summary

Rating of Service Attributes

- Among overall individual attributes, respondents rated “Using your ticket onboard” most highly, at 4.43, while they rated “Cleanliness of bus shelters” the lowest, at 3.66.
- Generally, respondents whose overall satisfaction was higher tended to rate many/most attributes listed below more highly. Similarly, those who said SamTrans had gotten better in the past year (Q8) tended to rate most attributes more highly than those who said it had stayed the same or gotten worse.
- Younger respondents (those under age 25) tended to rate many attributes lower than older respondents.

Mean (Average) Scores (5-point scale)	2025 Customer Survey
Base – All Respondents	1,991
Overall experience with SamTrans	4.15
Using your ticket onboard	4.43
Helpfulness/courtesy of bus operators	4.25
Comfort of the ride	4.19
Total trip time	4.14
Your sense of safety on the bus	4.11
Adequacy and clarity of onboard announcements	4.09
Your sense of safety while at the bus stop/transit center	3.99
Printed bus route pocket timetables	3.99
Availability of printed bus route info	3.99
Cleanliness of bus interiors	3.96
Helpfulness/courtesy of customer service center	3.95
Posted info on info boards	3.87
On-time arrival (w/in 5 minutes of scheduled time)	3.85
Helpfulness of SamTrans website	3.85
Cleanliness of bus stops	3.81
Communication of service changes	3.77
Real time bus arrival information	3.73
Condition of benches	3.73
Cleanliness of bus shelters	3.66

Drivers of Satisfaction

The chart on the next page is designed to assist in improving customer satisfaction by analyzing the individual attribute ratings and determining how much they impact overall customer satisfaction. The chart quantifies how important each service characteristic appears to be from a customer perspective, using the vertical axis for importance, and showing 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."

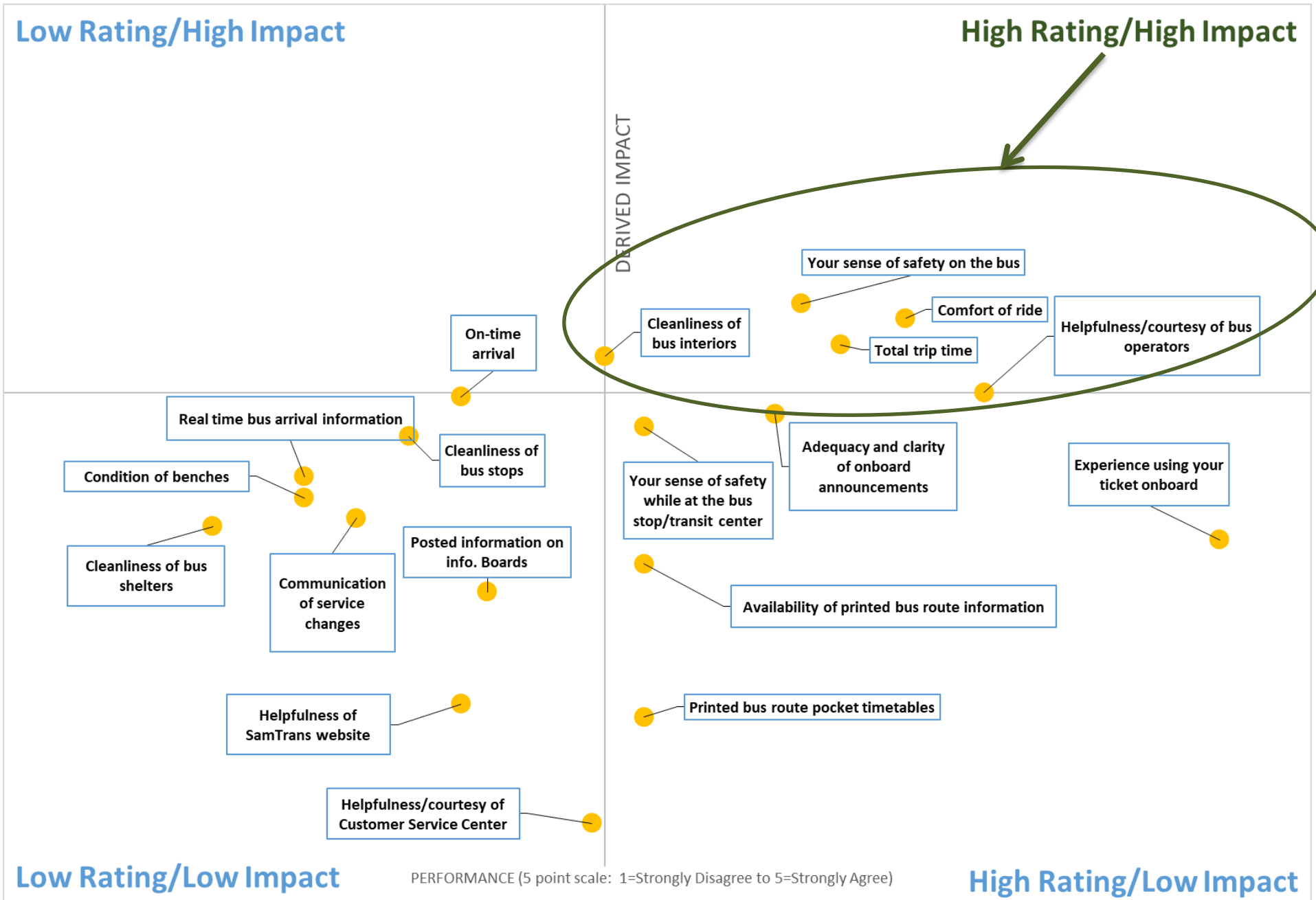
For example, customer ratings of, *"Total Trip Time"* are very strongly correlated with overall bus stop satisfaction (i.e., customers that find total trip time to be good are more satisfied with SamTrans overall, and conversely customers that find trip time unsatisfactory tend to be less satisfied with SamTrans overall). On the other hand, customer ratings of *"Experience using your ticket onboard"* have only a weak correlation with bus stop satisfaction (i.e., it is not uncommon for customers to rate this, even though they are dissatisfied overall with SamTrans services). Therefore, *"Total Trip Time"* is located in the upper part of the chart, while *"Experience using your ticket onboard"* 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. Where ratings are close to an axis, their labels are positioned to show which quadrant they actually reside in.

The ratings with the greatest impact on bus stop satisfaction were:

- Total trip time
- Comfort of the ride
- Your sense of safety on the bus
- Helpfulness/courtesy of bus operators

It is particularly important that *"Total trip time"* may be one of the most important attributes, as it *can be interpreted to encompass many other factors* which contribute to trip length (such as proximity to a stop, ease of reaching the stop, accuracy of real time information at the stop, how frequently the bus runs, on time arrival of the bus itself, proximity of alighting stop to final destination, and ease of reaching the final destination from the stop). Taken this way, it measures satisfaction with a special emphasis on the rider's perspective – in that it is not focused on whether a particular bus meets a particular time point on its schedule, but whether the rider believes they are getting where they need to be in a reasonable amount of time door to door.



Overall Satisfaction

- Overall satisfaction was rated an average of 4.15 out of 5.00 in 2025.
- Overall satisfaction dropped from 4.24 in 2024 to 4.15 in this 2025. However, the 2025 rating is still quite good, at 4.15. The drop represents a reduction in the top-most rating (5, which declined from 45% in 2024 to 36% in 2025).
- Among key sub-groups, those younger than 25 rated overall satisfaction the lowest (4.08) compared with those 25-44 (4.23), 45-64 (4.11), and those 65+ (4.28).

	2025 Customer Survey	2024 Triennial
Base (All Respondents)	1,991	3,248
		(%)
(5) Very satisfied	36	45
(4)	46	36
(3)	14	11
(2)	2	2
(1) Very dissatisfied	1	2
Not Applicable	1	4
Total	100	100
Recap:		
Satisfied (4 or 5)	82	81
Neutral (3) / NA	15	15
Dissatisfied (1 or 2)	3	4
Mean	4.15	4.24

Open Ended Questions

In the survey, respondents were asked several open-ended questions. Respondents could provide one or more answers to these questions, and common themes were grouped into specific response codes.

Barriers to Using SamTrans Buses More Often

Respondents were asked to list the reasons they do not use SamTrans buses more often when making local trips. In broad categories, 56% cited issues with SamTrans service, 42% cited personal trip patterns and preferences, 3% cited service by other agencies, and 2% cited a lack of SamTrans trip/route information. The top issues with SamTrans service reflect attribute and overall satisfaction ratings broadly, with the top issues being:

- SamTrans takes too long/is too slow (17%)
- SamTrans is not frequent enough (11%)
- SamTrans doesn't go where they need to go, or the stops are too far away from either origin or destination (11%)
- SamTrans is not reliable/on time (9%)

These were the top reasons cited with SamTrans across all strata – e.g. Weekday Peak, Weekday Offpeak, and Weekend riders.

