

# **2009 SAMTRANS RIDER SURVEY**

## **Systemwide On-Board Bus Survey**

### **SUMMARY REPORT**

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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 2009. In total, 7,003 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 11 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: Christiane Kwok, SamTrans, 650-508-7926

## 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 route).

Specific steps were taken to ensure the highest possible response rate. This include: using professional/experienced onboard surveyors on the project, printing the questionnaire in English and Spanish, 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:

- **73% Completion Rate.** This is calculated by dividing the total number of completes (7,003) by the total number of questionnaires distributed to passengers (9,532).
- **60% Response Rate.** This is calculated by dividing the total number of completes (7,003) by the all eligible passengers riding on the sampled buses (11,657).

*(Note: "all eligible passengers" includes everyone except: children under 13, riders who had already participated, those who had a language barrier and those who were sleeping on the bus.)*

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

Field interviewing on this project was conducted between: Thursday, October 8, through Monday, November 3, 2009. The bulk of the surveying was conducted between the hours of 6:00 AM and 10:00 PM. The 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, 7,003 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 0.94% (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. Surveys were conducted on weekdays and weekends. We sampled a total of 53 weekday routes and 28 weekend 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 390, 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 656 individual survey runs were completed on these sampled routes.

Selection of routes was achieved 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 location of routes was also taken into account 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 were included in this systemwide survey. For the 2009 survey, All-nighter routes and Sunday routes were added. About 85% of the shifts were assigned to weekday routes, and 15% to weekend routes. Segmentation groupings are shown in the table below.

SEGMENTATION GROUPINGS			
<b>WEEKDAY</b>			
<u>Route type</u>	<u>Avg weekday ridership</u>	<u># of routes</u>	<u>Approximate Shift allocation (%)</u>
Highly traveled routes .....	1,000 or more passengers	11 routes total	35% - 40%
Moderately traveled routes .....	200 – 999 passengers	18 routes total	25% - 30%
Lightly traveled routes .....	Fewer than 200 passengers	24 routes total	15% - 20%
<b>WEEKEND</b>			
<u>Route type</u>	<u>Avg weekday ridership</u>	<u># of routes</u>	<u>Approximate Shift allocation (%)</u>
Highly traveled routes .....	1,000 or more passengers	6 routes total	5% - 8%
Moderately traveled routes .....	200 – 999 passengers	11 routes total	4% - 7%
Lightly traveled routes .....	Less than 200 passengers	10 routes total	3% - 6%

*The segments above are based on the daily ridership figures that were provided by SamTrans. Note that a complete list of the specific SamTrans routes that were surveyed is included in the Appendix E 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 sample 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 2009. This comparison showed that weighting the data was unnecessary, as the percentage of completed surveys (compared to the weekly total) for each ridership segment was already nearly identical to the estimated percentage of riders for each ridership segment.

The following chart shows the actual number of surveys by ridership segment and the segment's percentage of the weekly total of surveys. It also shows the estimated number of riders based on ridership averages for October, 2009 provided by SamTrans and the segment's percentage of the weekly total.

Ridership segments are as follows: weekday peak, weekday off-peak, and weekend. Peak is defined as routes where surveying began between 5:30 am – 8:30 am OR between 3:30 pm – 6:30 pm. Off-peak includes weekday routes that were surveyed during any other time. The weekend segment includes all weekend routes.

SamTrans Ridership vs. Surveys Completed					
	<i>Weekday Peak</i>	<i>Weekday Off-peak</i>	<i>Weekend</i>	<i>Unknown</i>	<i>Weekly Total</i>
Surveys completed	2,588	3,333	1,072	10	7,003
% of weekly total	37%	48%	15%	<1%	100%
Estimated weekly # of SamTrans riders*	117,339	143,461	43,240	-	304,040
% of weekly total*	39%	47%	14%	-	100%

\*Taken from ridership averages for October, 2009.

### Statistically Significant Differences

As was mentioned previously, for the total number of respondents (n = 7,003) who participated in the survey, the margin of error is +/- 0.94% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:

- Weekday peak (n = 2,588). +/-1.80% at the 95% confidence level;
- Weekday off-peak (n = 3,333). +/-1.55% at the 95% confidence level;
- Weekend (n = 1072). +/-2.91% 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.**

- Almost one-quarter (21%) of riders have been riding SamTrans for less than a year.
- Half of riders (51%) have been using SamTrans for more than 3 years.

**Most SamTrans riders rely on the system as their primary mode of transportation.**

- Only about one-fourth (26%) of SamTrans riders own or have access to a car; this is down from 32% in 2006.
- Nearly three in four riders (71%) use SamTrans at least 5 days a week.
- In the absence of public transportation, nearly half of riders (45%) would use a car to make the trip in the absence of public transportation, while nearly two out of every ten (18%) would not make the trip.

**Riders generally walk to their bus stop when using SamTrans, and pay their fare either by cash or using a Monthly Pass. A relatively large share of riders takes more than one SamTrans bus to get to their destination.**

- Walking is the primary mode in getting to and from SamTrans. 70% walk to their bus stop, and 62% walk from their stop to their final destination.
- Almost half (47%) of riders pay for their trip with cash. Four in ten pay using a SamTrans Monthly Pass. Other payment methods include: BART Plus ticket, token, Caltrain Monthly Pass, etc. Weekday peak period riders were more likely to use a SamTrans Monthly Pass compared to weekday off-peak and Saturday riders.
- It takes most riders (76%) between 10 minutes to an hour to make their trip on SamTrans.
- Over two-thirds (68%) of riders are making a roundtrip on SamTrans. This percentage is down slightly from 74% in 2006.

**SamTrans is used for a wide variety of purposes by its riders.**

- Overall, about half of riders (47%) are traveling to or from work when using SamTrans.
- Among the different time periods, the most likely trip purposes are:
  - Weekday Peak: work (52%) or school (33%) trip;
  - Weekday Off-peak: work (44%), school (27%) or shopping/personal errands (18%) trip;
  - Weekend: work (43%), shopping/personal errands (28%), or social/recreational (19%) trip.

**Overall, SamTrans is generally well regarded by its customers.**

- Overall, more than 7 in 10 SamTrans riders are satisfied with their experience on the system.
- 71 % gave a 4 or 5 rating on a 5 point scale. The overall mean score was 4.21.
- Overall satisfaction has increased since 2006, with the mean score increasing 0.08 points.
- SamTrans achieved relatively consistent satisfaction ratings among all demographic and behavioral groups. A mean score of 4.04 or more is received among: 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.

## EXECUTIVE SUMMARY (continued)

- An interesting result is in ratings vs. use/tenure. The normal trend in a system is for riders to become less satisfied the more they use a system. Riders who use a system more, or have been using a system longer, tend to become less satisfied with the system. This is due to riders becoming more familiar with the system and becoming better able to see the flaws. In this study, generally, this is not the case.
  - As in 2006, riders who ride SamTrans 5 or more days a week rate SamTrans higher than those who ride only 1-4 days a week. Infrequent riders, who ride SamTrans less than once a week, rate the service on par with those who ride five or more days a week.

	2009	2006
<i>Ride...</i>	<u>mean score</u>	<u>mean score</u>
5 or more days/week	4.22	4.14
3 – 4 days/week	4.18	4.13
1-2 days/week	4.17	4.05
Less than once/week	4.23	4.11

- As in 2006, riders who have been riding SamTrans longer rate the experience higher than newer riders.

	2009	2006
<i>Have been riding...</i>	<u>mean score</u>	<u>mean score</u>
Less than one year	4.18	4.07
1 – 3 years	4.17	4.12
More than 3 years	4.24	4.17

- Riders who do not have access to a car are somewhat more satisfied than those who do have access to a car.

	<u>mean score</u>
Have access to car	4.17
Do not have access to car	4.22

- Those using southern SamTrans routes are more satisfied than riders on other routes.

<i>Geographic type of route...</i>	<u>mean score</u>
South	4.30
Trunk (Multiple Regions)	4.24
North	4.18
Central	4.14

- Riders who completed the Spanish language questionnaire are more satisfied than those who filled out the English language questionnaire.

	<u>mean score</u>
Spanish language questionnaire	4.44
English language questionnaire	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 availability of information on buses and feeling of personal security on buses. It rated lowest on frequency of buses (among the 11 attributes which were rated).**

- The specific service attributes which rate highest with SamTrans riders are: availability of information on bus, feeling of personal security on the bus, and cleanliness of bus.
- Those that rate lowest are: frequency of buses, value for the money, communication of bus changes, and on-time performance.
- Ratings for all attributes have increased significantly since 2006. “Availability of information on buses” increased the most with a gain of 0.41 points. “Value for the money” increased the least, gaining only 0.03 points.

**Most riders would prefer to get SamTrans information (such as route schedules, changes and special services) on the bus itself.**

- “On the bus” was selected by over half (59%) of riders as the place that they would most like to get SamTrans information, but 36% of riders would like to get information at bus stops, and 15% would like to get information from SamTrans Customer Service.
- As for electronic mediums, 18% of riders prefer getting information from the SamTrans Web site. 8% would like to see SamTrans on a social networking site, and 1% would like to subscribe to an e-mail list.

**SamTrans riders speak a multitude of languages in addition to English.**

- English, Spanish and Tagalog are the top languages spoken at home by SamTrans riders.
- In total, 15% of respondents indicate that English is not spoken well or not spoken at all in their household.

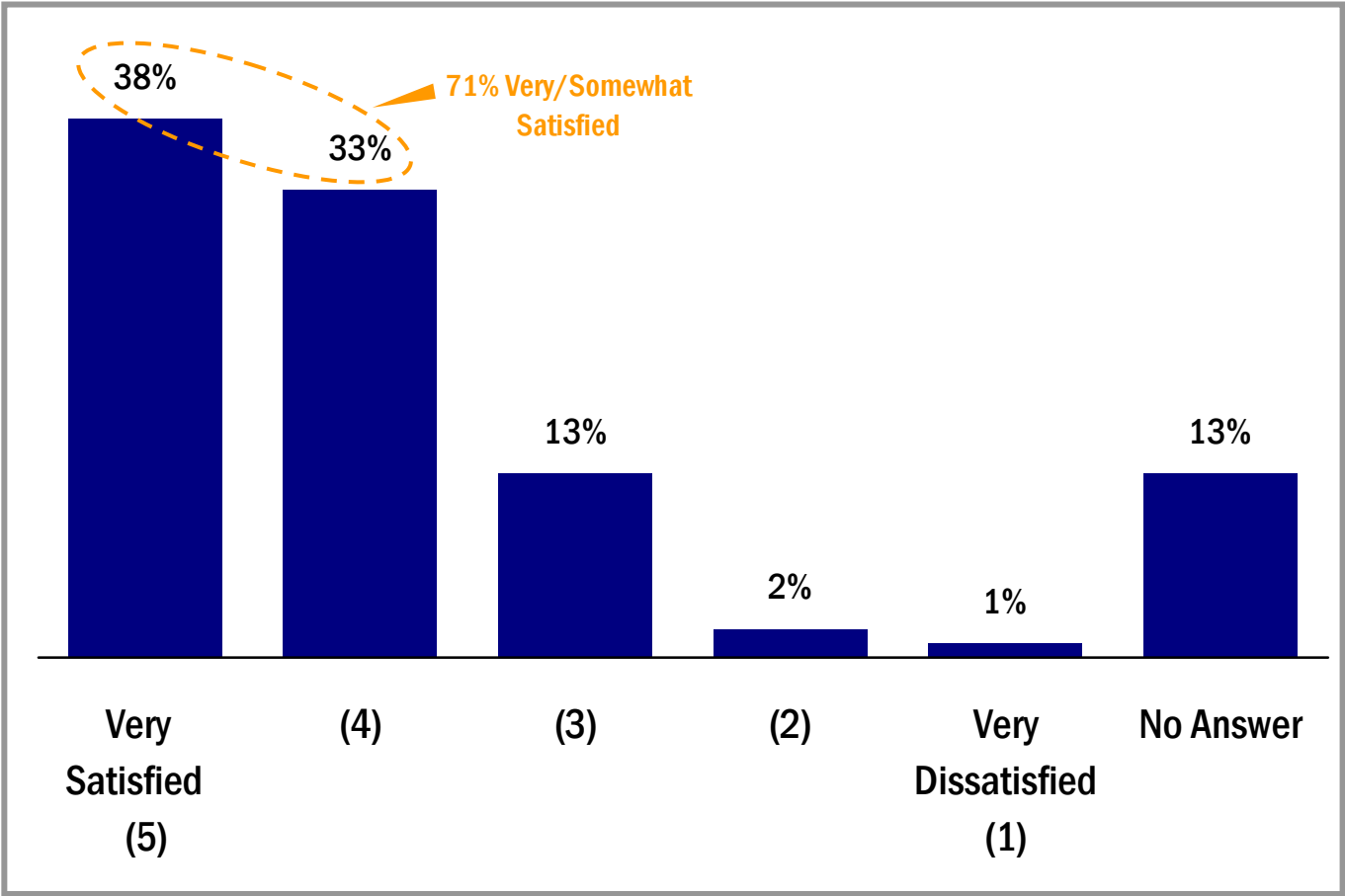


## CHARTS – KEY FINDINGS

# 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 1= Very Dissatisfied and 5 = Very Satisfied.

13k. Overall experience with SamTrans?



Base: Total (7003)

(See Statistical Table 23)

## 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 1= Very Dissatisfied and 5 = Very Satisfied.

13k. Overall experience with SamTrans?

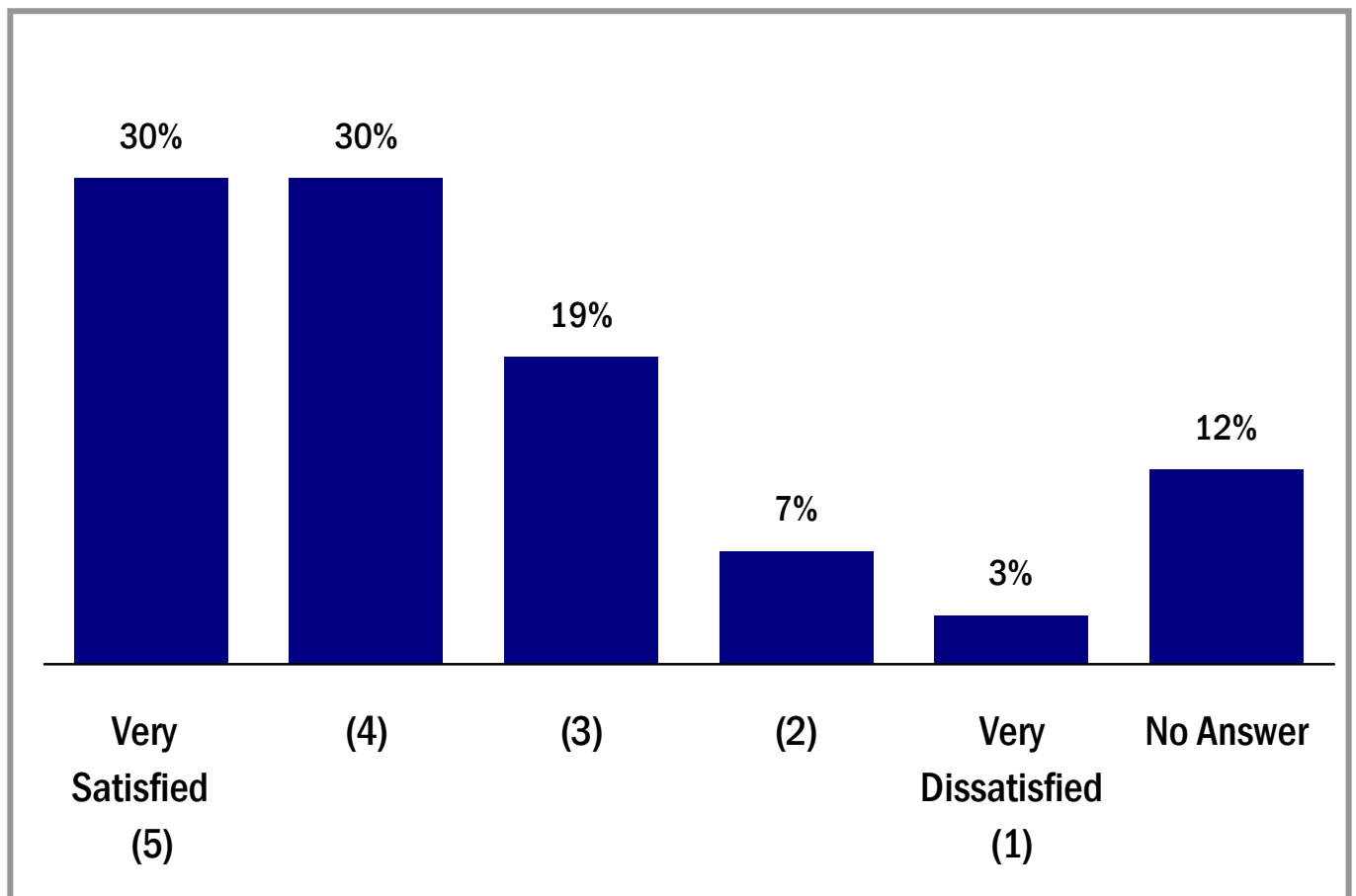
Satisfaction Rating by...	Mean Score (5 point scale)
<b>Total</b> (n = 7003).....	<b>4.21</b>
<b><u>Ridership Segment</u></b>	
<b>Weekday Peak</b> (n = 2588) .....	<b>4.22</b>
<b>Weekday Off-Peak</b> (n = 3333) .....	<b>4.20</b>
<b>Weekend</b> (n = 1072) .....	<b>4.23</b>
<b><u>Language of Questionnaire</u></b>	
<b>English</b> (n = 6199) .....	<b>4.19</b>
<b>Spanish</b> (n = 804).....	<b>4.44</b>
<b><u>How Long Riding SamTrans</u></b>	
<b>Less than 1 year</b> (n = 1408) .....	<b>4.18</b>
<b>1 – 3 years</b> (n = 1613) .....	<b>4.17</b>
<b>More than 3 years</b> (n = 3568) .....	<b>4.24</b>

(See Statistical Table 23)

## 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 1= Very Dissatisfied and 5 = Very Satisfied.

13e. On-Time Performance?