SamTrans Improvement in Past Year

Respondents were asked whether SamTrans service had gotten better, worse, or stayed about the same in the past year, then asked a follow-up question to ascertain the reasons behind the better/worse/same rating.

Overall, nearly half of respondents (47%) have indicated that SamTrans has gotten better over the past year, while 41% said it has stayed about the same. Only 4% said it was getting worse.

As a follow up, riders were asked why they provided the rating (better/worse/same) that they did. Riders could provide more than one reason, and these reasons were coded into common responses.

- Among all respondents, the top comment for ratings was that there was no real change in service, or that there was nothing particularly good or bad. This accounted for 22% of responses overall, but nearly half (47%) of those rating it "Same" or Not Applicable provided this reason.
- Among those who said it was better, the top reason, given by 25%, was increased reliability. The second most common reason, mentioned by 17%, was cleaner buses and/or stops. (These two reasons were #2 and #3 among respondents overall, with 15% and 10% providing them respectively.)
- While the overall share of those saying things had gotten worse was quite small, respondents who provided that answer in Q8 gave several common reasons: That SamTrans was not reliable/on time (cited by 35%), while 28% said personnel are rude/unhelpful (including several who said the driver passed by them even though they were at the stop).

These responses broadly reflect ratings of attributes and overall satisfaction, which show that reliability (as a component of total trip time) and cleanliness are key drivers of satisfaction.

Demographic and Usage Characteristics

- The average SamTrans rider uses the service 4 or 5 days per week (4.51).
- Those riding SamTrans less than one year account for 28% of riders, while 61% have been riding SamTrans for 3 years or less.
- The average SamTrans rider has been using the service for about 6 years.
- Most riders reside in either San Mateo (83%) or San Francisco (11%) counties.
- While the average age of riders is 34.6 years, those under 25 years of age make up 43% of all riders.

Detailed Results

Usage of SamTrans

How Long Riding SamTrans

Q1. About how long have you been riding SamTrans?

- Those riding SamTrans less than one year account for 28% of riders, while 61% have been riding SamTrans for 3 years or less.
- The average SamTrans rider has been using the service for about 6 years.

	2025 Customer Survey	2024 Triennial
	Total	Total
Base (All Respondents)	1,991	3,248
	(%)	(%)
6 months or less (0.25 years)	13	23
More than 6 months but less than 1 year (0.5 years)	14	9
1 to 3 years (2 years)	33	29
3 to 10 years (6.5 years)*	20	39*
10 to 20 years (15 years)	10	NA
More than 20 years (25 years)	9	NA
TOTAL	100	100
Mean (#Years)	5.89*	3.71*

	2025			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	1,991	954	656	381
	(%)	(%)	(%)	(%)
6 months or less (0.25 years)	13	11	14	17
More than 6 months but less than 1 year (0.5 years)	14	14	15	14
1 to 3 years (2 years)	33	35	34	27
3 to 10 years (6.5 years)*	20	20	20	23
10 to 20 years (15 years)	10	10	9	11
More than 20 years (25 years)	9	10	10	9
TOTAL	100	100	100	100
Mean (#Years)	5.89	5.96	5.76	5.90

*Important Note: In the 2024 Triennial Survey, this question was asked with “3 years or more” being the top category. As a result, the average used for the top category was only 5 years. In the 2025 survey, this top category was broken down into more precise categories. The 2025 average is notably higher – but the percentages by category are approximately the same. Among these averages, **the 2025 results are the more accurate average (as the midpoint of each category is more precise).**

(See Statistical Table Q1_Tenure)

Riding Frequency

Q2. How often do you usually ride SamTrans?

- The average SamTrans rider uses the service 4 or 5 days per week (4.51).
- Weekday Peak riders use the service a bit more often, with an average of 4.64 days per week, while Weekend riders use it a bit less often, with an average of 4.24 days per week.
- Those residing in San Mateo County (4.71 days/week) and Santa Clara County (4.49 days/week) use SamTrans slightly more frequently than residents of San Francisco (3.66 days/week).

	2025 Customer Survey	2024 Triennial
Base (All Respondents)	1,991	3,248
	(%)	(%)
6-7 days/week (6.5 days/week)	32	36
5 days/week (5 days/week)	31	29
4 days/week (4 days/week)	10	10
3 days/week (3 days/week)	9	8
2 days/week (2 days/week)	7	6
1 day/week (1 day/week)	2	3
1-3 days/month (0.25 days/week)	5	4
Less than once a month (0.1 days/week)	4	4
TOTAL	100	100
Mean Days/Week	4.51	4.58

	2025			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	1,991	954	656	381
	(%)	(%)	(%)	(%)
6-7 days/week (6.5 days/week)	32	30	32	39
5 days/week (5 days/week)	31	37	30	17
4 days/week (4 days/week)	10	12	11	7
3 days/week (3 days/week)	9	8	9	12
2 days/week (2 days/week)	7	5	8	9
1 day/week (1 day/week)	2	2	2	3
1-3 days/month (0.25 days/week)	5	4	4	7
Less than once a month (0.1 days/week)	4	3	4	7
TOTAL	100	100	100	100
Mean Days/Week	4.51	4.64	4.47	4.24

(See Statistical Table Q2_Ride)

Satisfaction Ratings

Rating of Service Attributes

Q7 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.

- Riders rated their overall experience on SamTrans at 4.15 (out of 5.00). This is a decrease from 2024 Triennial, when they rated their overall experience 4.24 (out of 5.00).
- Among overall individual attributes, respondents rated “Using your ticket onboard” most highly, at 4.43, while they rated “Cleanliness of bus shelters” the lowest, at 3.66.
- There were two attributes directly comparable from the 2024 Triennial. Both “Helpfulness/courtesy of customer service center” (3.95 vs 4.09) and “On-time arrival” (3.85 vs 4.04) saw declines from 2024.
- Generally, respondents whose overall satisfaction was higher tended to rate many/most attributes listed below more highly. Similarly, those who said SamTrans had gotten better in the past year (Q8) tended to rate most attributes more highly than those who said it had stayed the same or gotten worse.

Mean (Average) Scores (5-point scale)	2025 Customer Survey	2024 Triennial*
Base – All Respondents	1,991	2,369
Overall experience with SamTrans*	4.15	4.24
Using your ticket onboard	4.43	
Helpfulness/courtesy of bus operators	4.25	
Comfort of the ride	4.19	
Total trip time	4.14	
Your sense of safety on the bus	4.11	
Adequacy and clarity of onboard announcements	4.09	
Your sense of safety while at the bus stop/transit center	3.99	
Printed bus route pocket timetables	3.99	
Availability of printed bus route info	3.99	
Cleanliness of bus interiors	3.96	
Helpfulness/courtesy of customer service center*	3.95	4.09
Posted info on info boards	3.87	
On-time arrival (w/in 5 minutes of scheduled time)*	3.85	4.04
Helpfulness of SamTrans website	3.85	
Cleanliness of bus stops	3.81	
Communication of service changes	3.77	
Real time bus arrival information	3.73	
Condition of benches	3.73	
Cleanliness of bus shelters	3.66	

(See Statistical Tables Q7a – Q7Overall)

*Scores in bold are compared between the 2025 Customer Survey and 2024 Triennial. (Other attributes were asked only on the 2025 survey.) Note: Mean score is based on a 5-point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.

Individual Attribute Scores by Key Sub-Groups

Using your ticket onboard (4.43 overall)

- While rated highly in many sub-groups, Weekend riders provided a lower average rating (4.32) than Weekday Peak (4.47) and Weekday Offpeak (4.43) riders.
- The more frequently a respondent uses SamTrans, the more highly rated this attribute. Those using SamTrans at least 4 days/week rated this 4.48, while those using SamTrans less than 2 days/week rated it 4.28.

Helpfulness/courtesy of bus operators (4.25 overall)

- Weekend riders (4.11) rated this attribute lower than both Weekday Peak (4.28) and Weekday Offpeak (4.29) riders.
- Those under 25 (4.14) rated this attribute lower than riders 25-44 (4.39), riders 44-64 (4.20), and riders 65+ (4.40).
- Those using SamTrans more often rated this more highly. Those riding SamTrans at least 4 days/week gave an average rating of 4.27, while those using SamTrans less than 2 days/week gave an average rating of 4.19.
- By region of route, riders of routes in the South region rated this attribute the lowest (4.02), while those riding Coastside (4.36) or on a Multi/Express route (4.32) rated this attribute the highest.

Comfort of the ride (4.19 overall)

- Many differences among subgroups for this attribute are slight/insignificant.
- By geography, while most regions rated it similarly, those on Coastside routes rated it more highly, at 4.26, followed by Multi/Express riders at 4.21.
- By route volume, while those on high-volume routes rated this attribute 4.20, those on medium routes rated it 4.24, those on low volume routes rated it lower – at 4.05.
- This difference by route volume may also explain differences in rating by age – where those under 25 rate this attribute lower at 4.11, compared with 4.34 among those 25-44, 4.14 among those aged 45-64, and 4.24 among those 65+. (Most school routes are low volume routes.)

Total trip time (4.14 overall)

- Those surveyed on low volume routes rated this attribute lower (4.06) than those on medium volume (4.15) and high volume (4.14) routes.
- Those traveling at least 4 days/week on SamTrans rated this attribute slightly higher (4.16) than those traveling 2-3 days/week (4.07) as well as those traveling less than twice a week (4.10) on SamTrans.
- Respondents riding on Central routes rated this attribute the lowest (4.08), while those on Multi/Express (4.17) and Coastside (4.19) routes rated this attribute most highly.
- This attribute has many factors feeding into it, as discussed in greater detail in the next section. As a result, it also impacts other indicators of satisfaction, and thus, the significance of its rating is higher. (See next section, “Drivers of Satisfaction”.)

Your sense of safety on the bus (4.11 overall)

- Newer riders (riding less than one year) tend to feel safer (4.16) than those riding 1-10 years (4.08) and those riding more than 10 years (4.12).
- Those who use SamTrans infrequently (e.g. less than twice a week) rate their safety on the bus more highly (4.18) than those using SamTrans 2-3 times/week (4.09) and those using SamTrans 4 times a week or more (4.11).
- Notably, Men and Women rated their sense of safety on the bus the same (4.11).
- Those under 25 years of age rated their sense of safety on the bus lower (3.97) than riders 25-44 (4.23), riders 45-64 (4.12), and those 65+ (4.31).

Adequacy and clarity of onboard announcements (4.09 overall)

- Those using SamTrans 4 or more days per week rated this attribute more highly (4.13) than those riding SamTrans 2-3 days/week (3.98) or those riding SamTrans less than twice a week (4.03).
- Riders under 25 rated this attribute lower (3.97) than those aged 25-44 (4.23), aged 45-64 (4.07), and those aged 65+ (4.27).
- By route geography, riders of Southern routes rated this the lowest (3.97) while Coastside riders rated this most highly (4.26).

Your sense of safety while at the bus stop/transit center (3.99 overall)

- Respondents under 25 years of age rated their safety at bus stops/centers lowest (3.88), while those 65+ rated it most highly (4.16).
- Weekday Peak riders (4.06) rated this attribute more highly than both Weekday Offpeak and Weekend riders (both rating it 3.92).

Printed bus route pocket timetables (3.99 overall)

- Those on low volume routes rated this attribute lower (3.71) than those on Medium (4.09) and High volume (4.00) routes.
- Weekday Peak (4.02) and Weekday Offpeak (4.01) riders rated this more highly than Weekend (3.90) riders.
- By route geography, respondents on Coastside routes rated this attribute the highest (4.14), while those on Southern routes rated it the lowest (3.96).

Availability of printed bus route info (3.99 overall)

- Weekday Peak riders rated this attribute most highly (4.02) compared with Weekday Offpeak (3.99) and Weekend (3.93) riders.
- By geography, those on Southern (3.91) and Northern (3.94) routes rated their satisfaction lower than Coastside (4.06), Multi/express (4.05), and Central (4.02) routes.

Cleanliness of bus interiors (3.96 overall)

- Those riding SamTrans less than one year rated this attribute more highly (4.05) than those who have been riding for 1 to 3 years (3.92) and those who have ridden for more than 3 years (3.95).
- Respondents riding highly traveled routes rated this lower (3.92) than those on medium (4.09) and lightly traveled (4.03) routes.
- Respondents under age 25 and those aged 45-64 both rated this attribute the lowest (3.89) compared with those 25-44 (4.07), and those 65+ (4.10).

Helpfulness/courtesy of customer service center (3.95 overall)

- Those traveling on low volume routes at the time of the survey rated this attribute lower (3.76) than those traveling on medium (3.93) and high (3.98) volume routes.
- Young riders (under 25) rated this lower (3.81) than those aged 25-44 (4.00), 45-64 (3.99), and 65+ (4.19).
- Those using SamTrans more often rated this more highly, with those traveling 4 days/week or more rating it 3.96, those traveling 2-3 days/week rating it 3.95, and those traveling less than twice a week rating it 3.90.

Posted info on info boards (3.87 overall)

- By route geography, those on Central routes rated this attribute the lowest (3.76), while those riding Southern routes rated it most highly (4.02).
- Those who have ridden SamTrans the longest rated this most highly, with those riding over 10 years rating it 3.94, while those riding 1-3 years rated it 3.84 and those riding less than one year rating it 3.87.
- Those riding most frequently rated this most highly, with those using SamTrans at least 4 days/week rating it 3.94, those using SamTrans 2-3 days/week rating it 3.71, and those using SamTrans less than 2 days/week rating it 3.60.

On-time arrival (w/in 5 minutes of scheduled time) (3.85 overall)

- By route geography, those on Central routes rated this attribute the lowest (3.63), while those riding Northern routes when surveyed rated it most highly (3.93).
- Riders of low volume routes rated this lower (3.68) than those who were surveyed on Medium volume (3.82) and High volume (3.88) routes.

Helpfulness of SamTrans website (3.85 overall)

- Riders under 25 rated website helpfulness the lowest (3.66) when compared with those aged 25-44 (3.95), those aged 45-64 (3.97), and those aged 65+ (4.06).
- Those who have ridden on SamTrans more than 10 years rated this more highly (3.98) than riders who have used SamTrans for 1-10 years (3.80) and those who have used SamTrans less than one year (3.84).

Cleanliness of bus stops (3.81 overall)

- Among those rating “Cleanliness of Bus Stops” – those riding on a multi-region/express bus when surveyed rated this somewhat lower (3.70) than those riding buses in the North, South, Central, and Coast regions (3.82, 3.97, 3.86, 3.89 respectively).
- In addition, “Cleanliness of Bus Stops” ratings decline as tenure riding SamTrans increases, with those riding less than one year rating this attribute 3.90, but those riding 10 years or more rating it 3.76.
- For both “Cleanliness of Bus Stops” and “Cleanliness of Bus Shelters”, respondents under 25 rated these attributes lower (3.71, 3.52 respectively) than older respondents.

Communication of service changes (3.77 overall)

- Those riding most often were most satisfied with the communication of service changes. Those who ride SamTrans at least 4 days/week rated this attribute 3.79, while those riding less than 2 days/week rated it 3.73.
- Younger riders (under 25) rated this attribute the lowest (3.60), while those aged 25-44 rated it 3.86, those 45-64 rated it 3.88, and those 65+ rated it 4.01.

Real time bus arrival information (3.73 overall)

- Weekday Peak riders rated this attribute lower (3.69) than both Weekday Offpeak (3.77) and Weekend (3.75) riders.
- By geography, riders on Central routes rated this lowest (3.54), while those on Southern routes rated this most highly (3.88).
- Those under 25 rated this attribute lower (3.52) than both those 25-44 (3.88), those 45-64 (3.84), and those 65+ (3.91).

Condition of benches (3.73 overall)

- Weekend riders (3.62) rated this lower than both Weekday Peak (3.75) and Weekday Offpeak (3.76) riders.
- Those newest to SamTrans rated this attribute most highly, with those using SamTrans less than one year rating it 3.78, while those who have ridden SamTrans more than 10 years rating it 3.69.

Cleanliness of bus shelters (3.66 overall)

- For both “Cleanliness of Bus Stops” and “Cleanliness of Bus Shelters”, respondents under 25 rated these attributes lower (3.71, 3.52 respectively) than older respondents.
- Both Weekday Peak (3.68) and Weekday Offpeak (3.69) riders rated the cleanliness of bus shelters higher than Weekend riders (3.57).
- Riders surveyed on Multi/express (3.63) and Northern (3.64) routes rated this attribute lowest, while those on Central routes when surveyed rated it most highly (3.76).

Drivers of Satisfaction

The chart on the next page is designed to assist in improving customer satisfaction by analyzing the individual attribute ratings and determining how much they impact overall customer satisfaction. The chart quantifies how important each service characteristic appears to be from a customer perspective, using the vertical axis for importance, and showing 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, *"Total Trip Time"* are very strongly correlated with overall bus stop satisfaction (i.e., customers that find total trip time to be good are more satisfied with SamTrans overall, and conversely customers that find trip time unsatisfactory tend to be less satisfied with SamTrans overall). On the other hand, customer ratings of *"Experience using your ticket onboard"* have only a weak correlation with bus stop satisfaction (i.e., it is not uncommon for customers to rate this, even though they are dissatisfied overall with SamTrans services). Therefore, *"Total Trip Time"* is located in the upper part of the chart, while *"Experience using your ticket onboard"* is located in the lower part.