Base: Total (7003)

(See Statistical Table 17)

## 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 1= Very Dissatisfied and 5 = Very Satisfied.

	<u>Mean Score</u> (5 point scale)
► <b>OVERALL EXPERIENCE WITH SAMTRANS .....</b>	<b>4.21 ◀</b>
Availability of information on buses .....	4.32
Feeling of Personal Security on Bus .....	4.25
Cleanliness of Bus.....	4.23
Courtesy of Bus Operators .....	4.20
Responsiveness of Customer Service .....	4.15
Convenience of Routes .....	4.13
Communication of Bus Changes .....	3.87
On-Time Performance .....	3.87
Value for the Money.....	3.82
Frequency (how often buses run).....	3.67

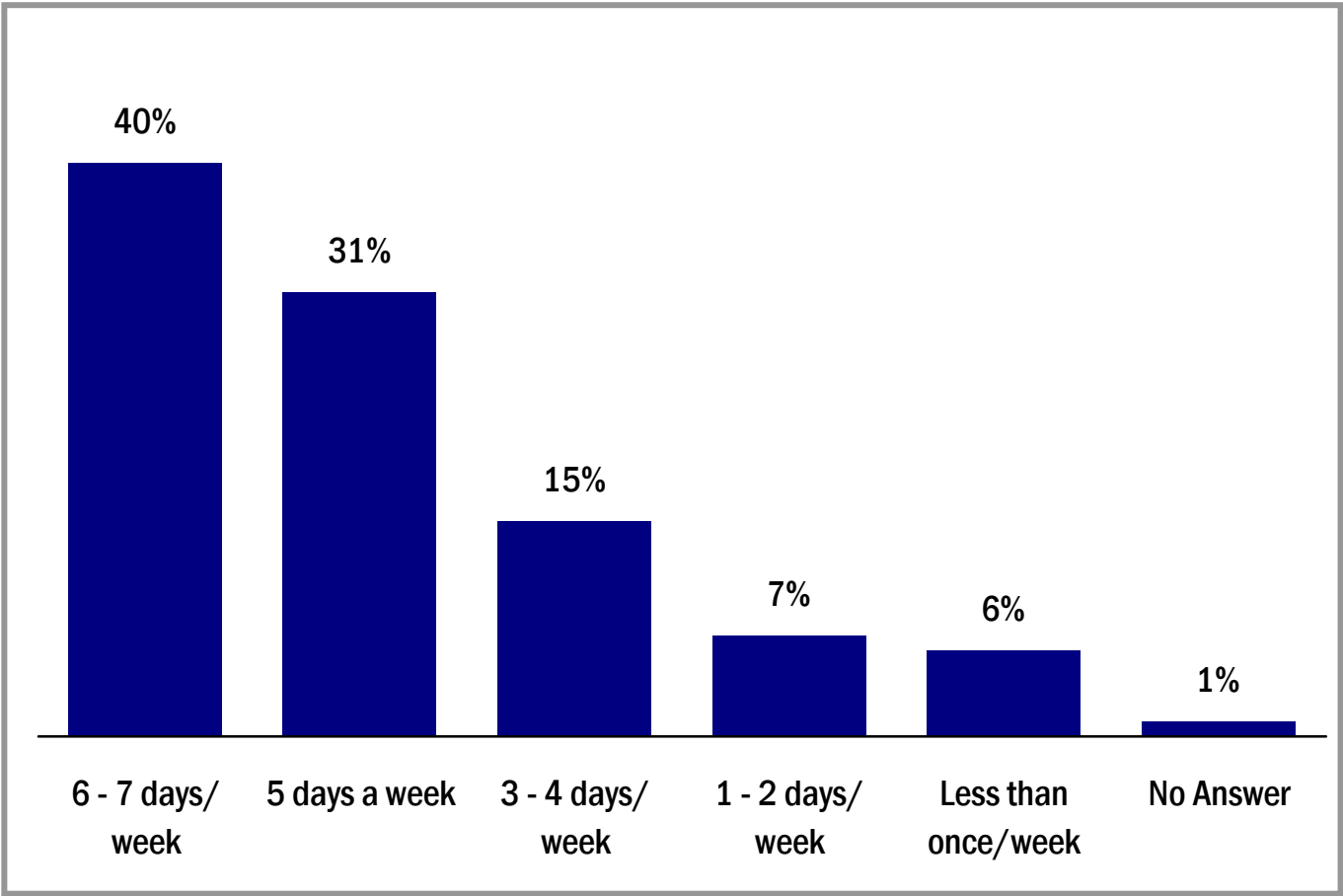
Base: Total (7003)

(See Statistical Table 12)

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

# FREQUENCY OF RIDING SAMTRANS

1. How often do you usually ride SamTrans?

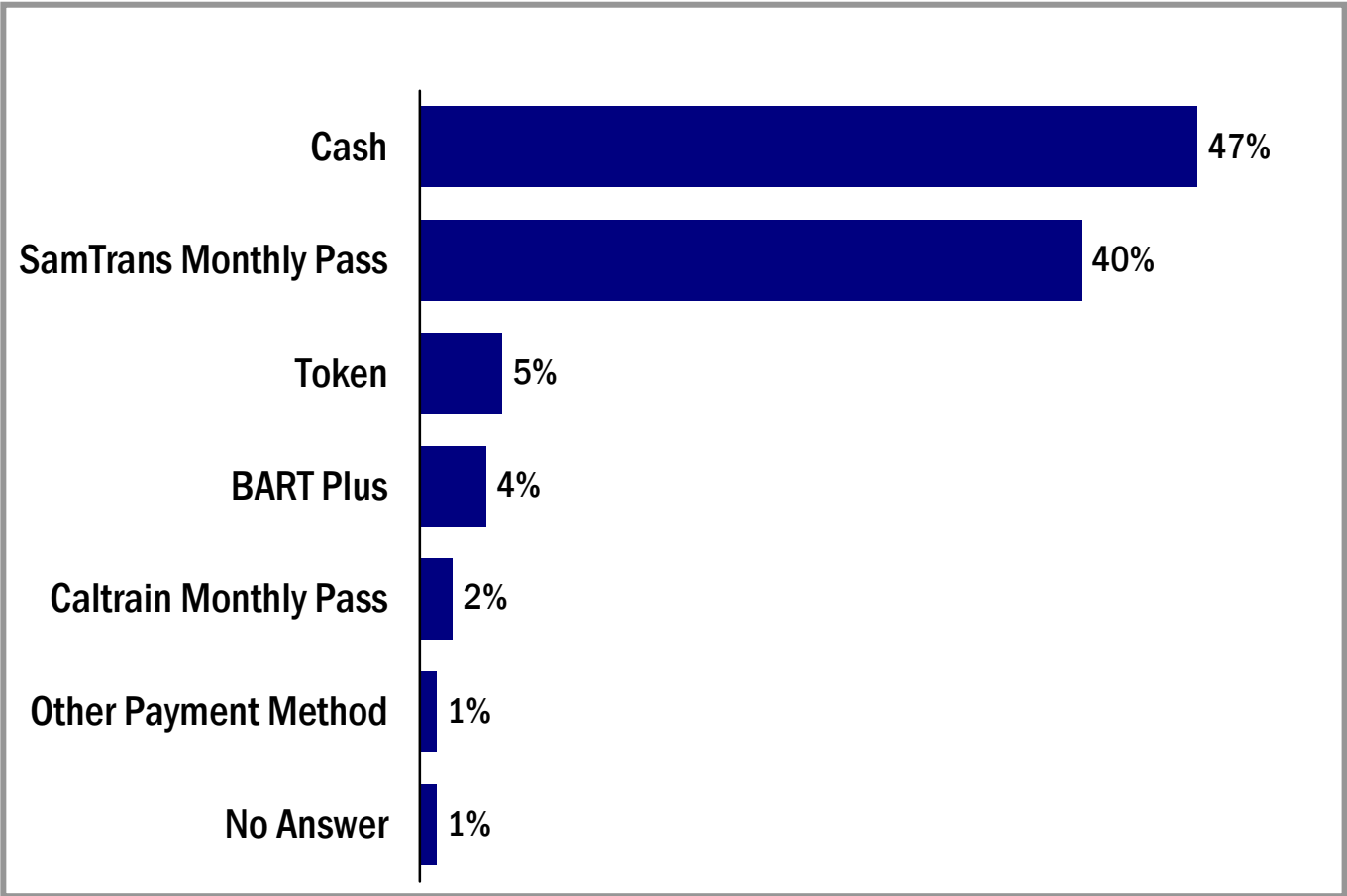


Base: Total (7003)

(See Statistical Table 1)

# PAYMENT TYPE

## 2. How did you pay for this trip?

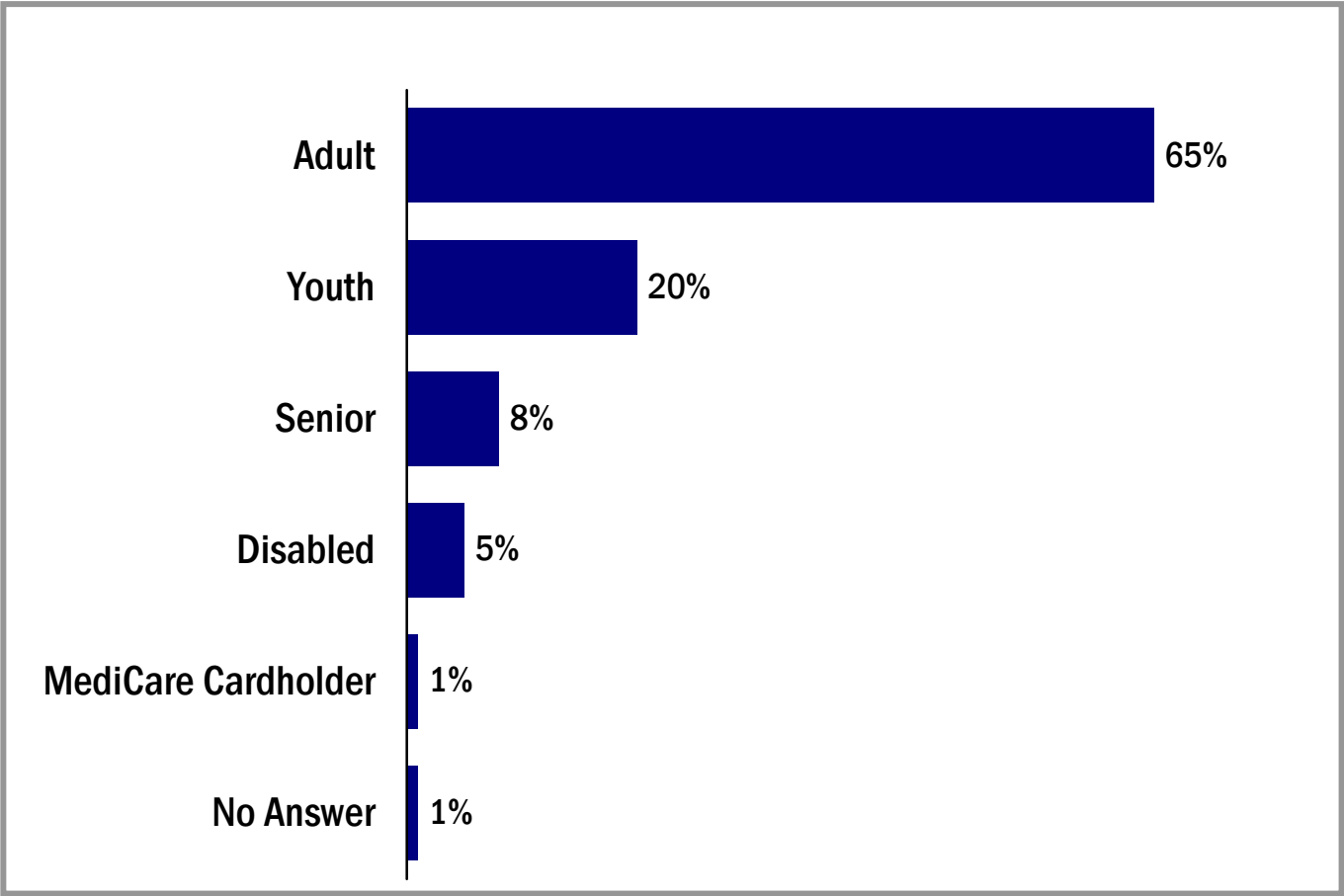


Base: Total (7003)

(See Statistical Table 2)

# FARE CATEGORY

## 3. What is your fare category?



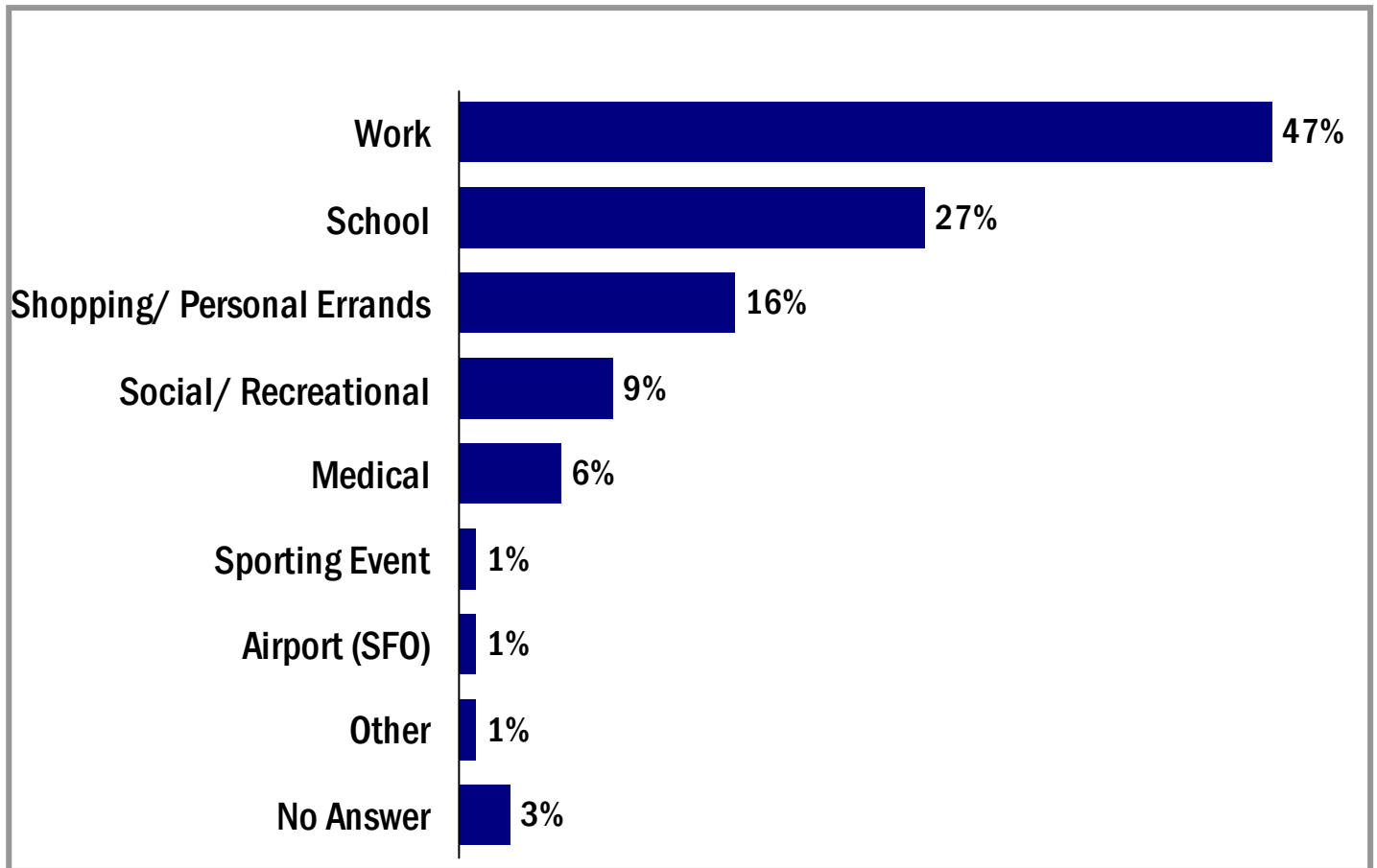
Base: Total (7003)

(See Statistical Table 3)