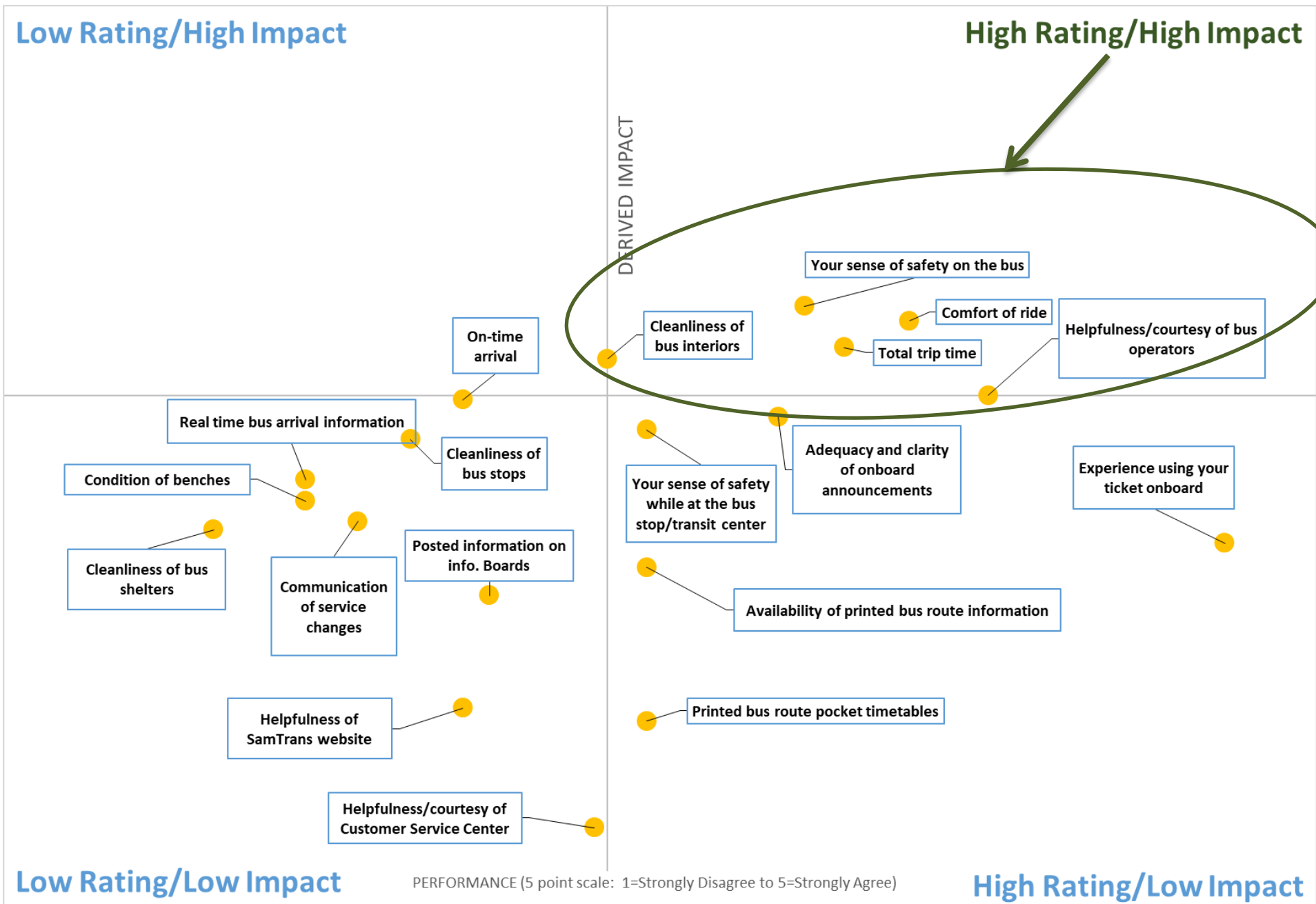
Specific values along the vertical axis are derived by calculating ratios between correlation coefficients for each service attribute and the median correlation level. Those service attributes above 100 are more correlated with overall satisfaction, while those below 100 are less so.

Where ratings are close to an axis, their labels are positioned to show which quadrant they actually reside in.

The ratings with the greatest impact on bus stop satisfaction were:

- Total trip time
- Comfort of the ride
- Your sense of safety on the bus
- Helpfulness/courtesy of bus operators

It is particularly important that *"Total trip time"* may be one of the most important attributes, as it *can be interpreted to encompass many other factors* which contribute to trip length (such as proximity to a stop, ease of reaching the stop, accuracy of real time information at the stop, how frequently the bus runs, on time arrival of the bus itself, proximity of alighting stop to final destination, and ease of reaching the final destination from the stop). Taken this way, it measures satisfaction with a special emphasis on the rider's perspective – in that it is not focused on whether a particular bus meets a particular time point on its schedule, but whether the rider believes they are getting where they need to be in a reasonable amount of time door to door.



Overall Satisfaction with SamTrans

Q7Overall. How would you rate your overall SamTrans experience?

- Overall satisfaction dropped from 4.24 in 2024 to 4.15 in the current survey.
- However, the 2025 rating is still quite good, at 4.15. The drop represents a reduction in the top-most rating (5, which declined from 45% in 2024 to 36% in 2025).
- Among key sub-groups, those younger than 25 rated overall satisfaction the lowest (4.08) compared with those 25-44 (4.23), those 45-64 (4.11), and those 65+ (4.28). This reflects the trend among many individual attribute ratings as well.

	2025 Customer Survey	2024 Triennial
Base (All Respondents)	1,991	3,248
		(%)
(5) Very satisfied	36	45
(4)	46	36
(3)	14	11
(2)	2	2
(1) Very dissatisfied	1	2
Not Applicable	1	4
Total	100	100
Recap:		
Satisfied (4 or 5)	82	81
Neutral (3) / NA	15	15
Dissatisfied (1 or 2)	3	4
Mean	4.15	4.24

	2025			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	1,991	954	656	381
	(%)	(%)	(%)	(%)
(5) Very satisfied	36	34	39	37
(4)	46	49	43	42
(3)	14	14	13	16
(2)	2	1	3	4
(1) Very dissatisfied	1	1	1	1
Not Applicable	1	1	1	1
	100	100	100	100
Mean	4.15	4.15	4.17	4.11

(See Statistical Table Q7Overall)

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 KEY SUB-GROUPS

	BASE	MEAN	VERY SATISFIED	SATISFIED	DISSATISFIED	NEUTRAL/NA
	#	5-PT SCALE	(5) %	(4) %	(1 OR 2) %	%
TOTAL	1,991	4.15	36	46	3	15
By Use Of SamTrans						
4+ Days/Week	1,427	4.18	38	44	3	15
2-3 Days/Week	297	4.05	30	50	5	16
1 Day/Week or less	209	4.12	34	49	4	14
By How Long Riding SamTrans						
Less Than One Year	543	4.17	37	46	3	13
1 To 10 Years	1,053	4.13	34	48	3	15
More Than 10 Years	377	4.17	41	40	5	15
Gender						
Male	939	4.12	35	46	4	16
Female	984	4.18	38	46	3	14
By Age						
Under 25	838	4.08	30	52	2	16
25 to 44	554	4.23	39	47	3	11
45 to 64	356	4.11	40	37	5	16
65+	216	4.28	48	35	5	10

Not Making Trips on SamTrans

Q6. Please list any reasons you don't use SamTrans buses more for local trips [Open-ended; multiple responses accepted]

Respondents to this question were asked for reasons they do not take more local trips on SamTrans, and their responses were reviewed and coded. Respondents could provide multiple reasons. These were then coded into categories as noted below.

Respondents gave many different answers to the question; among these, 56% cited issues with SamTrans service, 42% cited personal trip patterns and preferences, 3% cited service by other agencies, and 2% cited a lack of SamTrans trip/route information.

The top issues with SamTrans service reflect attribute and overall satisfaction ratings broadly, with the top issues being:

- SamTrans takes too long/is too slow (17%)
- SamTrans is not frequent enough (14%)
- SamTrans doesn't go where they need to go, or the stops are too far away from either origin or destination (11%)
- SamTrans is not reliable/on time (9%)

These were the top reasons cited with SamTrans across all strata – e.g. Weekday Peak, Weekday Offpeak, and Weekend riders.

	2025			
	Total	Weekday Peak	Weekday Offpeak	Weekend
Base (Provided reason for not making trips)	548	294	154	101
	(%)	(%)	(%)	(%)
Issues with SamTrans Service (net)	56	56	52	59
Too slow/takes too long	17	17	21	12
Not frequent enough	14	15	11	15
Doesn't go where I need to/stops are too far from origin or destination	11	13	10	6
Not reliable/not on time	9	7	7	14
Service starts too late/ends too early/doesn't run on weekends	3	4	4	1
Crime/drugs onboard/don't feel safe	3	3	2	6
Cost/expense	3	3	2	4
All other service issues	6	5	5	7
Personal/Trip Details/Other (net)	42	41	46	40
Can access car/prefer to drive/ride with others	17	18	21	9
Already use SamTrans for all local trips/make other trips outside SamTrans service area	9	8	10	11
Don't travel much/much inside SamTrans service area	8	7	9	9
Use SamTrans to commute to work/school	7	8	5	10
All other personal/trip details	2	1	3	3
Other Transit/Mobility Issues (Prefer Caltrain/BART, poor connections with other transit, usually use Redi-Wheels which is easier to navigate) (net)	3	2	4	3
SamTrans Informational Needs (don't know where it goes/difficult to figure out) (net)	2	3	1	2

(Multiple responses accepted; only issues raised by at least 2% of all respondents shown; see Table Q6_Reasons for a full list.)

Experience Over Past Year

Q8. Over the past year, has your experience on SamTrans gotten better, stayed about the same, or gotten worse?

Overall, nearly half of respondents (47%) have indicated that SamTrans has gotten better over the past year, while 41% said it has stayed about the same. Only 4% said it was getting worse.

Younger riders (those under 25) were less optimistic, with 39% saying it has gotten better, 50% saying it stayed about the same in the past year, and 4% saying it was worse. These same riders have rated many satisfaction attributes lower than older riders. Their average rating is 3.51, while that rating for those 25-44 is 3.76, those 45-64 is 3.78, and for those 65+ it is 3.88.

Those who ride SamTrans more often are more likely to say it has gotten better, with those who use SamTrans 4+ times/week giving an average rating of 3.70, compared with 3.62 among those using SamTrans 2-3 days/week, and 3.45 among those using SamTrans less than twice a week.

However, Weekday Peak riders (often thought of as riding more often) gave a lower rating of 3.61 compared with Weekday Offpeak riders (3.74) and Weekend riders (3.71).

By geography, those riding on buses in the Central region rated this lower, at 3.49, while those riding Multi/express buses rated it higher, at 3.75.

	2025			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	1,991	954	656	381
	(%)	(%)	(%)	(%)
(5) Much better	19	16	22	21
(4) Better	28	29	28	28
(3) About the same	41	42	42	36
(2) Worse	3	4	2	3
(1) Much worse	1	1	<1	2
Don't Know/Not Applicable	8	9	7	10
	100	100	100	100
Mean	3.67	3.61	3.74	3.71
RECAP:				
Better (4/5)	47	45	50	49
Same (3/DK/NA)	49	51	48	46
Worse (1/2)	4	4	2	5

[Follow Up to Q8] Why is that?

As a follow up to Q8, riders were asked an open-ended question as to why they provided the rating (better/worse/same) that they did. Riders could provide more than one reason, and these reasons were coded into common responses.

Among all respondents, the top comment for ratings was that there was no real change in service, or that there was nothing particularly good or bad. This accounted for 22% of responses overall, but nearly half (47%) of those rating it “Same” or Not Applicable provided this reason.

Among those who said it was better, the top reason, given by 25% was that SamTrans is reliable and/or reliability has improved in the last year. This was followed by 17% of those who thought it was better as saying that buses and/or stops are clean. (These two reasons were #2 and #3 among respondents overall, with 15% and 10% providing them respectively.)

While the overall share of those saying things had gotten worse was quite small, respondents who provided that answer in Q8 gave several common reasons: That SamTrans was not reliable/on time (cited by 35%), while 28% said personnel are rude/unhelpful (including at least several who said the driver passed by them even though they were at the stop).

These responses broadly reflect ratings of attributes and overall satisfaction, which show that reliability (as a component of total trip time) and cleanliness are key drivers of satisfaction.

	2025			
	Total	Better (4/5)	Same(3/NA)	Worse (1/2)
Base (Provided reason for rating)	800	381	363	47
	(%)	(%)	(%)	(%)
No change in service/nothing especially good or bad	22	1	47	4
SamTrans is reliable/reliability is improved	15	25	6	-
Buses/stops are clean	10	17	3	-
Personnel are friendly/professional/helpful	7	13	2	3
SamTrans is NOT reliable/on time	6	2	7	35
General compliments	6	8	6	-
Personnel are rude/unhelpful/missed passengers at stops	6	3	6	28
Buses are comfortable/new/have good amenities	6	10	2	4
Feels safe/rules are enforced/bad passenger behavior not tolerated	5	9	1	1
Don't know/not sure/haven't used long/frequently enough	5	1	10	-
Buses/stops need to be cleaner	4	2	5	8

See Table Q9 for full list. Only coded categories with 4% or more of responses overall are shown. Top 3 in each category (Total, Better, Same, Worse) are in bold.

Final Comments – Suggestions for Improvement

Final comments – what could make SamTrans better?

As a final question, respondents were asked an open-ended question seeking suggestions for improvement to SamTrans. Comments were categorized and are available to read in the separate Verbatim Report.

Perhaps not surprisingly, the top responses aligned very closely with attribute ratings which drive overall satisfaction. These include schedules/frequency (mentioned by 21%), on time performance/reliability/travel time (14%), bus cleanliness, (13%), and routes/additional stops (10%).

	2025			
	Total	Weekday Peak	Weekday Offpeak	Weekend
Base (Provided suggestion)	750	372	237	141
	(%)	(%)	(%)	(%)
Schedules/Frequency	21	20	26	14
On Time Performance/Reliability/Travel Time	14	17	13	11
Bus Cleanliness	13	12	16	11
Routes/Additional Stops	10	12	7	10
Personnel	9	9	9	10
Enforcement/Security Issues/Bus Safety	8	6	8	12
Bus Stop Amenities/Conditions/Cleanliness	8	7	10	5
NextBus/Real Time Signage/Printed Schedules	7	7	6	10
Fares/Fare Policy/Clipper/App for Payment	7	5	8	10
Nothing to suggest/everything is good	5	6	5	3
App/Phone/Website/Internet (non-payment)	5	5	4	6
Bus Features/Amenities	5	6	5	2
Condition/Comfort of the Ride	4	4	2	6
Homeless Issues	4	4	5	1
Delay Information/Service Announcements/Updates	4	5	2	3

Multiple responses accepted. Only suggestion categories with at least 4% of respondents making a suggestion in that area are shown. See Table Improve_Sugg for a full list.

Rider Demographics

Home County (based on ZIP Code)

What is your 5-digit home ZIP Code?

	2025 Onboard	2024 Triennial
Base (All Respondents)	1,991	3,248
	(%)	(%)
San Mateo County	83	84
San Francisco County	11	10
Santa Clara County	2	1
Alameda County	2	1
Contra Costa County	1	1
Solano County	<1	<1
Marin County	<1	<1
Napa County	<1	<1
Sonoma County	<1	-
Outside Bay Area	2	3
	100	100

(See Table Q5_County)

Other Demographics

	2025			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	1,991	954	656	381
	(%)	(%)	(%)	(%)
Age				
13 to 18 years old	27	35	22	18
19 to 24 years old	15	14	18	16
25 to 34 years old	16	15	16	20
35 to 44 years old	12	13	11	10
45 to 54 years old	9	9	9	10
55 to 64 years old	9	7	10	11
65 years or older	11	7	14	15
Average (Mean) # Years	34.6	31.8	36.5	38.2
Questionnaire Language				
English	87	89	84	88
Spanish	11	11	14	10
Chinese	1	<1	2	1
Tagalog	<1	<1	<1	<1
Ridership Segment				
Weekday Peak	48			
Weekday Off-Peak	33			
Weekend	19			

(See Statistical Tables Q3_Age, LANG, and STRATA)

Appendices

Appendix A: QUESTIONNAIRE



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 2025



Dear SamTrans Rider,

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, mail it or complete online at www.samtrans2025.com. Thank you!



USAGE

- How long have you been riding SamTrans?