## PURPOSE OF TRIP

### 4. What is the purpose of your trip today?



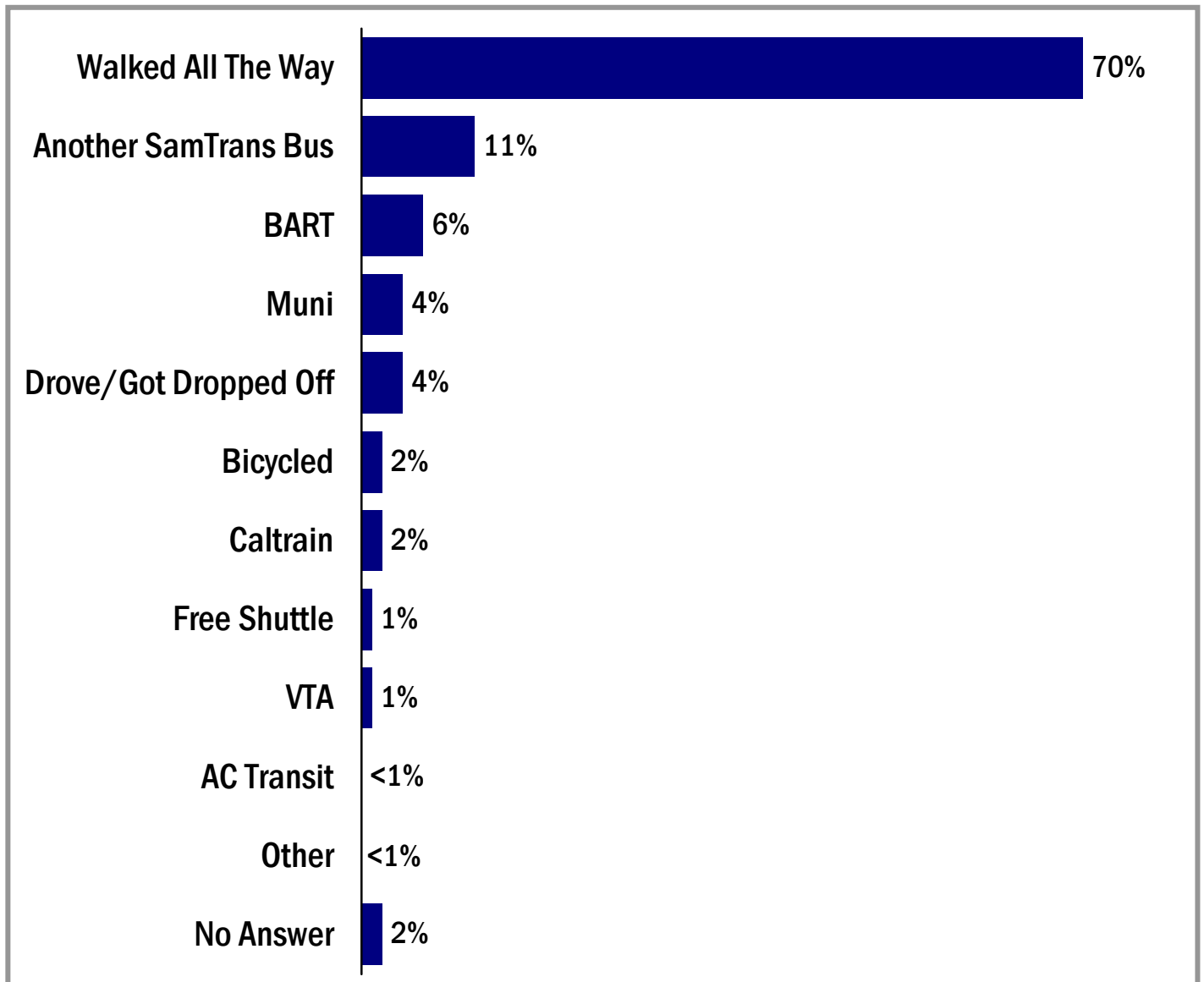
Multiple responses accepted

Base: Total (7003)

(See Statistical Table 4)

## ACCESS

7a. How did you get to the bus stop where you BOARDED this bus?



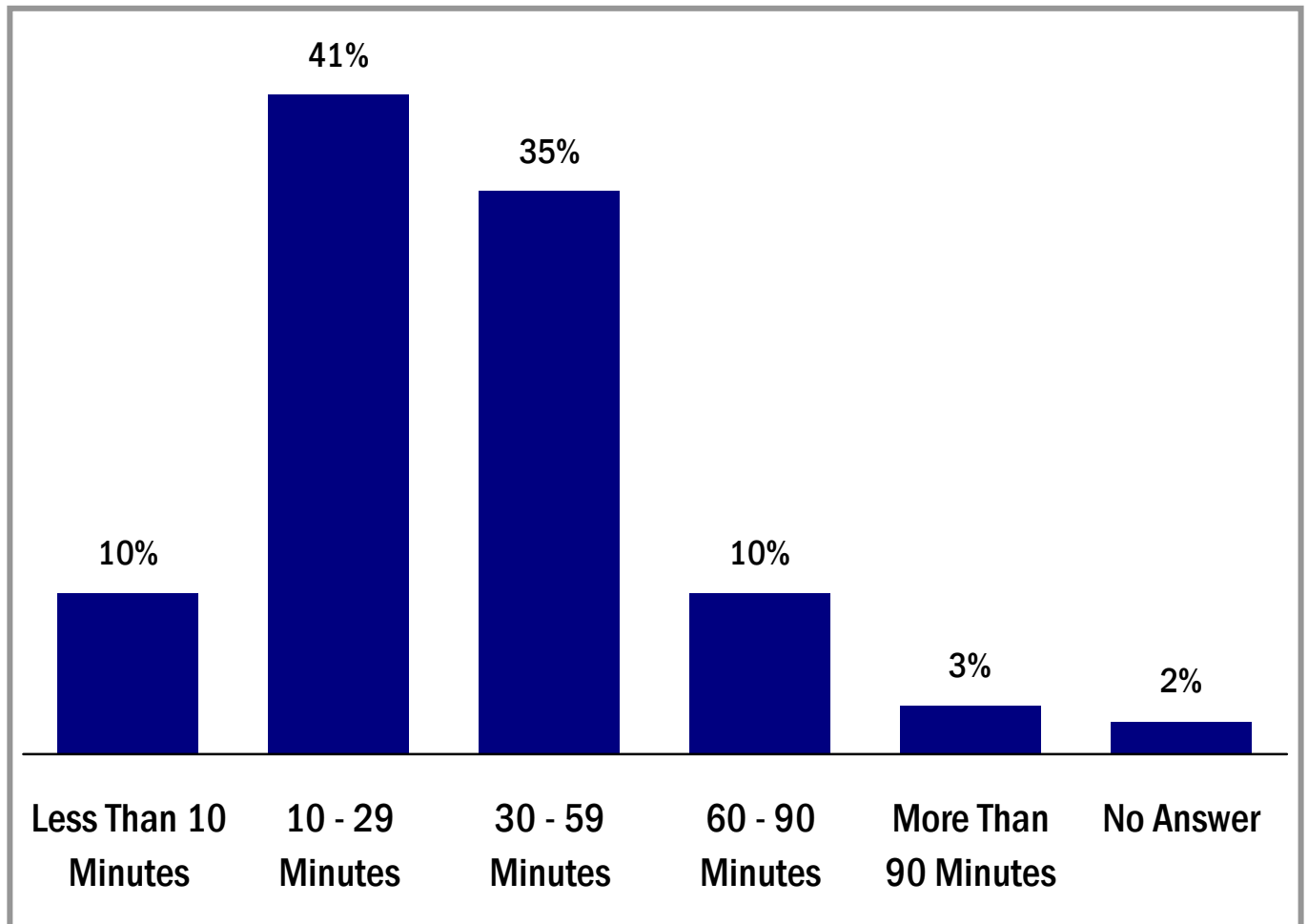
Multiple responses accepted

Base: Total (7003)

(See Statistical Table 5)

## TRAVEL TIME

9. How many minutes will it take you to complete this one-way trip?

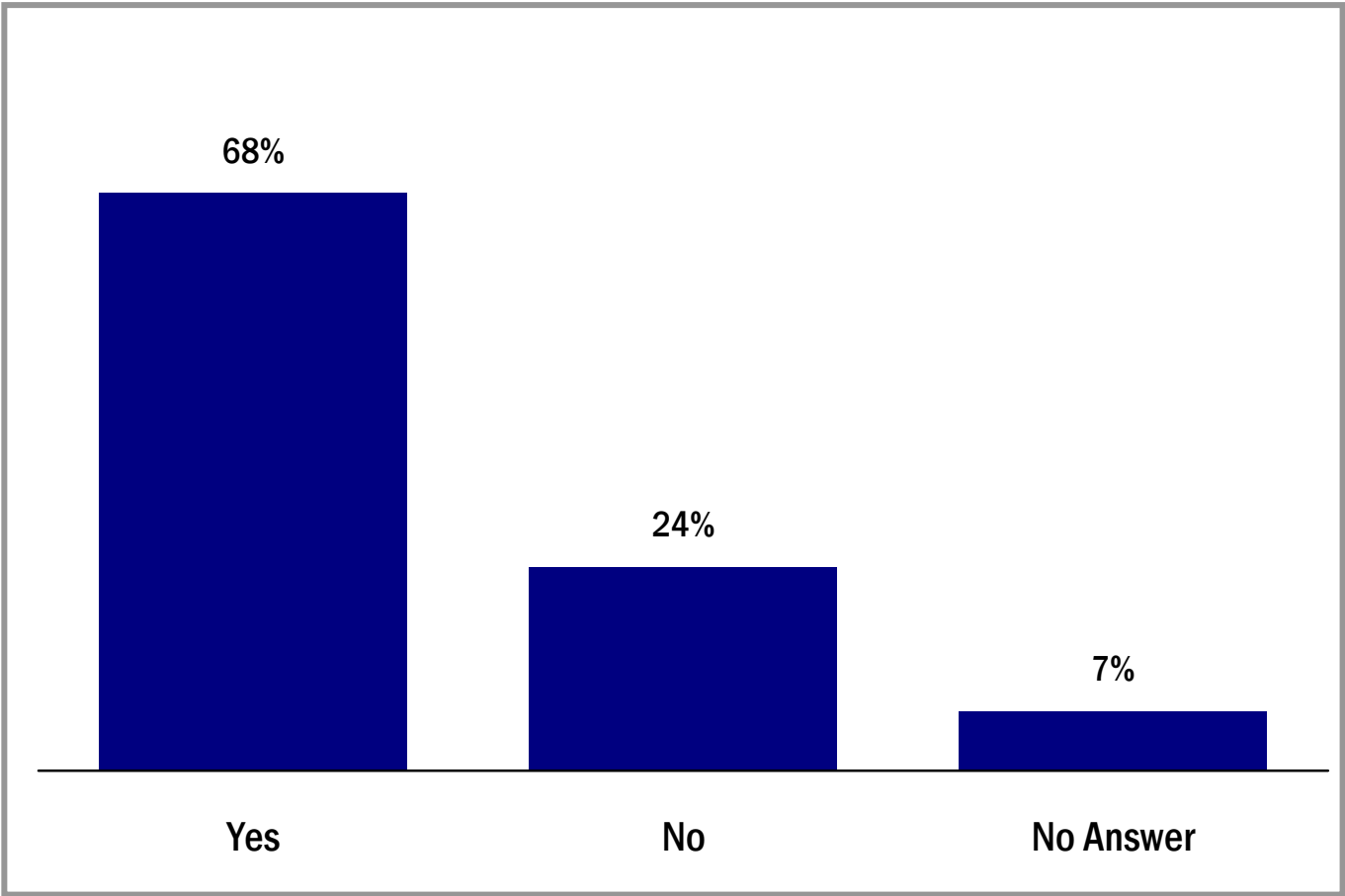


Base: Total (7003)

(See Statistical Table 8)

# ROUNDTRIP

10. Are you making a roundtrip on SamTrans today?
- ☐ Yes (rode SamTrans earlier today or will ride later today).
  - ☐ No

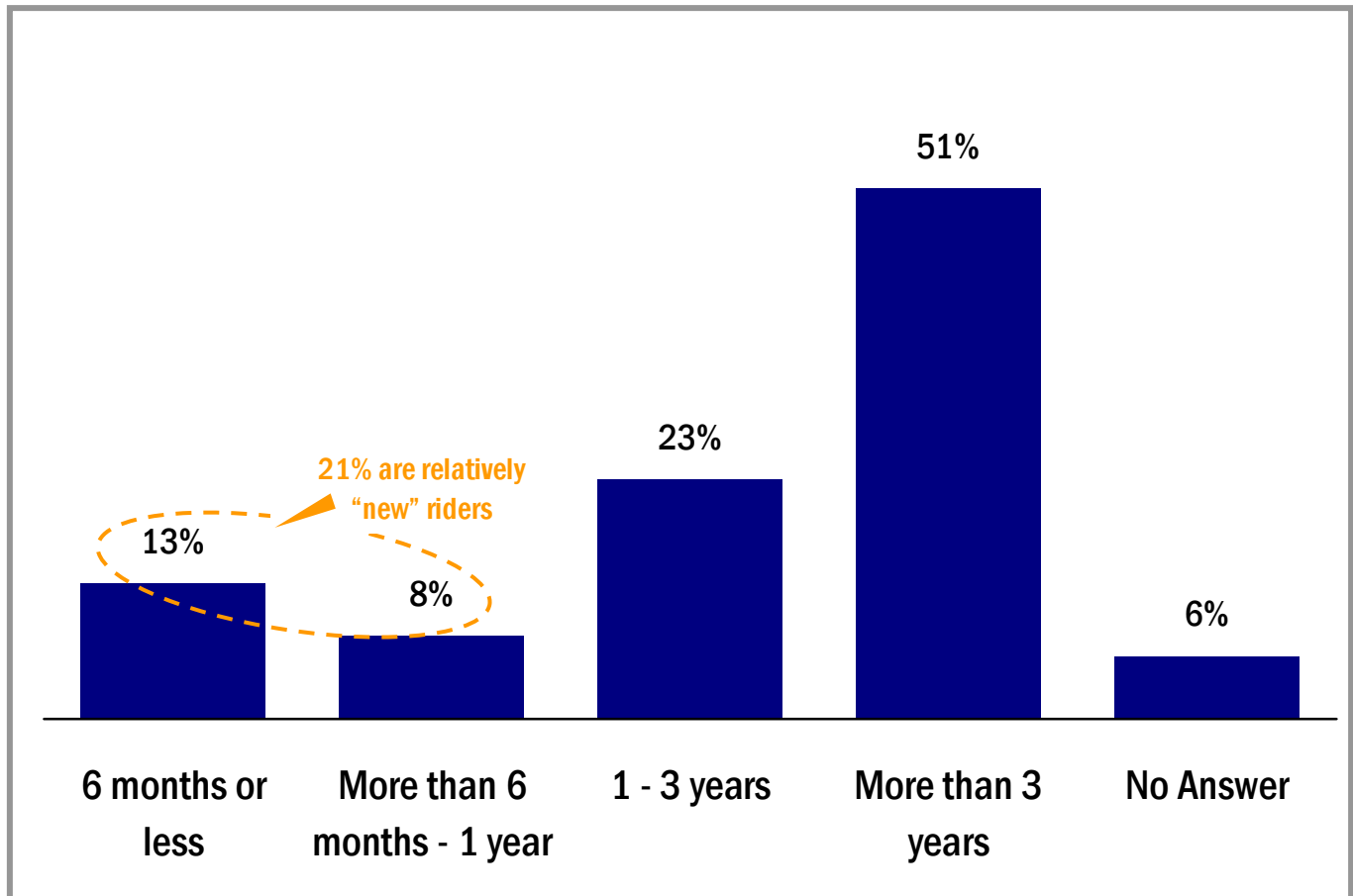


Base: Total (7003)

(See Statistical Table 9)

## RIDERSHIP TENURE

22. How long have you been riding SamTrans?

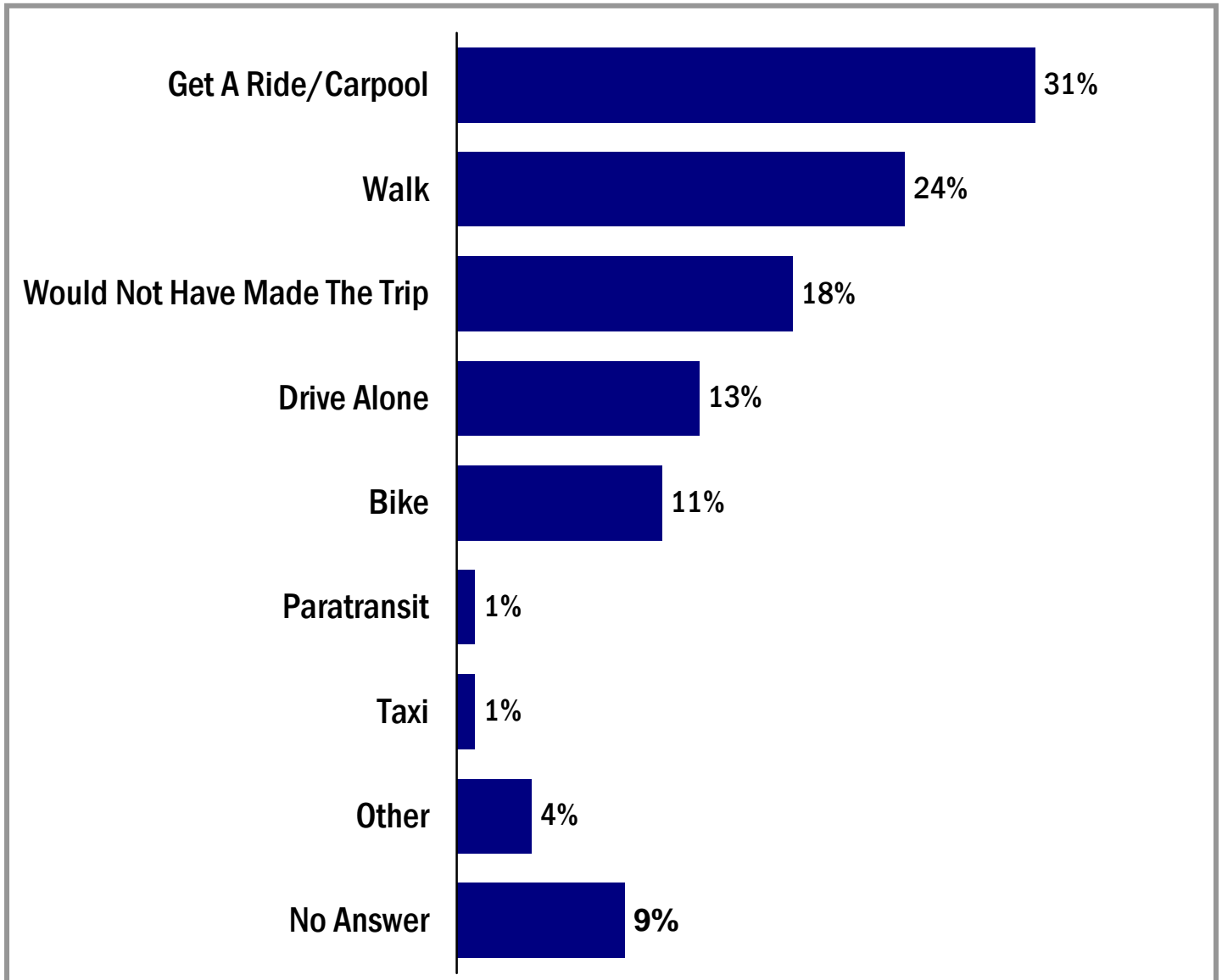


Base: Total (7003)

(See Statistical Table 33)

## ALTERNATIVES TO PUBLIC TRANSPORTATION

11. If public transportation did not exist, how would you make this trip?



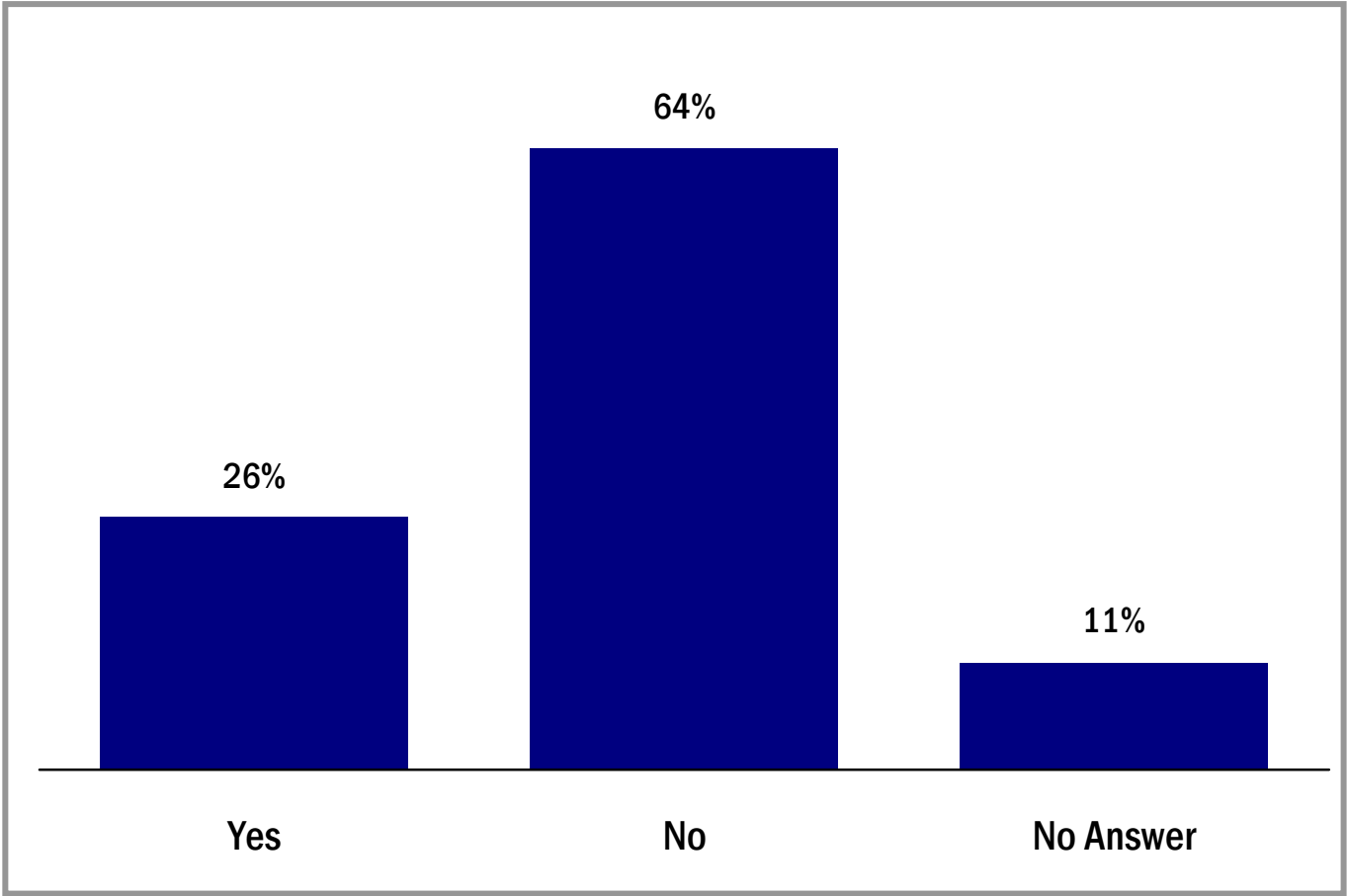
Multiple responses accepted

Base: Total (7003)

(See Statistical Table 10)

# ACCESS TO A CAR

12. Do you own or have access to a car?

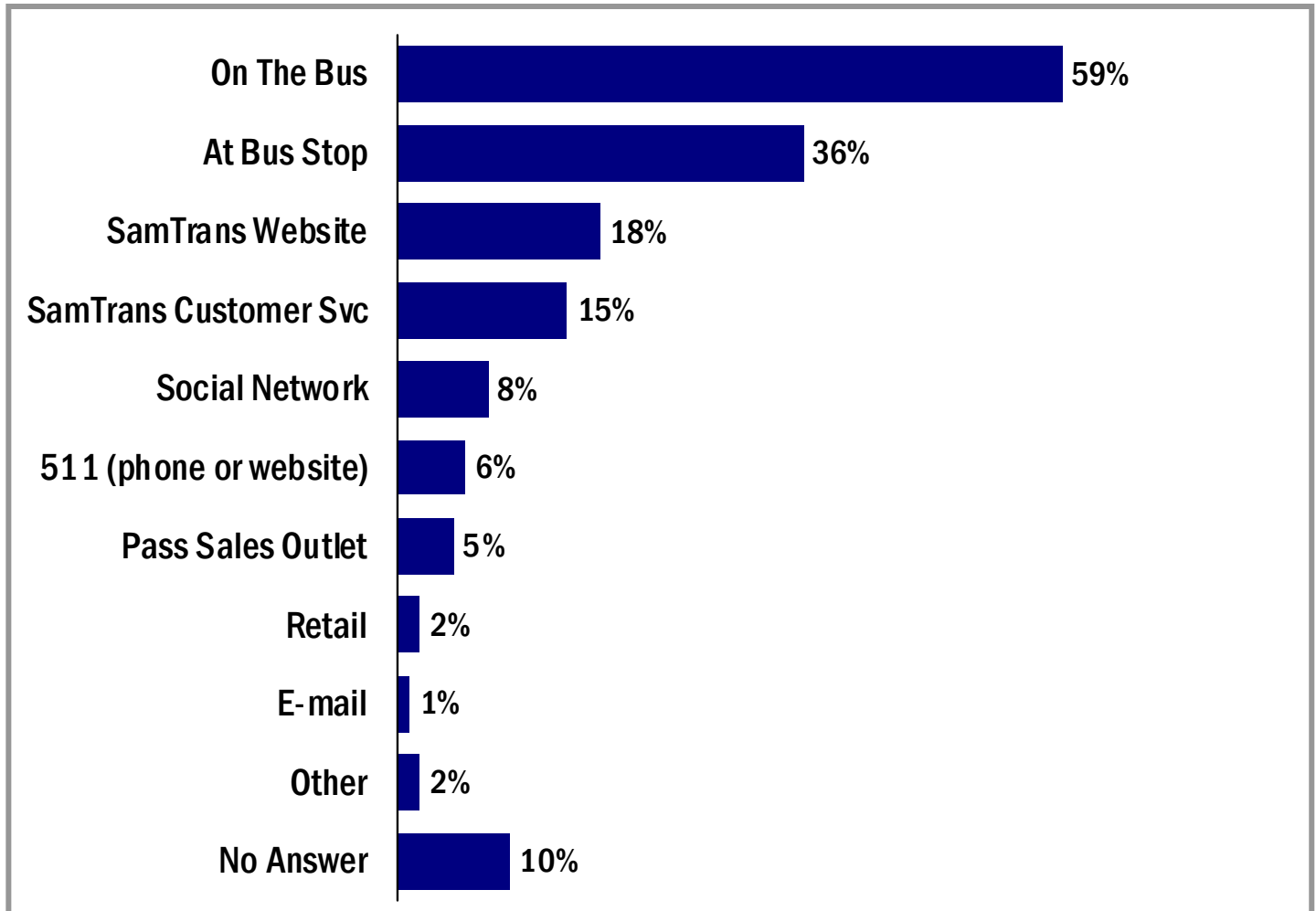


Base: Total (7003)

(See Statistical Table 11)

## SOURCES FOR SAMTRANS INFORMATION

14. How would you like to receive SamTrans information, such as route schedules, changes and special service?  
(Check all that apply)



Multiple responses accepted

Base: Total (7003)

(See Statistical Table 24)



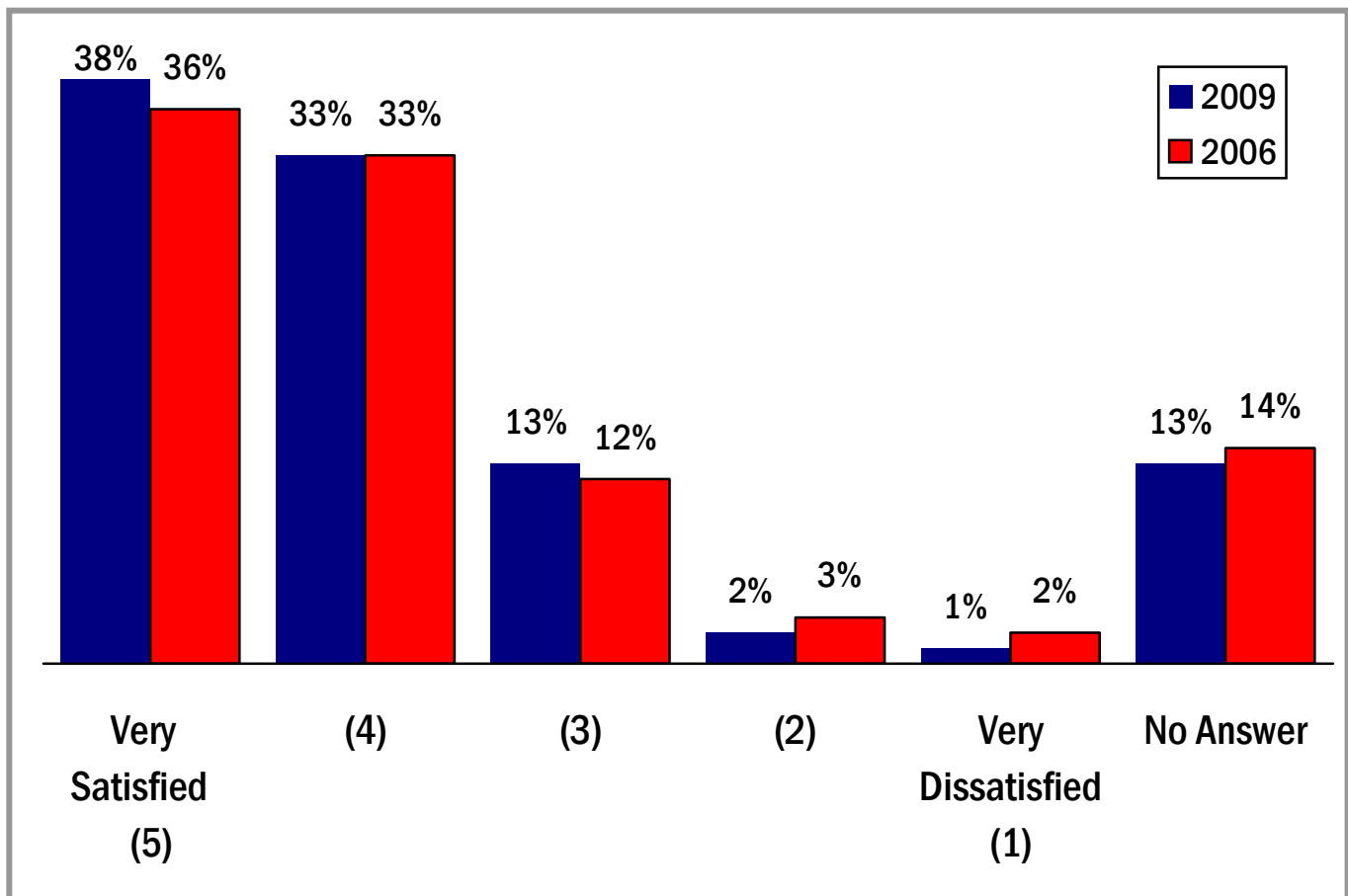
## **SATISFACTION RATINGS COMPARISON 2009 vs. 2006**

## OVERALL SATISFACTION

### 2009 vs. 2006

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.

13k. Overall experience with SamTrans?



Base: Total (7003)

(See Statistical Table 23)

## RATING OF SERVICE ATTRIBUTES (MEAN SCORES)

### 2009 vs. 2006

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.

	<u>2009</u>	<u>2006</u>	<u>Difference</u>
► OVERALL EXPERIENCE WITH SAMTRANS ...	4.21	4.13	0.08
Availability of information on buses* .....	4.32	3.91	0.41
Feeling of Personal Security on Bus.....	4.25	4.08	0.17
Cleanliness of Bus^ .....	4.23	-	-
Courtesy of Bus Operators.....	4.20	4.03	0.17
Responsiveness of Customer Service.....	4.15	4.02	0.13
Convenience of Routes .....	4.13	3.99	0.14
On-Time Performance .....	3.87	3.76	0.11
Communication of Bus Changes .....	3.87	3.79	0.08
Value for the Money .....	3.82	3.79	0.03
Frequency (how often buses run) .....	3.67	3.55	0.12

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

\* In 2006, this attribute was worded, "Availability of Schedules on Buses."

^In 2009, this rating was combined. In 2006, this rating was "Cleanliness of bus interiors" and "Cleanliness of bus exteriors."

Base: Total (7003)

(See Statistical Table 12)

## DETAILED RESULTS

# USAGE OF SAMTRANS

## HOW OFTEN RIDE

### 1. How often do you usually ride SamTrans?

- Most riders are frequent users. Nearly three in four use SamTrans at least 5 days a week.
- On average, weekday peak riders use SamTrans more often than other riders.
- In 2009, 71% rode 5 or more days per week. This is down from 75% in 2006. There is a slight increase in riders using SamTrans 3 – 4 days a week (15% in 2009 vs. 12% in 2006).

Base: (All Respondents)	2009 Total 7003 %	2006 Total 5264 %
6 – 7 days a week .....	40	41
5 days a week .....	31	34
4 days a week .....	8	6
3 days a week .....	7	6
2 days a week .....	5	5
1 day a week .....	2	2
1 – 3 days a month .....	3	3
Less than once a month .....	3	3
No Answer .....	1	2
	100	100

	2009 Total	2009 Weekday Peak	2009 Weekday Off-Peak	2009 Weekend
Base: (All Respondents)	7003	2588	3333	1072
	%	%	%	%
6 – 7 days a week	40	37	40	46
5 days a week	31	41	28	20
4 days a week	8	7	9	8
3 days a week	7	5	8	6
2 days a week	5	4	6	7
1 day a week	2	2	3	4
1 – 3 days a month	3	2	3	5
Less than once a month	3	2	4	5
No Answer	1	1	1	1
	100	100	100	100

(See Statistical Table 1)

# TRIP SPECIFIC INFORMATION

## PAYMENT TYPE

### 2. How did you pay for this bus trip?

- Over half (52%) of riders paid for their trip with cash or a token.
- Four in ten used a SamTrans Monthly Pass to pay for their trip. Weekday peak period riders were more likely to use a SamTrans Monthly Pass compared to weekday off-peak and weekend riders.

Base: (All Respondents)	2009 Total 7003 %	2006 Total 5264 %
Cash .....	47	48
SamTrans Monthly Pass.....	40	40
Token .....	5	4
BART Plus ticket .....	4	4
Caltrain Monthly Pass.....	2	2
RediWheels/Disabled Pass^ .....	1	<1
VTA/Yearly Pass^ .....	<1	-
Non-paying passenger^ .....	<1	<1
Other.....	<1	1
No Answer.....	1	2
	100	100

	2009 Total 7003 %	2009 Weekday Peak 2588 %	2009 Weekday Off-Peak 3333 %	2009 Weekend 1072 %
Base: (All Respondents)	7003	2588	3333	1072
Cash	47	38	52	52
SamTrans Monthly Pass	40	46	36	36
Token	5	7	5	4
BART Plus ticket	4	4	3	4
Caltrain Monthly Pass	2	3	2	2
RediWheels/Disabled Pass^	1	<1	1	1
VTA/Yearly Pass^	<1	<1	<1	<1
Non-paying passenger^	<1	<1	<1	<1
Other	<1	<1	<1	<1
No Answer	1	1	1	1
	100	100	100	100

(See Statistical Table 2)

^ These options were not included in the survey instrument, but were written in by respondents.

## FARE CATEGORY

## 3. What is your fare category?

- Over 65% of riders surveyed are in the adult fare category. Two in ten (20%) are youth riders.