<input type="checkbox"/> Less than 6 months	<input type="checkbox"/> 3 – 10 years
<input type="checkbox"/> 6 – 12 months	<input type="checkbox"/> 10 – 20 years
<input type="checkbox"/> 1 – 3 years	<input type="checkbox"/> More than 20 years
- 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

- Age

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

<input type="checkbox"/> Female	<input type="checkbox"/> Transgender
<input type="checkbox"/> Male	<input type="checkbox"/> Other (specify): _____
<input type="checkbox"/> Nonbinary	

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

6. SamTrans covers San Mateo county and parts of San Francisco. Please list any reasons you don't use SamTrans buses more for local trips:

Run ID: _____

RATINGS

7. 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 Dissatisfied	←————→			Very Satisfied	NA
<u>At Stops / Transit Centers</u>						
a. Cleanliness of bus stops	1	2	3	4	5	<input type="checkbox"/>
b. Cleanliness of bus shelters	1	2	3	4	5	<input type="checkbox"/>
c. Condition of benches.....	1	2	3	4	5	<input type="checkbox"/>
d. Your sense of safety while at the bus stop/transit center	1	2	3	4	5	<input type="checkbox"/>
e. Posted information on info. boards (schedules, flyers, maps)	1	2	3	4	5	<input type="checkbox"/>
<u>Communication</u>						
f. Communication of service changes (schedule, fare changes, etc.)	1	2	3	3	5	<input type="checkbox"/>
g. Real time bus arrival information.....	1	2	3	4	5	<input type="checkbox"/>
h. Helpfulness of SamTrans website	1	2	3	4	5	<input type="checkbox"/>
i. Helpfulness/courtesy of Customer Service Center (1-800-660-4287)	1	2	3	4	5	<input type="checkbox"/>
j. Printed bus route pocket timetables	1	2	3	4	5	<input type="checkbox"/>
<u>Onboard Buses</u>						
k. On-time arrival (within five minutes of scheduled arrival time)	1	2	3	4	5	<input type="checkbox"/>
l. Experience using your ticket onboard (paper, Clipper, mobile app, etc.)	1	2	3	4	5	<input type="checkbox"/>
m. Total trip time.....	1	2	3	4	5	<input type="checkbox"/>
n. Comfort of ride.....	1	2	3	4	5	<input type="checkbox"/>
o. Cleanliness of bus interiors	1	2	3	4	5	<input type="checkbox"/>

Very Dissatisfied ←————→ Very Satisfied NA

Onboard Buses (continued)

p. Your sense of safety on the bus	1	2	3	4	5	<input type="checkbox"/>
q. Availability of printed bus route information .	1	2	3	4	5	<input type="checkbox"/>
r. Adequacy and clarity of onboard announcements (audio, electronic display)	1	2	3	4	5	<input type="checkbox"/>
s. Helpfulness/courtesy of bus operators	1	2	3	4	5	<input type="checkbox"/>

Overall

How would you rate your overall SamTrans experience?

	1	2	3	4	5	<input type="checkbox"/>
--	---	---	---	---	---	--------------------------

SAMTRANS EXPERIENCE

8. Over the past year, has your experience on SamTrans gotten better, stayed about the same or gotten worse?

- Much better
- Better
- Stayed about the same
- Worse
- Much worse
- Don't know / Not applicable

9. Why? _____

IDEAS: What could make SamTrans better?

Thank you very much for participating in this survey!





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 a clientes de SamTrans 2025



Estimado piloto de SamTrans,

Por favor, tómese unos minutos para completar este cuestionario y díganos cómo lo estamos haciendo. Devuelva la inspección completa al inspector a bordo, envíela por correo o complétela en línea en www.samtrans2025.com. ¡Gracias!



Uso

- ¿Cuánto tiempo llevas montando en SamTrans?

<input type="checkbox"/> Menos de 6 meses	<input type="checkbox"/> 3 – 10 años
<input type="checkbox"/> 6 – 12 meses	<input type="checkbox"/> 10 – 20 años
<input type="checkbox"/> 1 – 3 años	<input type="checkbox"/> Más de 20 años
- ¿Con qué frecuencia conduces 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

SOBRE TI

- Edad

<input type="checkbox"/> Menores de 13 años	<input type="checkbox"/> 35 - 44
<input type="checkbox"/> 13 - 18	<input type="checkbox"/> 45 - 54
<input type="checkbox"/> 19 – 24	<input type="checkbox"/> 55 - 64
<input type="checkbox"/> 25 – 34	<input type="checkbox"/> 65 años o más
- Género

<input type="checkbox"/> Hembra	<input type="checkbox"/> Transgénero
<input type="checkbox"/> Masculino	<input type="checkbox"/> Otros (especifique): _____
<input type="checkbox"/> No binario	
- ¿Cuál es el código postal de 5 dígitos de su casa? _____

6. SamTrans cubre el condado de San Mateo y partes de San Francisco. Por favor, enumera las razones por las que no utilizas más los autobuses de SamTrans para tus viajes locales:

Run ID: _____

CALIFICACIONES

7. Por favor, responda marcando con un círculo el número que mejor refleje su calificación del servicio SamTrans donde: 5 = Muy satisfecho y 1 = Muy insatisfecho. Si la pregunta no se aplica a usted, marque NA para No aplicable.

		Muy Insatisfecho	←————→			Muy Satisfecho	NA
En Paradas / Centros de Tránsito							
a. Limpieza de las paradas de autobús	1	2	3	4	5	<input type="checkbox"/>	
b. Limpieza de las marquesinas de los autobuses	1	2	3	4	5	<input type="checkbox"/>	
c. Estado de los bancos.....	1	2	3	4	5	<input type="checkbox"/>	
d. Su sensación de seguridad mientras está en la parada de autobús/centro de tránsito.	1	2	3	4	5	<input type="checkbox"/>	
e. Información publicada en info. tableros (horarios, folletos, mapas).....	1	2	3	4	5	<input type="checkbox"/>	
Comunicación							
f. Comunicación de cambios en el servicio (horario, cambios de tarifas, etc.)	1	2	3	3	5	<input type="checkbox"/>	
g. Información en tiempo real sobre la llegada de los autobuses.	1	2	3	4	5	<input type="checkbox"/>	
h. Utilidad del sitio web de SamTrans	1	2	3	4	5	<input type="checkbox"/>	
i. Utilidad/cortesía del Centro de Atención al Cliente (1-800-660-4287).....	1	2	3	4	5	<input type="checkbox"/>	
j. Horarios de bolsillo de las rutas de autobús impresos	1	2	3	4	5	<input type="checkbox"/>	
Autobuses a bordo							
k. Llegada a tiempo (dentro de los cinco minutos del horario de llegada programado)	1	2	3	4	5	<input type="checkbox"/>	
l. Experiencia en el uso de su billete a bordo (papel, Clipper, aplicación móvil, etc.).....	1	2	3	4	5	<input type="checkbox"/>	
m. Tiempo total de viaje	1	2	3	4	5	<input type="checkbox"/>	
n. Comodidad de conducción	1	2	3	4	5	<input type="checkbox"/>	
o. Limpieza del interior de los autobuses	1	2	3	4	5	<input type="checkbox"/>	

		Muy Insatisfecho	←————→			Muy Satisfecho	NA
Autobuses a bordo (continuación)							
p. Tu sensación de seguridad en el autobús	1	2	3	4	5	<input type="checkbox"/>	
q. Disponibilidad de información impresa de la ruta de autobús	1	2	3	4	5	<input type="checkbox"/>	
r. Adecuación y claridad de los anuncios a bordo (audio, pantalla electrónica)	1	2	3	4	5	<input type="checkbox"/>	
s. Ayuda/cortesía de los operadores de autobuses.....	1	2	3	4	5	<input type="checkbox"/>	
En general							
¿Cómo calificaría su experiencia general con SamTrans?.....	1	2	3	4	5	<input type="checkbox"/>	

EXPERIENCIA SAMTRANS

8. Durante el último año, ¿su experiencia en SamTrans ha mejorado, se ha mantenido igual o ha empeorado?

- Mucho mejor
- Mejor
- Se mantuvo más o menos igual
- Peor
- Mucho peor
- No sabe / No aplica

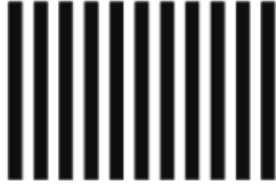
9. ¿Por qué? _____

IDEAS: ¿Qué podría mejorar SamTrans?

¡Muchas gracias por participar en esta encuesta!