Base: (All Respondents)	2009 Total 7003 %	2006 Total 5264 %
Adult.....	65	63
Youth .....	20	21
Senior .....	8	9
Disabled .....	5	4
Medicare cardholder^ .....	1	-
No Answer.....	1	2
	100	100

	2009 Total	2009 Weekday Peak	2009 Weekday Off-Peak	2009 Weekend
Base: (All Respondents)	7003	2588	3333	1072
	%	%	%	%
Adult	65	62	68	65
Youth	20	28	15	17
Senior	8	5	9	9
Disabled	5	3	7	7
Medicare Cardholder	1	<1	1	1
No Answer	1	1	1	1
	100	100	100	100

(See Statistical Table 3)

^ This option was not available on the 2006 survey

## TRIP PURPOSE

### 4. What is the purpose of your trip today?

- Traveling to or from work is the dominant trip purpose among all periods (peak, off-peak and weekend)
- Among the different time periods, the most likely trip purposes are:
  - Weekday Peak: work (52%) or school (33%) trip;
  - Weekday Off-peak: work (44%), school (27%) or shopping/ personal errands (18%) trip;
  - Weekend: work (43%), shopping/ personal errands (28%), or social/ recreational (19%) trip.
- There is a slight increase in the percentage of passengers traveling to school (27% in 2009 vs. 22% in 2006). This is matched by a slight decrease in the percentage traveling for work (47% in 2009 vs. 52% in 2006).

Base: (All Respondents)	2009 Total 7003 %	2006 Total 5264 %
Work .....	47	52
School.....	27	22
Shopping/Personal errands.....	16	15
Social/Recreational .....	9	6
Medical.....	6	6
Sporting Event.....	1	1
Airport (SFO) .....	1	1
Other.....	1	1
No Answer .....	3	4

	2009 Total	2009 Weekday Peak	2009 Weekday Off-Peak	2009 Weekend
Base: (All Respondents)	7003	2588	3333	1072
	%	%	%	%
Work	47	52	44	43
School	27	33	27	9
Shopping/Personal errands	16	9	18	28
Social/Recreational	9	5	8	19
Medical	6	4	9	5
Sporting event	1	1	1	3
Airport (SFO)	1	1	1	2
Other	1	1	2	2
No Answer	3	3	3	4

(Multiple answers accepted)

(See Statistical Table 4)

Note: As with most on-board bus surveys, the share of those using SamTrans for school trips is likely under-represented in the above table. To factors contribute to this: a) Selection criteria. Only respondents who appear to be 13 years or older are offered a questionnaire; b) Sampling route selection. Only a small share of dedicated “school only” routes were sampled on this project.



## ACCESS AND EGRESS

7a. How did you get to the stop where you **BOARDED** this bus?

7b. After you get **OFF** this bus, how will you get **FROM** the bus stop to your final destination?

- Walking is the primary mode in getting to and from SamTrans. 70% walk to their bus stop, and 62% walk from the stop to their final destination.
- Other primary modes used to get to SamTrans include: another SamTrans bus, BART, and Muni.
- Modes of access and egress are relatively consistent across different time periods (peak, off-peak, weekend).

### Access and Egress Mode – 2009 Total

	ACCESS Total 7003 %	EGRESS Total 7003 %
Base: (All Respondents)		
Walked .....	70	62
Another SamTrans Bus .....	11	10
BART .....	6	5
Muni .....	4	4
Got dropped off/Picked up by car .....	3	1
Bicycled .....	2	2
Caltrain .....	2	2
Drove Car .....	1	1
Free Shuttle .....	1	1
VTA .....	1	1
AC Transit .....	<1	<1
Other .....	<1	<1
No Answer .....	2	16

*(Multiple answers accepted)*

*(See Statistical Tables 5 & 6)*

**Access Mode – 2009 by period**

	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-peak</b>	<b>Weekend</b>
Base: (All Respondents)	7003	2588	3333	1072
	%	%	%	%
Walked .....	70	71	70	72
Another SamTrans Bus .....	11	11	12	9
BART .....	6	6	6	6
Muni .....	4	3	5	5
Got dropped off by car .....	3	4	3	2
Bicycled .....	2	2	2	5
Caltrain .....	2	2	2	2
Drove Car .....	1	3	1	1
Free Shuttle.....	1	1	1	1
VTA .....	1	1	1	1
AC Transit.....	<1	<1	<1	-
Other.....	<1	<1	<1	1
No Answer .....	1	2	2	2

**Egress Mode – 2009 by period**

	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-peak</b>	<b>Weekend</b>
Base: (All Respondents)	7003	2588	3333	1072
	%	%	%	%
Walked .....	62	64	62	61
Another SamTrans Bus .....	10	10	11	10
BART .....	5	4	5	4
Muni .....	4	3	4	4
Bicycled .....	2	2	1	4
Caltrain .....	2	1	2	2
Get picked up by car .....	1	2	1	1
Free Shuttle.....	1	1	1	1
VTA .....	1	1	1	1
Drive Car .....	1	1	<1	<1
AC Transit.....	<1	<1	<1	<1
Other.....	<1	<1	<1	1
No Answer .....	16	15	16	16

*(Multiple answers accepted on this question)**(See Statistical Tables 5 & 6)*

## NUMBER OF SAMTRANS BUSES USED

8. Including this bus, how many total SamTrans buses will you ride to make this one-way trip?

- Nearly, four in ten (39%) riders indicate that they took two or more SamTrans buses to get to their destination.
- The number of buses necessary to complete a trip has remained relatively constant since 2006.

Base: (All Respondents)	2009 Total 7003 %	2006 Total 5264 %
One (1) .....	58	56
Two (2) .....	31	32
Three (3) .....	5	5
Four or more (4+) .....	3	4
No Answer .....	3	4
	100	100

	2009 Total	2009 Weekday Peak	2009 Weekday Off-Peak	2009 Weekend
Base: (All Respondents)	7003	2588	3333	1072
	%	%	%	%
One (1)	58	63	55	59
Two (2)	31	28	33	32
Three (3)	5	4	5	4
Four or more (4+)	3	3	4	2
No Answer	5	2	3	3
	100	100	100	100

(See Statistical Table 7)

## TRAVEL TIME

## 9. How many minutes will it take you to complete this one-way trip?

- It takes most riders (76%) between 10 minutes to an hour to make their trip on SamTrans.

Base: (All Respondents)	2009 Total 7003 %			
Less than 10 minutes .....	10			
10 – 29 minutes.....	41			
30 – 59 minutes.....	35			
60 – 90 minutes.....	10			
More than 90 minutes .....	3			
No Answer.....	2			
	100			
		2009 Total	2009 Weekday Peak	2009 Weekday Off-Peak
Base: (All Respondents)	7003	2588	3333	1072
	%	%	%	%
Less than 10 minutes	10	10	10	10
10 – 29 minutes	41	41	41	40
30 – 59 minutes	35	36	35	35
60 – 90 minutes	10	9	10	10
More than 90 minutes	3	2	3	3
No Answer	2	2	2	2
	100	100	100	100

(See Statistical Table 8)

Note: This question was not asked in 2006.

## MAKING ROUNDTRIP

### 8. Are you making a roundtrip on SamTrans today?

- Over two thirds (68%) of riders are making a roundtrip on SamTrans. This is down slightly from 74% in 2006.

Base: (All Respondents)	<b>2009 Total 7003 %</b>	<b>2006 Total 5264 %</b>
Yes – Making Roundtrip .....	<b>68</b>	<b>74</b>
No .....	<b>24</b>	<b>22</b>
No Answer .....	<b>7</b>	<b>4</b>
	<b>100</b>	<b>100</b>

	<b>2009 Total</b>	<b>2009 Weekday Peak</b>	<b>2009 Weekday Off-Peak</b>	<b>2009 Weekend</b>
Base: (All Respondents)	<b>7003</b>	<b>2588</b>	<b>3333</b>	<b>1072</b>
	%	%	%	%
Yes – Making roundtrip	<b>68</b>	<b>68</b>	<b>69</b>	<b>67</b>
No	<b>24</b>	<b>25</b>	<b>24</b>	<b>26</b>
No Answer	<b>7</b>	<b>8</b>	<b>7</b>	<b>7</b>
	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

(See Statistical Table 9)

## ALTERNATIVES TO PUBLIC TRANSPORTATION

### 11. If public transportation did not exist, how would you have made this trip?

- Nearly half of riders (45%) would use a car based mode to make the trip in the absence of public transportation.
- Only two out of every ten weekday riders would not make the trip, however, this rises to 25% of weekend riders.

Base: (All Respondents)	2009 Total 7003 %			
Get a ride/Carpool .....	31			
Walk.....	24			
Would not have made the this trip .....	18			
Drive alone .....	13			
Bike .....	11			
Paratransit .....	1			
Taxi^ .....	1			
Would have to quit job/Relocate^ .....	<1			
Other (unspecified) .....	1			
No Answer .....	9			
Illogical answer* .....	2			
	100			
	2009 Total	2009 Weekday Peak	2009 Weekday Off-Peak	2009 Weekend
Base: (All Respondents)	7003	2588	3333	1072
	%	%	%	%
Get a ride/Carpool	31	34	31	23
Walk	24	22	26	25
Would not have made the this trip	18	15	18	25
Drive alone	13	16	11	11
Bike	11	10	11	13
Paratransit	1	1	1	2
Taxi^	1	1	1	1
Would have to quit job/Relocate^	<1	<1	<1	-
Other (unspecified)	1	1	1	1
No Answer	9	9	9	9
Illogical Answer*	2	3	2	2
	100	100	100	100

(Multiple answers accepted)

(See Statistical Table 10)

Note: This question was not asked in 2006.

^ These options were not included in the survey instrument, but were written in by respondents.

\* Illogical answers were responses where the respondent stated that they would use a public transportation mode (BART, Muni, Caltrain, SamTrans) as an alternative to public transportation

# SATISFACTION RATINGS

## RATING OF SERVICE ATTRIBUTES

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

- The specific service attributes which rate highest with SamTrans riders are: availability of information on the buses, the feeling of personal security on the bus, and cleanliness of the bus.
- Those that rate lowest are: bus frequency, value for the money, communication of bus changes, and on-time performance.

		----- read across ►-----			
(Base = 7003)	(5 point scale)	Overall Mean Score %	Satisfied (5 or 4 rating) %	Dissatisfied (1 or 2 rating) %	Neutral NA/ Blank/ %
Overall experience with SamTrans .....		4.21	71	3	26
Availability of information on buses .....		4.32	73	4	23
Feeling of personal security on bus .....		4.25	72	4	24
Cleanliness of bus.....		4.23	74	3	23
Courtesy of bus operators .....		4.20	71	5	24
Responsiveness of Customer Service.....		4.15	56	5	39
Convenience of routes.....		4.13	67	6	27
On-time performance.....		3.87	60	10	31
Communication of bus changes.....		3.87	56	9	35
Value for the money .....		3.82	55	12	33
Frequency (how often buses run) .....		3.67	52	15	34
(See Statistical Tables 12 – 23)					

(See Statistical Tables 12 – 23)

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

## RATING OF SURVEY ATTRIBUTES (continued)

**Survey Attributes – 2009 vs. 2006**

- Overall satisfaction has increased significantly since 2006, with a mean score increase of 0.08 points.
- Ratings for all attributes have increased significantly since 2006. “Availability of information on buses” increased the most with a gain of 0.41 points. “Value for the money” increased the least, gaining only 0.03 points.
- The 4.23 rating for “Cleanliness of bus” represents a significant increase from the average score of 4.10 from “Cleanliness of bus interiors” (4.05) and Cleanliness of bus exteriors” (4.15) in 2006.

(5 point scale) Base: (All Respondents)		----- read across ► -----	
	2009 (7003)	2006 (5264)	Change
Overall experience with SamTrans .....	4.21	4.13	0.08
Availability of information on buses* .....	4.32	3.91	0.41
Feeling of personal security on bus .....	4.25	4.08	0.17
Cleanliness of bus^ .....	4.23	-	-
Courtesy of bus operators .....	4.20	4.03	0.17
Responsiveness of Customer Service.....	4.15	4.02	0.13
Convenience of routes.....	4.13	3.99	0.14
Frequency (how often buses run) .....	3.67	3.55	0.12
On-time performance .....	3.87	3.76	0.11
Communication of bus changes.....	3.87	3.79	0.08
Value for the money .....	3.82	3.79	0.03

(See Statistical Tables 12 – 23)

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

\* In 2006, this rating was worded “Availability of schedules on buses”

^ In 2009, this rating was combined. In 2006, this rating was “Cleanliness of bus interiors” and “Cleanliness of bus exteriors.”



## RATING OF SURVEY ATTRIBUTES (continued)

**Survey Attributes – Home Location of Riders**

- Riders from Santa Clara County are more satisfied overall compared to other riders.

		----- read across ► -----			
		<b>HOME LOCATION</b>			
(5 point scale) Base: (All Respondents)	Overall Mean Score (7003)	San Mateo County (5144)	San Francisco County (505)	Santa Clara County (92)	East Bay Region (97)
<b>Overall experience with SamTrans .....</b>	<b>4.21</b>	<b>4.22</b>	<b>4.16</b>	<b>4.35</b>	<b>4.32</b>
<b>Availability of information on buses .....</b>	<b>4.32</b>	<b>4.33</b>	<b>4.34</b>	<b>4.44</b>	<b>4.35</b>
<b>Feeling of personal security on bus .....</b>	<b>4.25</b>	<b>4.24</b>	<b>4.28</b>	<b>4.36</b>	<b>4.28</b>
<b>Cleanliness of bus.....</b>	<b>4.23</b>	<b>4.22</b>	<b>4.37</b>	<b>4.31</b>	<b>4.38</b>
<b>Courtesy of bus operators .....</b>	<b>4.20</b>	<b>4.20</b>	<b>4.21</b>	<b>4.36</b>	<b>4.34</b>
<b>Responsiveness of customer service.....</b>	<b>4.15</b>	<b>4.17</b>	<b>4.07</b>	<b>4.23</b>	<b>4.23</b>
<b>Convenience of routes.....</b>	<b>4.13</b>	<b>4.13</b>	<b>4.16</b>	<b>4.29</b>	<b>4.30</b>
<b>On-time performance .....</b>	<b>3.87</b>	<b>3.86</b>	<b>3.96</b>	<b>3.99</b>	<b>4.03</b>
<b>Communication of bus changes.....</b>	<b>3.87</b>	<b>3.86</b>	<b>3.95</b>	<b>4.14</b>	<b>3.96</b>
<b>Value for the money .....</b>	<b>3.82</b>	<b>3.82</b>	<b>3.77</b>	<b>4.07</b>	<b>3.77</b>
<b>Frequency (how often buses run) .....</b>	<b>3.67</b>	<b>3.67</b>	<b>3.58</b>	<b>3.76</b>	<b>3.81</b>

(See Statistical Tables 12 – 23)

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

## RATING OF SURVEY ATTRIBUTES (continued)

**Survey Attributes - Language of Questionnaire**

- Riders completing a Spanish language questionnaire are more satisfied than those completing an English questionnaire, rating all of the survey attributes higher than those taking an English questionnaire.

----- read across ► -----			
(5 point scale) Base: (All Respondents)	Overall Mean Score (7003)	English (6199)	Spanish (804)
Overall experience with SamTrans .....	4.21	4.19	4.44
Availability of information on buses .....	4.32	4.30	4.53
Feeling of personal security on bus .....	4.25	4.22	4.53
Cleanliness of bus .....	4.23	4.20	4.51
Courtesy of bus operators .....	4.20	4.19	4.28
Responsiveness of Customer Service .....	4.15	4.13	4.35
Convenience of routes .....	4.13	4.10	4.50
On-time performance .....	3.87	3.84	4.20
Communication of bus changes .....	3.87	3.84	4.19
Value for the money .....	3.82	3.79	4.17
Frequency (how often buses run) .....	3.67	3.63	4.10

(See Statistical Tables 12 – 23)

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**

- Riders on Southern routes are more satisfied overall compared to other riders.

----- read across ► -----					
(5 point scale) Base: (All Respondents)	Overall Mean Score (7003)	Trunk (Multiple Regions) Routes (2950)	North Routes (2720)	Central Routes (812)	South Routes (726)
Overall experience with SamTrans .....	4.21	4.24	4.18	4.14	4.30
Availability of information on buses .....	4.32	4.32	4.31	4.29	4.39
Feeling of personal security on bus .....	4.25	4.22	4.25	4.34	4.35
Cleanliness of bus.....	4.23	4.20	4.25	4.26	4.24
Courtesy of bus operators .....	4.20	4.21	4.19	4.20	4.20
Responsiveness of customer service.....	4.15	4.18	4.10	4.10	4.20
Convenience of routes.....	4.13	4.19	4.08	4.09	4.23
On-time performance .....	3.87	3.89	3.87	3.82	3.95
Communication of bus changes.....	3.87	3.95	3.79	3.72	3.97
Value for the money .....	3.82	3.91	3.71	3.84	3.89
Frequency (how often buses run) .....	3.67	3.77	3.56	3.58	3.83

(See Statistical Tables 12 – 23)

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

Trunk (Multiple Regions) routes are routes 292, 294, 390, 391, 397, KX, RX

North routes are routes 14, 16, 17, 24, 35, 36, 43, 110, 112, 120, 121, 122, 123, 130, 132, 133, 140, 141, CX, DX, FX  
MX, NX, PX

Central routes are routes 46, 53, 54, 55, 58, 250, 251, 260, 262, 295, 342, FX, MX, NX, PX

South routes are routes 72, 83, 85, 270, 271, 274, 280, 281, 295, 296, 297

**Survey Attributes – Bus Route (Special Categories)**

- While riders of routes that serve schools were more satisfied with their SamTrans experience overall than riders overall, they rated the many attributes lower than other riders overall.
- As might be expected, riders of routes to be terminated rated their overall experience with SamTrans lower than other riders, but rated half of the attributes higher than the other riders as a whole.