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 2025 年客戶調查



尊敬的 SamTrans 乘客：

請您花幾分鐘時間填寫這份問卷，告訴我們您的乘車體驗。您可以將填寫好的調查問卷交給車上的調查員，郵寄給我們，或在線填寫：www.samtrans2025.com。謝謝您的合作！



使用情況

- 您乘坐 SamTrans 有多長時間了？

<input type="checkbox"/> 少於 6 個月	<input type="checkbox"/> 3 - 10 年
<input type="checkbox"/> 6 - 12 個月	<input type="checkbox"/> 10 - 20 年
<input type="checkbox"/> 1 - 3 年	<input type="checkbox"/> 超過 20 年
- 您大約多久乘坐一次 SamTrans？

<input type="checkbox"/> 6-7 天/週	<input type="checkbox"/> 2 天/週
<input type="checkbox"/> 5 天/週	<input type="checkbox"/> 1 天/週
<input type="checkbox"/> 4 天/週	<input type="checkbox"/> 1 - 3 天/月
<input type="checkbox"/> 3 天/週	<input type="checkbox"/> 少於每月一次

關於您

- 年齡

<input type="checkbox"/> 13 歲以下	<input type="checkbox"/> 35 - 44 歲
<input type="checkbox"/> 13 - 18 歲	<input type="checkbox"/> 45 - 54 歲
<input type="checkbox"/> 19 - 24 歲	<input type="checkbox"/> 55 - 64 歲
<input type="checkbox"/> 25 - 34 歲	<input type="checkbox"/> 65 歲或以上
- 性別

<input type="checkbox"/> 女	<input type="checkbox"/> 跨性別
<input type="checkbox"/> 男	<input type="checkbox"/> 其他（請註明）： _____
<input type="checkbox"/> 非二元性別	

5. 您的 5 位家庭郵政編碼是什麼？ _____

6. SamTrans 的服務範圍覆蓋聖馬刁縣和舊金山的部分地區。請列出您不常搭乘 SamTrans 公車進行本地出行的一些原因

運行編號： _____

評分

7. 請圈出最能反映您對 SamTrans 服務的評分的數字：5 = 非常滿意，1 = 非常不滿意。如果問題不適用於您，請勾選 NA (不適用)。



在站點/交通樞紐

- a. 公交車站的清潔度 1 2 3 4 5
- b. 公交候車亭的清潔度..... 1 2 3 4 5
- c. 長椅的狀況 1 2 3 4 5
- d. 您在公交車站/交通樞紐的安全感..... 1 2 3 4 5
- e. 信息欄上張貼的信息 (時刻表、宣傳單、地圖) 1 2 3 4 5

溝通

- f. 服務變更的通知 (時刻表、票價變更等) 1 2 3 4 5
- g. 實時公交到站信息..... 1 2 3 4 5
- h. SamTrans 網站的實用性 1 2 3 4 5
- i. 客戶服務中心的幫助/禮貌 (1-800-660-4287) 1 2 3 4 5
- j. 印刷版公交線路袖珍時刻表 1 2 3 4 5

車上

- k. 準時到達 (在計劃到達時間的五分鐘內) 1 2 3 4 5
- l. 在車上使用車票的體驗 (紙質、Clipper 卡、移動應用程序等) 1 2 3 4 5
- m. 總行程時間 1 2 3 4 5
- n. 乘坐舒適度 1 2 3 4 5
- o. 巴士內部的清潔度 1 2 3 4 5



車上(續)

- p. 您在車上的安全感 1 2 3 4 5
- q. 印刷版公交線路信息的可用性 1 2 3 4 5
- r. 車載廣播 (音頻、電子顯示屏) 的充分性和清晰度 1 2 3 4 5
- s. 巴士駕駛員的幫助/禮貌 1 2 3 4 5

總體

您如何評價您的總體 SamTrans 體驗? 1 2 3 4 5

SamTrans 體驗

8. 在過去一年中，您在 SamTrans 上的體驗是變得更好、保持不變還是變得更糟?

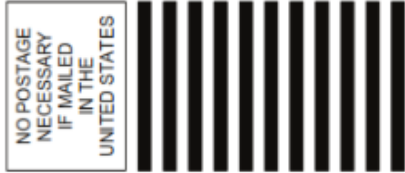
- 好很多
- 更好
- 保持不變
- 更糟
- 糟很多
- 不知道/不適用

9. 為什麼? _____

建議:有什麼可以使 SamTrans 變得更好?

非常感謝您參與本次調查!





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



Sarbey ng Kustomer ng SamTrans 2025



Mahal na Mananakay ng SamTrans,

Mangyaring maglaan ng ilang sandali upang sagutan ang talatanungan na ito at ipaalam sa amin kung paano namin ginagampanan ang aming serbisyo. Pakibigay ang natapos na sarbey sa tagasarbey na nasa loob ng sasakyan, ipadala sa koreo o sagutan online sa www.samtrans2025.com. Maraming salamat!



PAGGAMIT

- Gaano ka na katagal sumasakay sa SamTrans??

<input type="checkbox"/> Mababa sa 6 na buwan	<input type="checkbox"/> 3 – 10 taon
<input type="checkbox"/> 6 – 12 buwan	<input type="checkbox"/> 10 – 20 taon
<input type="checkbox"/> 1 – 3 taon	<input type="checkbox"/> Mahigit 20 taon
- Gaano ka kadalas sumasakay sa SamTrans?

<input type="checkbox"/> 6-7 araw /linggo	<input type="checkbox"/> 2 araw /linggo
<input type="checkbox"/> 5 araw /linggo	<input type="checkbox"/> 1 araw /linggo
<input type="checkbox"/> 4 araw /linggo	<input type="checkbox"/> 1 – 3 araw /buwan
<input type="checkbox"/> 3 araw /linggo	<input type="checkbox"/> Mababa sa isang beses kada buwan

TUNGKOL SA IYO

- Edad

<input type="checkbox"/> Mababa sa 13	<input type="checkbox"/> 35 - 44
<input type="checkbox"/> 13 - 18	<input type="checkbox"/> 45 - 54
<input type="checkbox"/> 19 – 24	<input type="checkbox"/> 55 - 64
<input type="checkbox"/> 25 – 34	<input type="checkbox"/> 65 o mas matanda
- Kasarian

<input type="checkbox"/> Babae	<input type="checkbox"/> Transgender
<input type="checkbox"/> Lalaki	<input type="checkbox"/> Iba pa (tukuyin): _____
<input type="checkbox"/> Di-binary	

5. Ano ang iyong 5-digit na ZIP Code sa bahay? _____

6. Sinasaklaw ng SamTrans ang San Mateo County at ilang bahagi ng San Francisco. Pakilista ang anumang dahilan kung bakit hindi mo madalas ginagamit ang mga bus ng SamTrans para sa mga lokal na biyahe:

ID ng Pagpapatakbo: _____

ANTAS

7. Mangyaring sumagot sa pamamagitan ng pagbilog sa numero na pinakaangkop sa iyong rating sa serbisyo ng SamTrans, kung saan: 5 = Labis na Nasiyahan at 1 = Lubos na Hindi Nasiyahan. Kung hindi naaangkop ang tanong sa iyo, pakilagyan ng tsek ang NA para sa 'Hindi Naaangkop.

	Labis Hindi Nasiyahan ← → Labis Nasiyahan					NA
Sa Mga Hintuan / Sentro ng Paglipat						
a. Kalinisan ng mga hintuan ng bus	1	2	3	4	5	<input type="checkbox"/>
b. Kalinisan ng mga silungan ng bus	1	2	3	4	5	<input type="checkbox"/>
c. Kundisyon ng mga upuan	1	2	3	4	5	<input type="checkbox"/>
d. Ang iyong pakiramdam sa kaligtasan habang nasa hintuan ng bus/sentro ng paglipat	1	2	3	4	5	<input type="checkbox"/>
e. Impormasyong nakapaskil sa mga board ng Impormasyon (iskedyul, mga polyeto, mga mapa)	1	2	3	4	5	<input type="checkbox"/>

Komunikasyon

f. Pagpapabatid ng mga pagbabago sa serbisyo (iskedyul, pagbabago sa pamasaha, atbp.)	1	2	3	3	5	<input type="checkbox"/>
g. Impormasyon sa tunay na oras ng pagdating ng bus	1	2	3	4	5	<input type="checkbox"/>
h. Kapakinabangan ng website ng SamTrans	1	2	3	4	5	<input type="checkbox"/>
i. Pagkamatulungin/kagandahang-loob ng Sentro ng Serbisyo sa Customer (1-800-660-4287)	1	2	3	4	5	<input type="checkbox"/>
j. Nakaprint na pangbulsang iskedyul ng ruta ng bus	1	2	3	4	5	<input type="checkbox"/>

Mga bus na sinasakyan

k. Pagdating sa tamang oras (Sa loob ng limang minuto mula sa nakatakdang oras ng pagdating)	1	2	3	4	5	<input type="checkbox"/>
l. Karanasan sa paggamit ng iyong tiket habang nasa bus (papel, Clipper, app sa selpon, atbp.)	1	2	3	4	5	<input type="checkbox"/>
m. Kabuuang oras ng biyahe	1	2	3	4	5	<input type="checkbox"/>
n. Ginhawa ng biyahe	1	2	3	4	5	<input type="checkbox"/>
o. Kalinisan sa loob ng bus	1	2	3	4	5	<input type="checkbox"/>

Labis ← → Labis
Hindi Nasiyahan Nasiyahan NA

Mga bus na sinasakyan (pagpaptuloy)

p. Ang iyong pakiramdam ng kaligtasan habang nasa bus	1	2	3	4	5	<input type="checkbox"/>
q. Pagkakaroon ng nakaprint na impormasyon sa ruta ng bus	1	2	3	4	5	<input type="checkbox"/>
r. Sapat at malinaw na mga anunsyo sa loob ng bus (audio, elektronikong display)	1	2	3	4	5	<input type="checkbox"/>
s. Pagkamatulungin/ kagandahang-loob ng mga operator ng bus	1	2	3	4	5	<input type="checkbox"/>

Kabuuan

Paano mo irirate ang iyong kabuuang karanasan sa SamTrans?	1	2	3	4	5	<input type="checkbox"/>
--	---	---	---	---	---	--------------------------

KARANASAN SA SAMTRANS

8. Sa nakaraang taon, ang iyong karanasan sa SamTrans ba ay naging mas maganda, nanatiling pareho, o lumala?

- Mas maganda
- Mabuti
- Nanatiling Pareho
- Malala
- Mas lalong lumala
- Hindi Alam / Hindi naaangkop

9. Bakit? _____

IDEYA: Ano ang maaaring magpaganda sa SamTrans?