----- read across ► -----			
(5 point scale) Base: (All Respondents)	Overall Mean Score (7003)	Community Service Route (126)	To be terminated Route (158)
Overall experience with SamTrans .....	4.21	4.36	4.13
Availability of information on buses .....	4.32	4.28	4.20
Feeling of personal security on bus .....	4.25	4.18	4.43
Cleanliness of bus.....	4.23	4.13	4.19
Courtesy of bus operators .....	4.20	4.21	4.25
Responsiveness of Customer Service.....	4.15	3.97	3.67
Convenience of routes.....	4.13	4.19	4.22
On-time performance .....	3.87	3.82	4.06
Communication of bus changes.....	3.87	3.78	3.51
Value for the money .....	3.82	4.02	4.00
Frequency (how often buses run) .....	3.67	3.86	3.59

(See Statistical Tables 12 – 23)

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

Community Service routes are routes 16, 24, 35, 36, 43, 46, 53, 54, 55, 58, 72, 83, 85

To be terminated routes are routes 342, CX, DX, FX, MX, NX, PX, RX

## OVERALL SATISFACTION WITH SAMTRANS

## 13k. Overall experience with SamTrans?

- Overall, 7 in 10 (71%) SamTrans riders are satisfied with their experience on the system.
- Since 2006, the mean score for overall satisfaction with SamTrans has risen by 0.08 points (4.21 in 2009 vs. 4.13 in 2006).

**Overall Satisfaction - Total**

	2009 Total 7003 %	2006 Total 5264 %
Base: (All Respondents)		
Very Satisfied (5) .....	38	36
(4).....	33	33
(3).....	13	12
(2).....	2	3
Very Dissatisfied (1).....	1	2
No Answer .....	13	14
	100	100

**RECAP %:**

Satisfied (5 or 4).....	71	69
Neutral (3).....	13	12
Dissatisfied (1 or 2) .....	3	5

MEAN .....	4.21	4.13
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	2009 Total 7003 %	2009 Weekday Peak 2588 %	2009 Weekday Off-Peak 3333 %	2009 Weekend 1072 %
Base: (All Respondents)				
Very satisfied (5)	38	38	38	40
(4)	33	34	33	31
(3)	13	13	14	13
(2)	2	2	1	2
Very dissatisfied (1)	1	1	1	1
No Answer	13	13	13	13
	100	100	100	100
MEAN	4.21	4.22	4.20	4.23

(See Statistical Table 23)

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

----- read across ► -----						
	BASE	MEAN	Very Satisfied (5 rating) %	Satisfied (4 rating) %	Dissatisfied (2 or 1 rating) %	Neutral/ NA/Blank %
<b>TOTAL .....</b>	<b>#</b> <b>(7003)</b>	<b>(5 pt scale)</b> <b>4.21</b>	<b>38</b>	<b>33</b>	<b>3</b>	<b>26</b>
<b>BY RIDERSHIP SEGMENT</b>						
<b>Weekday Peak .....</b>	<b>(2588)</b>	<b>4.22</b>	<b>38</b>	<b>34</b>	<b>3</b>	<b>25</b>
<b>Weekday Off-peak.....</b>	<b>(3333)</b>	<b>4.20</b>	<b>38</b>	<b>33</b>	<b>3</b>	<b>27</b>
<b>Weekend .....</b>	<b>(1072)</b>	<b>4.23</b>	<b>40</b>	<b>31</b>	<b>3</b>	<b>26</b>
<b>BY USAGE OF SAMTRANS</b>						
<b>5 or more days/wk.....</b>	<b>(4976)</b>	<b>4.22</b>	<b>39</b>	<b>32</b>	<b>3</b>	<b>25</b>
<b>3 – 4 days/wk .....</b>	<b>(1058)</b>	<b>4.18</b>	<b>36</b>	<b>35</b>	<b>3</b>	<b>26</b>
<b>Less than 3 days/wk.....</b>	<b>(933)</b>	<b>4.20</b>	<b>36</b>	<b>33</b>	<b>2</b>	<b>29</b>
<b>BY HOW LONG RIDING SAMTRANS</b>						
<b>Less than 1 year.....</b>	<b>(1408)</b>	<b>4.18</b>	<b>36</b>	<b>36</b>	<b>3</b>	<b>26</b>
<b>1 – 3 years .....</b>	<b>(1613)</b>	<b>4.17</b>	<b>35</b>	<b>38</b>	<b>2</b>	<b>26</b>
<b>More than 3 years .....</b>	<b>(3568)</b>	<b>4.24</b>	<b>42</b>	<b>31</b>	<b>3</b>	<b>24</b>
<b>BY TRIP PURPOSE</b>						
<b>Work/School .....</b>	<b>(4951)</b>	<b>4.20</b>	<b>37</b>	<b>34</b>	<b>3</b>	<b>26</b>
<b>Other.....</b>	<b>(2143)</b>	<b>4.21</b>	<b>41</b>	<b>30</b>	<b>3</b>	<b>26</b>
<b>BY ACCESS TO A CAR</b>						
<b>Yes .....</b>	<b>(1797)</b>	<b>4.17</b>	<b>37</b>	<b>41</b>	<b>3</b>	<b>19</b>
<b>No .....</b>	<b>(4450)</b>	<b>4.22</b>	<b>42</b>	<b>33</b>	<b>3</b>	<b>23</b>
<b>BY GENDER</b>						
<b>Male.....</b>	<b>(3138)</b>	<b>4.18</b>	<b>39</b>	<b>36</b>	<b>3</b>	<b>22</b>
<b>Female .....</b>	<b>(3317)</b>	<b>4.23</b>	<b>42</b>	<b>34</b>	<b>3</b>	<b>21</b>
<b>BY GEOGRAPHIC REGION OF ROUTE</b>						
<b>Trunk (Multiple Regions) .....</b>	<b>(2950)</b>	<b>4.24</b>	<b>38</b>	<b>30</b>	<b>3</b>	<b>29</b>
<b>North.....</b>	<b>(2720)</b>	<b>4.18</b>	<b>38</b>	<b>35</b>	<b>3</b>	<b>25</b>
<b>Central .....</b>	<b>(812)</b>	<b>4.14</b>	<b>37</b>	<b>36</b>	<b>3</b>	<b>24</b>
<b>South .....</b>	<b>(726)</b>	<b>4.30</b>	<b>44</b>	<b>32</b>	<b>4</b>	<b>21</b>

(See Statistical Table 23)

**Overall Satisfaction by Sub-Groups (continued)**

	----- read across ----->					
	BASE	MEAN	Very Satisfied	Satisfied	Dissatisfied	Neutral/NA/Blank
	#	(5 pt scale)	(5 rating) %	(4 rating) %	(2 or 1 rating) %	%
<b>TOTAL .....</b>	<b>(7003)</b>	<b>4.21</b>	<b>38</b>	<b>33</b>	<b>3</b>	<b>26</b>
<b>BY SPECIAL ROUTE</b>						
<b>Community Service Route .....</b>	<b>(126)</b>	<b>4.36</b>	<b>51</b>	<b>29</b>	<b>2</b>	<b>18</b>
<b>To be terminated route .....</b>	<b>(158)</b>	<b>4.13</b>	<b>36</b>	<b>42</b>	<b>3</b>	<b>20</b>
<b>BY HOW PAID</b>						
<b>Cash/Token.....</b>	<b>(2931)</b>	<b>4.22</b>	<b>39</b>	<b>34</b>	<b>3</b>	<b>27</b>
<b>Monthly Pass.....</b>	<b>(3662)</b>	<b>4.21</b>	<b>38</b>	<b>32</b>	<b>3</b>	<b>20</b>
<b>BY FARE CATEGORY</b>						
<b>Adult .....</b>	<b>(4574)</b>	<b>4.20</b>	<b>37</b>	<b>34</b>	<b>3</b>	<b>27</b>
<b>Senior/Med/Dis.....</b>	<b>(931)</b>	<b>4.33</b>	<b>46</b>	<b>24</b>	<b>3</b>	<b>27</b>
<b>Youth.....</b>	<b>(1414)</b>	<b>4.16</b>	<b>39</b>	<b>36</b>	<b>3</b>	<b>23</b>
<b>BY LANGUAGE OF QUESTIONNAIRE</b>						
<b>English .....</b>	<b>(6199)</b>	<b>4.19</b>	<b>38</b>	<b>35</b>	<b>3</b>	<b>25</b>
<b>Spanish.....</b>	<b>(804)</b>	<b>4.44</b>	<b>44</b>	<b>15</b>	<b>3</b>	<b>38</b>
<b>BY AGE</b>						
<b>13 – 17 .....</b>	<b>(1258)</b>	<b>4.17</b>	<b>41</b>	<b>37</b>	<b>3</b>	<b>19</b>
<b>18 – 24 .....</b>	<b>(1324)</b>	<b>4.10</b>	<b>34</b>	<b>40</b>	<b>4</b>	<b>22</b>
<b>25 – 34 .....</b>	<b>(986)</b>	<b>4.19</b>	<b>39</b>	<b>34</b>	<b>2</b>	<b>25</b>
<b>35 – 54 .....</b>	<b>(1714)</b>	<b>4.24</b>	<b>42</b>	<b>34</b>	<b>3</b>	<b>22</b>
<b>55 and older.....</b>	<b>(1167)</b>	<b>4.36</b>	<b>48</b>	<b>29</b>	<b>2</b>	<b>21</b>
<b>BY HOUSEHOLD INCOME</b>						
<b>Less than \$10,000 .....</b>	<b>(1439)</b>	<b>4.28</b>	<b>44</b>	<b>25</b>	<b>3</b>	<b>28</b>
<b>\$10,000 – \$24,999.....</b>	<b>(1407)</b>	<b>4.25</b>	<b>41</b>	<b>34</b>	<b>3</b>	<b>22</b>
<b>\$25,000 – \$49,999.....</b>	<b>(1187)</b>	<b>4.24</b>	<b>39</b>	<b>37</b>	<b>2</b>	<b>22</b>
<b>\$50,000 – \$74,999.....</b>	<b>(624)</b>	<b>4.17</b>	<b>36</b>	<b>41</b>	<b>2</b>	<b>21</b>
<b>\$75,000 or more.....</b>	<b>(706)</b>	<b>4.04</b>	<b>31</b>	<b>41</b>	<b>4</b>	<b>25</b>

(See Statistical Table 23)

# COMMUNICATION

## SOURCES FOR SAMTRANS INFORMATION

14. How would you like to receive SamTrans information, such as route schedules, changes and special services? (check all that apply)

- Most riders (59%) would most like to get information on the bus. Other preferred sources include at the bus stop and SamTrans' website.

	2009 Total 7003 %
Base: (All Respondents)	
On the Bus.....	59
At Bus Stops.....	36
SamTrans Website.....	18
SamTrans Customer Service .....	15
511 (phone number or website) .....	6
Pass Sales Outlet .....	5
Social Network (Facebook, Twitter, My Space).....	8
Retail .....	2
Email^ .....	1
Other.....	1
No Answer .....	10

	2009 Total 7003 %	2009 Weekday Peak 2588 %	2009 Weekday Off-Peak 3333 %	2009 Weekend 1072 %
Base: (All Respondents)				
On the Bus	59	60	59	57
At Bus Stops	36	32	38	38
SamTrans website	18	20	17	16
SamTrans Customer Service	15	14	15	16
511 (phone number or website)	6	6	6	6
Pass Sales Outlet	5	6	5	5
Social Network (Facebook, Twitter, My Space)	8	7	8	6
Retail	2	2	2	2
Email^	1	1	1	1
Other	2	2	1	2
No Answer	10	10	9	10

(Multiple answers accepted on this question)

(See Statistical Table 24)

Note: This question was not asked in 2006. Partial list, the methods listed were indicated by 1% or more of responses. For a full list, see statistical table 24

^ This option was not included in the survey instrument, but was written in by respondents.



# RIDER CHARACTERISTICS

## ACCESS TO A CAR

### 12. Do you own or have access to a car?

- Only about one-fourth of SamTrans riders own or have access to a car.
- Weekday Peak riders were more likely to have access to a car compared to off-peak and weekend riders.
- Fewer riders have access to a car compared to 2006 (26% in 2009 vs. 32% in 2006).

	2009 Total 7003 %	2006 Total 5264 %
Base: (All Respondents)		
Yes – have access to a car.....	26	32
No.....	64	59
No Answer.....	11	9
	100	100

	<b>2009 Total</b>	<b>2009 Weekday Peak</b>	<b>2009 Weekday Off-Peak</b>	<b>2009 Weekend</b>
<b>Base: (All Respondents)</b>	<b>7003</b>	<b>2588</b>	<b>3333</b>	<b>1072</b>
	%	%	%	%
<b>Yes – have access to a car</b>	<b>26</b>	<b>31</b>	<b>23</b>	<b>21</b>
<b>No</b>	<b>64</b>	<b>58</b>	<b>67</b>	<b>68</b>
<b>No Answer</b>	<b>11</b>	<b>11</b>	<b>10</b>	<b>12</b>
	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

(See Statistical Table 11)

## LANGUAGES SPOKEN AT HOME

18. Which languages are spoken in your home? (check all that apply)

- English, Spanish and Tagalog remain the top languages spoken at home by SamTrans riders.

Base: (All Respondents)	2009 Total 7003 %		2006 Total 5264 %
English .....	81	31	81
Spanish.....			
Tagalog .....	16	32	17
Cantonese.....	3		3
Mandarin .....	2		3
Hindi or other Indian language .....	2		2
Vietnamese .....	1		1
Russian .....	1		1
No Answer .....	7		7

	2009 Total	2009 Weekday Peak	2009 Weekday Off-Peak	2009 Weekend
Base: (All Respondents)	7003	2588	3333	1072
	%	%	%	%
English	81	81	81	78
Spanish	31	29	32	32
Tagalog	16	15	15	16
Cantonese	3	4	3	2
Mandarin	2	3	2	2
Hindi or other Indian lang.	2	1	1	2
Vietnamese	1	<1	1	1
Russian	1	1	<1	1
No Answer	7	8	6	6

(Multiple answers accepted on this question)

(See Statistical Table 28)

Note: Partial list, the languages listed were indicated by 1% or more of responses. For a full list, see statistical table 28

## ENGLISH PROFICIENCY

19. In your home, is English spoken...very well, well, not well, or not at all?

- In total, 15% of respondents indicate that English is not spoken well or not spoken at all in their household. This is down slightly from 17% in 2006.

	2009 Total 7003 %	2006 Total 5264 %
Base: (All Respondents)		
Very well .....	54	53
Well .....	23	21
Not well .....	11	13
Not at all .....	4	4
No Answer .....	8	9
	100	100

	2009 Total 7003 %	2009 Weekday Peak 2588 %	2009 Weekday Off-Peak 3333 %	2009 Weekend 1072 %
Base: (All Respondents)				
Very well	54	55	53	53
Well	23	23	23	22
Not well	11	10	12	12
Not at all	4	4	4	6
No answer	8	8	8	8
	100	100	100	

(See Statistical Table 29)

## ETHNICITY

## 20. Which of the following describes your ethnic background?

- Over one third of SamTrans riders are Hispanic.

	2009 Total 7003 %
Base: (All Respondents)	
Hispanic/Latino .....	34
White/Caucasian .....	23
Filipino .....	19
Black/African American.....	8
Chinese.....	7
Asian/Pacific Islander^ .....	4
East Indian/Pakistani^.....	1
Native American^ .....	1
Vietnamese .....	1
Middle Eastern^ .....	1
Other (Unspecified).....	1
No Answer .....	9

	2009 Total 7003 %	2009 Weekday Peak 2588 %	2009 Weekday Off-Peak 3333 %	2009 Weekend 1072 %
Base: (All Respondents)				
Hispanic/Latino	34	32	36	33
White/Caucasian	23	23	23	24
Filipino	19	20	19	19
Black/African American	8	8	8	9
Chinese	7	9	6	5
Asian/Pacific Islander^	4	3	4	4
East Indian/Pakistani^	1	1	1	1
Native American^	1	1	1	1
Vietnamese	1	1	1	<1
Middle Eastern^	1	1	1	<1
Other (Unspecified)	1	1	1	1
No Answer	9	10	9	9

(Multiple answers accepted)

(See Statistical Table 30)

Note: This question was not asked in 2006.

^ These options were not included in the survey instrument, but were written in by respondents.

## HOME COUNTY (BASED ON ZIP CODE)

## 21. What is your home zip code?

- As expected, San Mateo County is home to most of the riders surveyed.

Base: (All Respondents)		Total 7003 %
San Mateo County .....	71	
San Francisco County .....	7	
Santa Clara County .....	4	
Alameda County .....	1	
Other Bay Area .....	1	
Other Northern California .....	<1	
Southern California .....	<1	
Other California .....	<1	
Out of California .....	1	
No Answer .....	15	
	100	

	2009 Total	2009 Weekday Peak	2009 Weekday Off-Peak	2009 Weekend
Base: (All Respondents)	7003	2588	3333	1072
	%	%	%	%
San Mateo County	71	73	70	66
San Francisco County	7	6	8	9
Santa Clara County	4	3	4	6
Alameda County	1	1	1	1
Other Bay Area	1	1	1	<1
Other Northern California	<1	<1	<1	<1
Southern California	<1	<1	<1	1
Other California	<1	-	<1	<1
Out of California	1	1	1	1
No Answer	15	15	15	17
	100	100	100	100

(See Statistical Table 31)

**San Mateo County – Home Cities**

	<b>Total</b>	<b>Weekday</b>	<b>Weekday</b>	<b>Weekend</b>
<b>Base: (All Respondents)</b>	<b>7003</b>	<b>Peak</b>	<b>Off-peak</b>	<b>1072</b>
	<b>%</b>	<b>2588</b>	<b>3333</b>	<b>%</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>San Mateo County (net)</b> .....	<b>71</b>	<b>73</b>	<b>70</b>	<b>66</b>
Daly City/Colma .....	19	19	20	17
San Mateo .....	14	15	13	12
South San Francisco .....	10	9	10	10
Redwood City .....	8	10	7	10
San Bruno .....	5	5	7	3
Pacifica .....	4	5	4	6
Burlingame .....	3	2	3	2
Menlo Park .....	2	2	2	2
Belmont .....	2	2	1	2
Millbrae .....	2	2	2	1
San Carlos .....	1	1	1	1
Half Moon Bay .....	1	1	1	1
Brisbane .....	<1	<1	<1	<1
Moss Beach .....	<1	<1	<1	1
El Granada .....	<1	<1	<1	-
Pescadero .....	<1	<1	<1	-
Montara .....	<1	<1	-	<1
San Gregorio .....	<1	-	-	<1
La Honda .....	<1	-	<1	-

**San Francisco County – Home Cities**

San Francisco City and County .....	<b>7</b>	<b>6</b>	<b>8</b>	<b>9</b>
-------------------------------------	----------	----------	----------	----------

**Santa Clara County – Home Cities**

Santa Clara County (net) .....	<b>4</b>	<b>3</b>	<b>4</b>	<b>6</b>
Palo Alto^ .....	3	2	4	5
San Jose .....	<1	<1	<1	1
Mountain View .....	<1	<1	<1	<1
Sunnyvale .....	<1	<1	<1	<1
Los Altos .....	<1	<1	<1	<1
Cupertino .....	<1	<1	<1	<1
Santa Clara .....	<1	<1	-	<1

(See Statistical Table 32)

^ Includes Palo Alto zip codes 94301, 94302, 94304, 94305, 94306, 94309. It also includes zip code 94303, which encompasses both Palo Alto and East Palo Alto.

## HOW LONG RIDING SAMTRANS

### 22. How long have you been riding SamTrans?

- Over two-fifths (20%) of riders are relatively new, as they have been riding SamTrans for less than a year.
- About half of riders (51%) have been using SamTrans for more than 3 years.

Base: (All Respondents)		2009 Total 7003 %	2006 Total 5264 %
Less than 6 months.....		13	13
More than 6 months – less than 1 year.....		8	10
1 – 3 years .....		23	23
More than 3 years .....		51	49
No Answer .....		6	5
		100	100

	2009 Total 7003 %	2009 Weekday Peak 2588 %	2009 Weekday Off-Peak 3333 %	2009 Weekend 1072 %
Base: (All Respondents)				
Less than 6 months	13	12	13	11
More than 6 months – less than 1 year	8	8	7	6
1 – 3 years	23	25	22	22
More than 3 years	51	49	52	54
No Answer	6	5	6	7
	100	100	100	100

(See Statistical Table 33)

## DEMOGRAPHICS

- Included below is the demographic data of survey respondents.

Base: (All Respondents)	Total 7003 %	Weekday Peak 2588 %	Weekday Off-peak 3333 %	Weekend 1072 %
<b>GENDER</b>				
Male .....	45	41	46	51
Female .....	47	50	47	41
No Answer .....	8	9	7	8
<b>EMPLOYMENT STATUS</b>				
Employed Full Time.....	30	36	25	31
Student.....	27	32	27	20
Employed Part Time .....	19	13	22	23
Unemployed .....	7	6	8	9
Retired .....	6	3	8	6
Homemaker.....	2	1	3	2
No Answer .....	9	9	8	8
<b>AGE^</b>				
13 – 17.....	18	25	13	15
18 – 24.....	19	14	24	16
25 – 34.....	14	12	15	16
35 – 44.....	11	11	11	12
45 – 54.....	13	14	13	14
55 – 64.....	10	11	9	11
65 and older.....	7	5	8	8
Don't Know/No Answer.....	8	9	8	7
MEAN AGE (in Years) ^ .....	36	34	36	38

(See Statistical Tables 25, 26, 27)

^ Only respondents at least 13 years of age were included in the study.



## DEMOGRAPHICS (continued)

	<b>Total</b>	<b>Weekday</b>	<b>Weekday</b>	<b>Weekend</b>
<b>Base: (All Respondents)</b>	<b>7003</b>	<b>Peak</b>	<b>Offpeak</b>	<b>1072</b>
	<b>%</b>	<b>2588</b>	<b>3333</b>	<b>%</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
<b>INCOME</b>				
Less than \$10,000/yr .....	21	17	23	23
\$10,000 - \$24,999 .....	20	17	22	24
\$25,000 - \$49,999 .....	17	17	17	17
\$50,000 - \$74,999 .....	9	10	8	8
\$75,000 - \$99,999 .....	5	6	4	4
\$100,000 or more .....	6	8	4	4
No Answer .....	23	26	22	21
 MEAN INCOME (In \$1000) .....	 36.6K	 43.0K	 33.2K	 32.3K
<b>LANGUAGE OF QUESTIONNAIRE</b>				
English .....	89	91	88	85
Spanish.....		12	10	12
				15
<b>RIDERSHIP SEGMENT</b>				
Weekday Peak .....	37	100	-	-
Weekday Off-Peak .....	48	-	100	-
Weekend .....	15	-	-	100

(See Statistical Tables 34, 35, 37)

# Appendix A: QUESTIONNAIRE

21. What is your **home ZIP code**? \_\_\_\_\_

22. How long have you been riding SamTrans?

- ☐ 6 months or less      ☐ 1 - 3 years  
☐ More than 6 months but less than 1 year      ☐ More than 3 years

23. What is your **household's** total yearly income (*before taxes*)?

- ☐ Less than \$10,000      ☐ \$50,000 - \$74,999  
☐ \$10,000 - \$24,999      ☐ \$75,000 - \$99,999  
☐ \$25,000 - \$49,999      ☐ \$100,000 or more

### Comments or Suggestions for SamTrans?

24. What would encourage you to ride SamTrans more often?

\_\_\_\_\_

Additional comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

*Thank you for completing this survey! Please return it to a surveyor on the bus or mail it to us by **November 7, 2009**. (No postage necessary. Please fold, then tape the side where indicated; no staples.)*

### Enter to win a \$200 gift card or a Monthly Pass!\*

Name \_\_\_\_\_

(\_\_\_\_\_) \_\_\_\_\_  
 Phone number

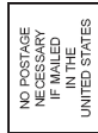
e-mail \_\_\_\_\_

May we contact you in the future to ask your opinion about SamTrans service? ☐ 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.

[ 5 ]

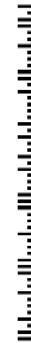
10/09-10K-E-CFK



**BUSINESS REPLY MAIL**  
 FIRST CLASS MAIL PERMIT NO 15 SAN CARLOS CA

POSTAGE WILL BE PAID BY ADDRESSEE

PASSENGER SURVEY  
 SAMTRANS  
 P.O. 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 card 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 or drop in any U.S. mailbox (no postage necessary).*

### Please tell us about your SamTrans trips

1. How **often** do you usually ride SamTrans?

- ☐ 6-7 days/week      ☐ 2 days/week  
☐ 5 days/week      ☐ 1 day/week  
☐ 4 days/week      ☐ 1-3 days/month  
☐ 3 days/week      ☐ Less than once a month

### Please tell us about THIS trip

2. How did you pay for this bus trip?

- ☐ Cash      ☐ BART Plus ticket  
☐ Token      ☐ Other - *specify:* \_\_\_\_\_  
☐ SamTrans Monthly Pass  
☐ Caltrain Monthly Pass (2 or more zones)

3. What is your fare category?

- ☐ Adult (Age 18 through 64)      ☐ Youth (Age 17 and younger)  
☐ Senior      ☐ Disabled  
☐ Medicare cardholder

4. What is the **main purpose** of your trip today?  
 (Check only ONE)

- ☐ Work      ☐ Medical  
☐ School      ☐ Airport (SFO)  
☐ Sporting event      ☐ Other - *specify:* \_\_\_\_\_  
☐ Social/recreational  
☐ Shopping/personal errands

Please open →

Route ID \_\_\_\_\_

[ 1 ]

5. Where did you **board** this bus?

City \_\_\_\_\_

Nearby intersection or landmark \_\_\_\_\_

6. Where will you **get off** this bus?

City \_\_\_\_\_

Nearby intersection or landmark \_\_\_\_\_

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☐ 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☐ 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. How many **minutes** will it take to complete this **one-way trip**? (From your original starting point to your end destination)☐ Less than 10☐ 30-39☐ 60-74☐ 10-19☐ 40-49☐ 75-90☐ 20-29☐ 50-59☐ More than 90

## 10. Are you making a round trip on SamTrans today?

☐ Yes (rode SamTrans earlier today or will ride later today)☐ No11. If public transportation did not exist, **how** would you make this trip?☐ Drive alone☐ Get a ride/carpool☐ Bike☐ Walk☐ Paratransit☐ Would not have made this trip☐ Other - specify: \_\_\_\_\_

## 12. Do you own or have access to a car?

☐ Yes☐ No

## How are we doing?

13. 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, bus changes, audio)	5	4	3	2	1	NA
e. On-time performance	5	4	3	2	1	NA
f. Frequency (How often buses run)	5	4	3	2	1	NA
g. Convenience of routes (Goes where you want to go)	5	4	3	2	1	NA
h. Value for the money	5	4	3	2	1	NA
i. Communication of bus changes (Schedule, fare changes)	5	4	3	2	1	NA
j. Responsiveness of Customer Service Center (1-800-660-4287)	5	4	3	2	1	NA
k. Overall experience with SamTrans	5	4	3	2	1	NA

## Please tell us about YOU

## 14. How would you like to receive SamTrans information, such as route schedules and changes?

☐ On the bus☐ At bus stop☐ SamTrans customer service (1-800-660-4287)☐ SamTrans Web site (www.samtrans.com)☐ Retail☐ Pass sales outlet☐ 511 (phone or Web site)☐ Social Network (i.e. Facebook, MySpace,

Twitter)-specify: \_\_\_\_\_

☐ Other - specify: \_\_\_\_\_

## 15. Are you:

☐ Male☐ Female16. 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☐ Unemployed17. Into which of the following categories does your **age** fall?☐ Under 13☐ 25-34☐ 55-64☐ 13-17☐ 35-44☐ 65 or older☐ 18-24☐ 45-5418. Which **languages** are spoken in your home?☐ English☐ Tagalog☐ Spanish☐ Vietnamese☐ Mandarin☐ Hindi or other Indian language☐ Cantonese☐ Other - specify: \_\_\_\_\_

## 19. In your home, is English spoken:

☐ Very well☐ Well☐ Not well☐ Not at all

## 20. Which of the following best describes your ethnic background? (Check ALL that apply)

☐ White/Caucasian☐ Filipino☐ Hispanic/Latino☐ Vietnamese☐ Black/African American☐ Other race - specify: \_\_\_\_\_☐ Chinese

[ 2 ]

[ 3 ]

[ 4 ]

Continued on back →

21. ¿Cuál es el **código postal** de su casa? \_\_\_\_\_

22. ¿Hace cuánto tiempo que está viajando con SamTrans?

- ☐ 6 meses o menos      ☐ 1 - 3 años  
☐ Más de 6 meses      ☐ Más de 3 años  
pero menos de un año

23. ¿Cuál es el ingreso anual total en **su casa** (antes de impuestos)?

- ☐ Menos de \$10,000      ☐ \$50,000 - \$74,999  
☐ \$10,000 - \$24,999      ☐ \$75,000 - \$99,999  
☐ \$25,000 - \$49,999      ☐ \$100,000 o más

### Comentarios o sugerencias para SamTrans?

24. ¿Qué lo animaría a usted viajar con SamTrans más a menudo?

Comentarios adicionales: \_\_\_\_\_

¡Gracias por completar esta encuesta! Por favor regrésela al encuestador en el autobús o envíenos por correo antes de **Noviembre 7**. (No necesita estampilla. Por favor dóblela y cierre el lado que se indica con cinta adhesiva; no grapas.)

¡Entre para ganarse una tarjeta de regalo de \$200 o un pase mensual!\*

Nombre \_\_\_\_\_

(\_\_\_\_\_) \_\_\_\_\_

Número de Teléfono \_\_\_\_\_

Correo electrónico \_\_\_\_\_

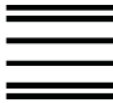
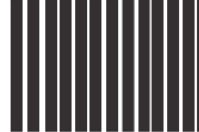
Podemos comunicarnos con Usted en el futuro para pedirle su opinión sobre el servicio de SamTrans? ☐ Si ☐ No

\* 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.

[ 5 ]

10/09-3K-E-CFK

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  
P.O. BOX 3006  
SAN CARLOS, CA 94070-9927



Estimado Pasajero de SamTrans,

Por favor tome un momento para completar esta encuesta para ayudar SamTrans a servirle mejor. Usted también puede entrar en una rifa para ganar **una tarjeta de regalo gratis de \$200 o uno de cinco pases mensuales de SamTrans** 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. Regrese su encuesta completa al encuestador a bordo o dépositela en cualquier buzón de correo de U.S. (no necesita estampilla)

### Por favor díganos acerca de sus viajes con SamTrans

1. ¿Qué **a menudo** viaja usted con SamTrans?

- ☐ 6-7 días/semana      ☐ 2 días/semana  
☐ 5 días/semana      ☐ 1 días/semana  
☐ 4 días/semana      ☐ 1-3 días/mes  
☐ 3 días/semana      ☐ Menos de una vez al mes

### Por favor díganos acerca de ESTE viaje

2. ¿Cómo pagó por este viaje de bus?

- ☐ Efectivo      ☐ Boleto BART Plus  
☐ Ficha      ☐ Otro - especifique: \_\_\_\_\_  
☐ Pase mensual de SamTrans  
☐ Pase mensual de Caltrain (2 o más zonas)

3. ¿Cuál es la categoría de su tarifa?

- ☐ Adulto (de 18 a 64 años)      ☐ Joven (17 años o menos)  
☐ Anciano      ☐ Discapacitado  
☐ Afiliados a Medicare

4. ¿Cuál es el propósito de su viaje ahora? (Marque sólo UNA.)

- ☐ Trabajo      ☐ Médico  
☐ Escuela      ☐ Aeropuerto (SFO)  
☐ Evento deportivo      ☐ Otro - especifique: \_\_\_\_\_  
☐ Social/recreacional  
☐ Compras/asuntos personales

Por favor abra →

Route ID \_\_\_\_\_

[ 1 ]

## 5. ¿En que parada de autobús abordo?

Ciudad \_\_\_\_\_

Intersección cercana o nombre del monumento/edificio \_\_\_\_\_

## 6. ¿Cuál es su parada de destino?

Ciudad \_\_\_\_\_

Intersección cercana o nombre del monumento/edificio \_\_\_\_\_

## 7a. ¿Cómo llegó a la parada donde abordó este autobús?

☐ Caminé☐ Viajé en bicicleta☐ Otro autobús de SamTrans☐ BART☐ Caltrain☐ Muni☐ VTA☐ AC Transit☐ 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☐ 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. ¿Generalmente cuantos **minutos** le toma para hacer este viaje  **sencillo**? (Desde su punto de partida original hasta su destino final.)☐ Menos de 10☐ 30-39☐ 60-74☐ 10-19☐ 40-49☐ 75-90☐ 20-29☐ 50-59☐ Más de 90

[ 2 ]

## 10. ¿Va a hacer un viaje de ida y vuelta ahora con SamTrans?

☐ Si (viajé temprano con SamTrans o viajaré más tarde este día)☐ No

## 11. Si no existiera el transporte público, ¿Cómo hubiera hecho este viaje?

☐ Conduciendo solo☐ Alguién lo llevaría o carpool☐ Bicicleta☐ Caminaria☐ Paratransito☐ No hubiera realizado este viaje☐ Otro - especifique: \_\_\_\_\_

## 12. ¿Es dueño o tiene acceso a un carro?

☐ Si☐ No

## ¿Cómo lo estamos haciendo?

13. Por favor díganos si SamTrans está satisfaciendo sus necesidades evaluando cada artículo abajo. Circule un número de uno al cinco, significando **5=Muy Satisfecho** y **1=Muy Insatisfecho**. Si la pregunta no aplica, circule **NA por No Aplica**.

	Muy Satisfecho				Muy Insatisfecho	
a. Limpieza del autobús (exterior y 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, cambio de autobús, audio)	5	4	3	2	1	NA
e. Corren a tiempo	5	4	3	2	1	NA
f. Frecuencia (Qué a menudo corren los autobuses)	5	4	3	2	1	NA
g. Conveniencia de las rutas (Va a donde usted quiere ir)	5	4	3	2	1	NA
h. Valor por su dinero	5	4	3	2	1	NA
i. Comunicación de cambios en los autobuses (horario, cambio de tarifas)	5	4	3	2	1	NA
j. Capacidad de respuesta del Centro de Servicio al Cliente (1-800-660-4287)	5	4	3	2	1	NA
k. Su experiencia general con SamTrans	5	4	3	2	1	NA

[ 3 ]

## Por favor díganos acerca de Usted

## 14. ¿Cómo le gustaría de recibir informaciones sobre cambios de ruta y horarios de los autobuses de SamTrans?

☐ En el autobús☐ En la parada de autobús☐ Centro de Servicio al Cliente de SamTrans (1-800-660-4287)☐ El sitio de Internet de SamTrans (www.samtrans.com)☐ Negocios (centro comercial)☐ Oficina de ventas de pases☐ 511 (teléfono o el sitio de Internet)☐ Red social (i.e. Facebook, MySpace, Twitter) - especifique: \_\_\_\_\_☐ Otro - especifique: \_\_\_\_\_

## 15. Es usted:

☐ Masculino☐ Femenino16. ¿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☐ Desempleado17. ¿En cuál de las siguientes categorías pertenece su **edad**?☐ Menos de 13☐ 25-34☐ 55-64☐ 13-17☐ 35-44☐ 65 o mayor☐ 18-24☐ 45-5418. ¿Cuáles **idiomas** se hablan en su casa?☐ Inglés☐ Tagalo☐ Español☐ Vietnamita☐ Mandarín☐ Hindi o otro idioma indio☐ Cantones☐ Otro - especifique: \_\_\_\_\_

## 19. En su casa, el Inglés se habla:

☐ Muy bien☐ Bien☐ No muy bien☐ No se habla

## 20. ¿Cuál de los siguientes grupos étnicos describe mejor su origen?

☐ Blanco/Caucásico☐ Filipino☐ Hispano/Latino☐ Vietnamita☐ Negro/Afro-americano☐ Otra etnia - especifique: \_\_\_\_\_☐ Chino

[ 4 ]

Por favor dele vuelta →

## Appendix B: METHODOLOGY

# DESCRIPTION OF METHODOLOGY

## FIELD PROCEDURES

In total, 15 interviewers worked on the 2009 study. The training session for interviewers was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Wednesday, October 7, 2009. Field interviewing was conducted between October 8 and November 3, 2009.