Maraming salamat sa iyong paglahok sa sarbey na ito!



Appendix B: METHODOLOGY

DESCRIPTION OF METHODOLOGY

FIELD PROCEDURES

The training session for interviewers was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Tuesday, March 18, 2025. Field interviewing was conducted from Tuesday, March 18, 2025, through Tuesday, May 6, 2025.

On each day of fieldwork, interviewers were assigned specific SamTrans routes to survey during their shift. Interviewer schedules provided run-specific information for each route. Upon arrival at the starting bus stop for the first run, interviewers boarded the next SamTrans bus on their assigned route and began distributing questionnaires. In most cases, 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, Spanish, Chinese, and Tagalog. Tallies were kept for questionnaires taken home with riders to be mailed or completed later online, as well as 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. Those who could not use the English, Spanish, Chinese, or Tagalog 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. There were 42 language barriers encountered, reflecting monolingual riders who spoke other languages, including Burmese, Russian, Korean, German, Hindi, and Persian. The specific language spoken by someone experiencing a language barrier cannot always be determined.

Interviewers returned completed questionnaires to the CC&G office shortly after shift completion. Editing, coding, and inputting were done as the questionnaires were returned. Standard office procedures were used in spot checking and validating the work of the editors, coders, and data entry staff.

SAMPLING

Sampling

A total of 1,991 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 2.13% (at the 95% confidence level). The sampling on the study was designed to achieve a cross section of riders using 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 38 fixed routes (including all heavily traveled and medium-traveled routes). On RidePlus HMB and RidePlus EPA, drivers distributed questionnaires to riders, and these were included in CC&G’s processing and the reporting of results.

Each surveyor shift was designed so a surveyor covered multiple scheduled runs. 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 generally remained on the bus for most or all of 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, route geography was also considered, ensuring a diverse and well represented selection of routes from Coast, Northern, Central, Southern, and Multi-region/Express divisions.

About 85% of the shifts were assigned to weekday routes, and 15% to weekend routes. Segmentation groupings are shown below.

Group	Definition (average # of riders/day)	December 2024 Ridership/day	Proposed survey target range
Highly traveled routes	1,000 or more riders/day	20,523	60% (range 55%-65%)
Moderately traveled routes	150 – 999 riders/day	4,088	25% (range 20%-30%)
Lightly traveled routes	Under 150 riders/day	4,705	15% (range 10%-20%)
Totals		29,850	

On the following pages is a chart which shows every route which may be surveyed, and its designation both in terms of sampling category as well as geography:

ROUTE NAME	VOLUME	GEOGRAPHY
10	LIGHT	COAST
12	LIGHT	COAST
14	LIGHT	COAST
15	LIGHT	COAST
18	LIGHT	COAST
19	LIGHT	COAST
24	LIGHT	NORTH
25	LIGHT	NORTH
28	LIGHT	NORTH
29	LIGHT	NORTH
30	LIGHT	NORTH
35	LIGHT	NORTH
37	LIGHT	NORTH
40	LIGHT	NORTH
41	LIGHT	NORTH
42	LIGHT	COAST
46	MODERATE	NORTH
49	LIGHT	NORTH
50	LIGHT	MID
54	LIGHT	MID
56	LIGHT	MID
57	LIGHT	MID
58	LIGHT	MID
59	LIGHT	MID
60	MODERATE	MID
61	LIGHT	MID
62	LIGHT	MID
67	MODERATE	MID
68	MODERATE	MID
72	LIGHT	MID
73	LIGHT	MID
78	LIGHT	MID
79	LIGHT	MID
81	LIGHT	SOUTH
82	LIGHT	SOUTH
83	LIGHT	SOUTH
85	LIGHT	SOUTH
86	LIGHT	SOUTH
87	LIGHT	SOUTH
88	LIGHT	SOUTH
110	MODERATE	COAST
112	MODERATE	COAST
117	MODERATE	COAST
120	HIGH	NORTH
121	HIGH	NORTH

ROUTE NAME	VOLUME	GEOGRAPHY
122	HIGH	NORTH
138	LIGHT	NORTH
141	MODERATE	NORTH
142	LIGHT	NORTH
250	MODERATE	MID
251	LIGHT	MID
260	LIGHT	MID
270	LIGHT	MID
276	LIGHT	SOUTH
278	MODERATE	MID
280	LIGHT	SOUTH
281	MODERATE	SOUTH
292	HIGH	MULTI
294	LIGHT	MULTI
295	LIGHT	MID
397	LIGHT	MULTI
130/130B	HIGH	NORTH
296/296O	HIGH	SOUTH
53/53P	LIGHT	MID
CSM	LIGHT	MULTI
ECR/ECRO	HIGH	MULTI
EPX	LIGHT	MULTI
FCX	LIGHT	MULTI
PCX	LIGHT	MULTI
RIDEPLUS COAST	LIGHT	COAST
RIDEPLUS SOUTH	LIGHT	SOUTH
SKY	LIGHT	MULTI

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 all major geographical regions of San Mateo County. A random selection process can result in an unpredictable and non-diversified selection. 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 months of March and April 2025. The data was then weighted by route according to total ridership. Ridership figures on the two-digit routes (school/community routes) were weighted as a group (as many of these routes serve primarily under-13s and thus were not considered for surveying).

The table below shows the percentage share of all completed surveys collected, the percentage of the route's ridership share from the total average SamTrans ridership in March/April 2025, and the weight factor applied to surveys collected on the route.

Route	% DAILY RIDERSHIP MARCH/APRIL 2025	% COLLECTED SURVEYS 2025	WEIGHT
ALL SCHOOL PLUS 138 (AS A GROUP)	11.4%	5.8%	1.9504
110	3.0%	3.6%	0.8489
112	0.7%	1.7%	0.4511
117	1.0%	1.8%	0.5515
120	12.8%	15.7%	0.8140
121	4.0%	7.7%	0.5125
122	4.1%	6.7%	0.6084
130	9.7%	6.3%	1.5471
141	1.6%	1.3%	1.2507
142	0.3%	1.0%	0.2607
250	3.0%	2.9%	1.0140
251	0.7%	2.4%	0.2714
260	0.6%	0.9%	0.6341
270	0.3%	1.9%	0.1683
276	0.4%	0.5%	0.8642
278	1.5%	3.0%	0.5048
280	0.3%	0.9%	0.3743
281	2.2%	1.9%	1.1396
292	8.3%	9.6%	0.8570
294	0.4%	0.6%	0.6542
295	0.6%	0.9%	0.6170
296	4.2%	6.0%	0.7085
397	0.5%	0.3%	1.8561
CSM	0.1%	0.6%	0.2195
ECR	26.7%	11.4%	2.3512
RIDE PLUS	0.4%	0.2%	2.1102
EPX	0.5%	1.0%	0.5357
FCX	0.5%	1.5%	0.2994
PCX	0.0%	0.5%	0.0889
SKY	0.5%	1.8%	0.2544

Appendix C: EDITING AND CODING PROCEDURES

EDITING AND CODING

This section outlines editing, and coding procedures utilized on the 2025 SamTrans Onboard 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.

Other - Specify Responses

- For questions which had “*other – specify*” responses, written in responses on these questions were either:
 - a) Coded up to existing response codes where applicable; or
 - b) Coded into an additional category which was 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, entered 3 as the midpoint).

The last question included a section for comments focused on improvements, e.g. “What could make SamTrans better?” 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 list of codes, incidence, and comments by area are incorporated into the Verbatim Report.