On each day of the fieldwork, interviewers were assigned a randomly selected SamTrans route or routes to survey during their shift. Upon arrived 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.

Interviewers returned completed questionnaires to the CC&G office within one or two days of interviewing. 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 inputters.

## SAMPLING

Sampling was achieved by establishing a protocol which grouped routes by ridership: a) highly traveled routes, b) moderately traveled routes, and c) lightly traveled routes. After segmenting the routes by these criteria, interviewer shifts were assigned to randomly selected SamTrans routes based on their grouping. About 85% of the shifts were assigned to weekday routes, and 15% to Saturday routes.



## DESCRIPTION OF METHODOLOGY (continued)

## WEIGHTING

The number of surveys completed was compared to (SamTrans provided) ridership averages for the month of October, 2009. This comparison showed that weighting the data was unnecessary, as the percentage of completed surveys (compared to the weekly total) for each ridership segment was already nearly identical to the estimated percentage of riders for each ridership segment.

The following chart shows the actual number of surveys by ridership segment and the segment's percentage of the weekly total of surveys. It also shows the estimated number of riders based on ridership averages for October, 2009 provided by SamTrans and the segment's percentage of the weekly total.

Ridership segments are as follows: weekday peak, weekday off-peak, and weekend. Peak is defined as routes where surveying began between 5:30 am – 8:30 am OR between 3:30 pm – 6:30 pm. Off-peak includes weekday routes that were surveyed during any other time. The weekend segment includes all weekend routes.

SamTrans Ridership vs. Surveys Completed					
	<i>Weekday Peak</i>	<i>Weekday Off-peak</i>	<i>Weekend</i>	<i>Unknown Strata</i>	<i>Weekly Total</i>
Surveys completed	2,588	3,333	1,072	10	7,003
% of weekly total	37%	48%	15%	<1%	100%
Estimated weekly # of SamTrans riders*	117,339	143,461	43,240	-	304,040
% of weekly total*	39%	47%	14%	-	100%

\*Taken from ridership averages for October, 2009.

## **Appendix C:**

# **EDITING AND CODING PROCEDURES**

# EDITING AND CODING

## EDITING AND CODING

This section outlines editing and coding procedures utilized on the 2009 SamTrans Rider 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:

Q18 (Languages spoken in home) and Q19 (English proficiency). If a respondent did not check *English* in Q18 but indicated in Q19 that English was spoken *very well* or *well* in their home, editing was accomplished by selecting *English* in Q18.

### *Other - Specify* Responses

- Question which had an *other – specify* response include: Q2, Q4, Q7a, Q7b, Q11, Q14, Q18, and Q20. Written in responses on these questions were either:
  - a) Coded up to existing response codes where applicable. For example, if a respondent wrote in “Doctor’s appointment” on the trip purpose question (Q4), this response was coded up to the *Medical* category. (OR)
  - b) Coded into an additional category which was added to the existing codes. For example, the category *Taxi* was added to the list of codes on the question about how the riders would make their trip without public transportation (Q11)

### 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.

## 2009 SamTrans Rider Survey

### Code Sheet – Comment Code Frequencies

	(Base =5079)	
	#	%
1 Schedules – frequency / weekend / earlier / later .....	[1125]	22%
2 Routes – include additional / extend / more direct / more stops .....	[496]	10%
3 On-Time Performance / Reliability / Speed .....	[532]	10%
4 Seat Availability / Crowding / Bigger Buses .....	[58]	1%
5 Transit Connections – including SamTrans, Caltrain, BART, MUNI .....	[64]	1%
6 Service – other .....	[17]	<1%
7 General Unspecific Compliments .....	[229]	5%
8 Fares and Fare Policy .....	[873]	17%
9 Personnel – including driving safety, driving skills .....	[446]	9%
10 Enforcement / Security Issues .....	[139]	3%
11 Disability / Senior Issues .....	[44]	1%
12 Strollers, Bikes, Luggage Issues .....	[9]	<1%
13 Bus Stops – shelters condition / state of repair .....	[47]	1%
14 Bus Cleanliness – interior and exterior .....	[114]	2%
15 Bus Overall Condition – including safety and comfort .....	[246]	5%
16 Temperature / Ventilation .....	[29]	1%
17 Signage / Maps / Printed Schedules / Schedule Change Notices .....	[55]	1%
18 SamTrans Phone Information / Website .....	[26]	1%
19 Why I Ride SamTrans .....	[258]	5%
20 Service Reductions/ Route Changes .....	[261]	5%
21 Events / Contests .....	[11]	<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 ONBOARD SURVEY  
October 2009  
Interviewer Instructions**

**PROJECT OVERVIEW** This project is a passenger survey for San Mateo County Transit District. It is an onboard self-administered questionnaire to be distributed on SamTrans buses. The questionnaires will be handed out and collected on board various bus routes. The field work will start October 8, 2009 and continue through the end of October. In most cases, one surveyor (interviewer) will be used per sampled route.

**GENERAL GUIDELINES**

- Please be punctual. You should be at the designated bus stop where your shift starts 15 minutes prior to the scheduled bus arrival time.
- As representatives of Corey, Canapary & Galanis, you are asked to dress in casual business attire: long trousers and collared shirts for men, slacks/skirt/blouse/dress for women. Wear comfortable, closed toed shoes.
- All interviewers should bring a watch. You may also consider wearing clothes with pockets since you will have to carry a good deal of material.
- All surveyors must wear their ID badges and have a valid photo ID at all times while surveying.
- Please act professionally at all times.
- The average number of passengers will vary significantly by run and time of day. You will be provided with pencils for use by passengers who need them.
- If appropriate, please identify yourself to the driver and explain that you will be surveying the bus.
- If asked what the purpose of the survey is, you may tell passengers that the study will be used in making transit decisions by SamTrans, and that the San Mateo County Transportation District is interested in their opinion.

**SAFETY**

Working on a moving bus can be challenging at times. Your safety and the safety of the passengers around you is your **NUMBER 1 CONCERN**. 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. Do not block passengers entering or exiting the bus.

**BEGINNING OF SHIFT - As you leave for your shift, you must have:**

- Your backpack
- SamTrans bus schedule(s)
- Caltrain Schedule
- BART ticket (if required) and schedule
- System authorization letter
- Survey badge
- Photo ID
- Surveyor Shift Assignment Sheet
- Apron
- Pencils
- Questionnaires (English and Spanish) – take a minimum of 150 English and 50 Spanish; for Routes 390/391 (or if you may be surveying an extra run), take more

- Completed Questionnaire Envelope(s)
- Survey control sheets
- Rubber bands
- Interviewer Instructions (this document)
- Clipboard
- A watch
- Time sheet and travel log

## **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.

## **BEGINNING OF SHIFT**

Your surveyor shift assignment sheet will include guidelines on the location, time, and routes you are responsible for surveying on each day. In general, the schedule is set up so you will work shifts of about 6 hours each, plus travel time. In most cases, you will survey one bus for about the first half and another bus for the second half. (This helps allocate time on each route to be covered.)

## **SURVEY CONTROL SHEET (Yellow Card)**

It is very important that you enter information accurately on your survey control sheet. A separate survey control sheet (small yellow card) will be used for each run. A run is one trip on one bus from the boarding point to the end of the line or the point at which you exit the bus.

### **AT THE START OF EACH RUN YOU SHOULD ENTER ON SURVEY CONTROL SHEET (Yellow Card):**

- The current date and day
- Route number of the bus just boarded
- Your last name
- Run ID (the Run ID# from your surveyor shift assignment sheet + Run ID letter – A, B, C, etc.)
- The specific location where you are boarding the bus to start the run (“Boarded Bus At”)
- The time the run started (time you boarded the bus)

## **Run ID**

- Each route for a given shift will have an assigned Run ID# which is indicated on your surveyor shift assignment sheet and on the Master Schedule.
- Each individual run will be identified by the Run ID, which consists of the Run ID# plus a Run ID letter – i.e. ‘A’ for the first run on that route, ‘B’ for the second run, etc. It is essential that all questionnaires distributed to passengers have the correct Run ID (Run ID# + Run ID letter). You will need to write this in before you begin surveying.

**You must write the Run ID on ALL questionnaires distributed on every run.**

In order to be sure every questionnaire you distribute is properly numbered, you will need to 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.

Review the Surveyor Shift Assignment sheet, and based on the Average Route Ridership, pre-number English questionnaires as follows:

- Very light ridership = pre-number at least 10 questionnaires
- Light ridership = pre-number at least 25
- Moderate ridership = pre-number at least 50
- Heavy ridership = pre-number at least 75

You may wish to pre-number additional questionnaires if your run is during morning or evening rush hour. Since passenger volume varies, you may need additional questionnaires, so be prepared to add the Run ID if necessary.

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

NOTE: The RUN ID should be written in the space on the questionnaire that says “Route ID” in the LOWER right hand corner of the front page.

#### **PROCEDURE FOR DISTRIBUTING QUESTIONNAIRES**

Attempt to distribute surveys to all passengers who appear to be 13 or older. All riders traveling in a group should be given a questionnaire.

Do not distribute questionnaires to:

- Passengers who appear to be under 13 years of age
- Employees of the transit system
- Passengers who tell you that they have already participated in this survey on a previous trip (within the last week or so). But do include passengers that may have participated in other previous surveys.
- Sleeping passengers

As you hand out surveys, give a short introduction about the survey. Be easygoing and friendly. Do not ask riders if they want to fill out the survey, rather, use a positive approach. Phrases we have found to work well include: “We need your opinions on this SamTrans survey.” If they hesitate you might add: “We want to know what you think.”

Be sure to tell the patrons to fill in all pages of the survey. Check surveys as you collect them.

Instruct passengers to return completed surveys to you.

Passengers who do not have the time or inclination to complete the questionnaire on board have the option of completing it later and mailing it in. Mention this option as a last resort. We have found that when a potential respondent takes the questionnaire home with him/her, they are less likely to complete and return the questionnaire.



If time permits, offer assistance to patrons who are blind or unable to fill out the survey (you will need to excuse yourself to hand out questionnaires to new riders boarding the bus).

Keep a tally of all non-responses (passengers under 13, refusals, already participated, etc.) on your survey control sheet.

#### DEFINITIONS (SURVEY CONTROL SHEET CATEGORIES)

- **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 Spanish or English are tallied as Language Barrier.
- **LEFT BUS:** this is a non-response where the surveyor was unable to offer a questionnaire because of the short distance of the rider’s trip. If a rider refuses because of time constraints, it is important to point out the mail back option.

After surveys are distributed, walk through the bus every few minutes and watch for people who may have questions or are finished. Try to collect as many completed surveys as possible. 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.

#### AT THE END OF EACH BUS RUN

On the Survey Control Sheet enter:

- 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
- You may have several bundles of completed surveys per route for a given shift. If the envelope becomes too full, use additional envelope(s) and label each (i.e. “envelope 1 of 2”, “envelope 2 of 2”, etc).

**NOTE:** On some shifts, you will be asked to survey a route you will use to either get back to San Francisco or to get to your starting point. In these cases, label this run with the appropriate Run ID # and a letter beginning with “X”. (For example, you are asked to survey Route 391 on the way back from your shift, which consisted of Run ID’s 177 and 178. The RunID for this route would be 178X. Similarly, RunID #18 will survey Route 294 on the way out. This run would be 18X.)

## **AT THE END OF THE SHIFT**

Each route will have a separate Completed Questionnaire Envelope. Make sure that all completed work from all the runs you have done that day for a given route are placed in the appropriate “Completed Questionnaire Envelope” (blue label). Make sure that all the information requested is filled out, including:

1. Day and Date
2. Number of questionnaires in envelope (# of all English, # of all Spanish, Total English and Spanish)
3. Run ID# listed on Surveyor Shift Assignment Sheet for that route
4. Route number (the bus number SamTrans assigns to that route)
5. Start time (the beginning time listed on your first survey control sheet for that route)
6. Start location (listed on the surveyor shift assignment sheet for that route)
7. Your last name (Interviewer Name)
8. Run ID (# and Letter) for each run completed, as well as the number of questionnaires distributed, the number completed/returned, and the non-responses for each (from survey control sheet)
9. Any unusual happenings that may have affected passengers' experience on this shift

**NOTE:** It is very important to return all collected questionnaires in Completed Questionnaire Envelopes as soon as possible. For most morning and day shifts, this will be at the end of your shift. Evening shifts may return these materials the following morning (when you pick up materials for the next shift). However, all questionnaires should be returned no later than 24 hours after the end of your shift. Weekend shift materials can be left in the wooden trunk outside the office if the office is not open.

## **IMPORTANT**

- Under our contract with SamTrans, the badge/access letter which allows you to ride Caltrain and SamTrans free of charge may only be used when working on this study. Any misuse will be embarrassing to all and is cause for immediate dismissal.
- It is important to adhere to the assigned shifts. If you cannot make an assigned shift, please notify CC&G as soon as possible. Starting shifts late and/or missed shifts may be cause for dismissal.
- All collected passenger data is highly confidential. Any use or distribution of this data is unacceptable and cause for immediate dismissal.
- Backpacks, aprons, and other materials used on this project should be returned to CC&G at the end of the study.

## **CONTACT INFORMATION**

### **COREY, CANAPARY & GALANIS RESEARCH**

Supervisor – Elizabeth Grant

Project Manager – Carol Anne Carroll

CC&G 800 Number is 1 (800) 877-1201

The regular office number is 415-397-1200

**Outside of normal office hours, contact:**

**Before 8 am weekdays and on weekends (early morning or overnight shifts)**

**Carol Anne Carroll, 415-200-5277**

**After 5 pm weekdays and on weekends (evening/late night or overnight shifts)**

**Jon Canapary, 415-577-2428**

# SAMTRANS

**Agency Contact – Christiane Kwok (Market Research Specialist – SamTrans)**

**(650) 508-7926**

## NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

## Appendix E:

# SAMTRANS ROUTES SELECTED TO SAMPLE

**Routes Selected To Sample  
SamTrans On-Board Survey  
CCG 99616**

**WEEKDAY ROUTES**

Route	Type	Geo. Class	Ridership Density	Approximate Half Shifts Sampled
110	Regular	North	High	3
120	Regular	North	High	10
121	Regular	North	High	7
122	Regular	North	High	7
130	Regular	North	High	6
250	Regular	Central	High	4
292	Regular	Trunk (Multiple Regions)	High	9
296	Regular	South	High	3
390	Regular	Trunk (Multiple Regions)	High	22
391	Regular	Trunk (Multiple Regions)	High	13
KX	Express	Trunk (Multiple Regions)	High	9

Route	Type	Geo. Class	Ridership Density	Approximate Half Shifts Sampled
14	Regular	North	Medium	4
16	School	North	Medium	1
17	Regular	North	Medium	3
53	School	Central	Medium	1
54	School	Central	Medium	1
83	School	South	Medium	1
112	Regular	North	Medium	3
123	Regular	North	Medium	4
132	Regular	North	Medium	4
133	Regular	North	Medium	4
140	Regular	North	Medium	5
251	Regular	Central	Medium	4
260	Regular	Central	Medium	4
270	Regular	South	Medium	3
271	Regular	South	Medium	3
274	Regular	South	Medium	3
280	Regular	South	Medium	4
281	Regular	South	Medium	4
294	Regular	Trunk (Multiple Regions)	Medium	2
295	Regular	Central / South	Medium	4
397	Owl	Trunk (Multiple Regions)	Medium	3
CX	Express - TERM	North	Medium	2
DX	Express - TERM	North	Medium	2
FX	Express - TERM	North/ Central	Medium	3

Route	Type	Geo. Class	Ridership Density	Approximate Half Shifts Sampled
24	School	North	Low	1
35	School	North	Low	1
36	School	North	Low	1
43	School	North	Low	1
55	School	Central	Low	1
58	School	Central	Low	1

Route	Type	Geo. Class	Ridership Density	Approximate Half Shifts Sampled
72	School	South	Low	1
85	School	South	Low	1
141	Regular	North	Low	2
262	Regular	Central	Low	2
297	Owl	South	Low	2
297	Owl	South	Low	2
342	Loop - TERM	Central	Low	1
MX	Express - TERM	North/ Central	Low	2
NX	Express - TERM	North/ Central	Low	2
PX	Express - TERM	North/ Central	Low	2

## WEEKEND ROUTES

Route	Type	Geo. Class	Ridership Density	Approximate Half Shifts Sampled
110	Regular	North	High	2
120	Regular	North	High	3
121	Regular	North	High	2
122	Regular	North	High	2
130	Regular	North	High	1
250	Regular	Central	High	1
292	Regular	Trunk (Multiple Regions)	High	3
296	Regular	South	High	2
390	Regular	Trunk (Multiple Regions)	High	4
391	Regular	Trunk (Multiple Regions)	High	4
KX	Express	Trunk (Multiple Regions)	High	3

Route	Type	Geo. Class	Ridership Density	Approximate Half Shifts Sampled
14	Regular	North	Medium	1
17	Regular	North	Medium	1
112	Regular	North	Medium	2
132	Regular	North	Medium	2
133	Regular	North	Medium	1
140	Regular	North	Medium	1
251	Regular	Central	Medium	2
260	Regular	Central	Medium	2
270	Regular	South	Medium	1
274	Regular	South	Medium	1
280	Regular	South	Medium	1
281	Regular	South	Medium	1
294	Regular	Trunk (Multiple Regions)	Medium	1
397	Owl	Trunk (Multiple Regions)	Medium	1
274	Regular	South	Medium	1

Route	Type	Geo. Class	Ridership Density	Approximate Half Shifts Sampled*
297	Owl	South	Low	1