

**2018 SAMTRANS TRIENNIAL  
CUSTOMER SURVEY**  
Systemwide On-Board Bus Survey

**SUMMARY REPORT**

Prepared by

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# INTRODUCTION

This report details the findings of an onboard survey of SamTrans bus riders. The fieldwork on this study was conducted in October and November 2018. In total, 4,229 completed questionnaires were collected and tabulated.

Key objectives of the survey include:

- ) Reporting trip characteristics such as: usage of SamTrans, fare category, trip purpose, access/egress, trip length, etc.
- ) Assessing the ratings of 12 specific service characteristics.
- ) Identifying sources used by riders for SamTrans route/schedule information.
- ) Providing a current user profile of SamTrans riders.

This report includes an executive overview, which highlights the most salient results, followed by a detailed results section that provides data on each question asked in the survey. The Appendix of this report includes a copy of the English and Spanish language questionnaires, technical information on survey methodology and weight factors used, information on routes sampled, and verbatim comment coding information. The complete statistical tables and printout of verbatim comments are included in separate binders.

Please note that the percentages included in this report may not add to 100% due to statistical rounding.

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

## **Changes in SamTrans Service Since Last Survey**

SamTrans made a number of service-related changes since the last survey, conducted in 2015. Significant changes include new school routes 18, 56, 61 and 81, and the elimination of routes 11, 43 and 89. Other new routes include the ECR rapid, an express version of the route ECR, and route SFO, running between Millbrae Caltrain Station and San Francisco Airport. Route KX and route 398 merged into a new route, providing service between Redwood City and San Francisco.

A SamTrans mobile app was launched, giving an alternative way for customers to pay for single rides and day passes on their mobile device, as well as trip planning. The adult local fare increased by 25 cents, with the cost of adult monthly and day passes and tokens also increasing.

SamTrans adopted a Youth Mobility Plan to engage young riders. The plan has led to the hiring of a youth mobility coordinator, the establishment of a transit youth ambassador program, an increased level of social media engagement with youth and parents, and youth fares were made available for purchase via the SamTrans mobile ticketing app.

## **Methodology and Response Rate**

The survey was conducted as an onboard self-administered questionnaire distributed to SamTrans riders. Surveyors boarded pre-selected routes and attempted to distribute questionnaires to all

passengers on the bus. Completed surveys were collected by these surveyors (who stayed onboard during the bus ride).

Specific steps were taken to ensure the highest possible response rate. This includes: using professional/experienced onboard surveyors on the project, printing the questionnaire in English and Spanish, providing the option of calling and having the survey conducted via a language line in other languages, offering an opportunity to be entered into a drawing for selected prizes (\$200 gift card and SamTrans Monthly passes), and providing a business reply mail-back option for persons who did not have time to complete the survey onboard.

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

- 74% Completion Rate. This is calculated by dividing the total number of completes (4,229) by the total number of questionnaires distributed to passengers (5,768).
- 54% Response Rate. This is calculated by dividing the total number of completes (4,229) by all eligible passengers riding on the sampled buses (7,818).

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

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

Field interviewing on this project was conducted from Tuesday, October 9, through Thursday, November 15, 2018, with some additional surveying completed December 9-14, 2018. The bulk of the surveying was conducted between the hours of 5:30 am and 10 pm. Weekday shifts were allocated to allow for surveying during morning and afternoon peak periods, as well as off-peak periods. Specific routes were selected for each surveyor to ensure that interviewing on specific routes was conducted during different times of the day.

Surveyors returned completed questionnaires to Corey, Canapary & Galanis' office following the completion of the fieldwork. Editing, coding and inputting were done in-house once the questionnaires were returned.

### **Sampling**

In total, 4,229 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 1.34% (at the 95% confidence level). The sampling on the study was designed to achieve a cross section of riders utilizing different routes in San Mateo County. Surveying was attempted on all regular fixed-route buses, as well as many school/community routes. Surveys were collected on 36 fixed routes (including all heavily traveled and medium traveled routes).

Each shift was assigned to allow a surveyor to cover multiple scheduled runs on selected routes. Depending on the route, two to ten full runs were covered in each allocated shift. On longer routes, such as the ECR, fewer runs were covered in a single shift because the surveyor remained on the bus for the full length of the bus route.

Routes were selected by establishing a protocol which grouped routes by ridership: a) highly traveled routes, b) moderately traveled routes, and c) lightly traveled routes. In addition to ridership volume, geographic route locations were also considered as a secondary consideration when determining which routes to sample. Consideration was given to ensuring that a diverse, and well represented, selection of routes from the Northern, Central, and Southern regions of San Mateo County. About 85% of the shifts were assigned to weekday routes, and 15% to weekend routes. Routes were also selected to ensure proper coverage of the Coastside region of SamTrans' service area (e.g. in and around Pacifica and Half Moon Bay).

Segmentation groupings are shown below.

## WEEKDAY

Route Type	Average Weekday Ridership	# of Routes	Approximate Shift
			Allocation (%)
Highly traveled routes	1,000+ Passengers	9	35%-40%
Moderately traveled routes	200-999 Passengers	16	25%-30%
Lightly traveled routes	Fewer than 200 Passengers	45	15%-20%

## WEEKEND

Route Type	Average Daily Weekend Ridership	# of Routes	Approximate Shift
			Allocation (%)
Highly traveled routes	1,000+ Passengers	5	5%-8%
Moderately traveled routes	200-999 Passengers	11	4%-7%
Lightly traveled routes	Fewer than 200 Passengers	10	3%-6%

*The segments above are based on the daily ridership figures that were provided by SamTrans. A complete list of the specific SamTrans routes surveyed is included in the Appendix of this report.*

## Weighting

The number of surveys completed was compared to SamTrans ridership averages for the month of October 2018. The data was then weighted according to 6 different weights:

\*Weekday – low, medium, and high volume routes; and

\*Weekend – low, medium, and high volume routes.

The comparison below shows the breakdown of actual October 2018 riders on low, medium, and high volume routes, compared to the actual number of surveys collected on each, for both weekday and weekend ridership. The table then also shows the weight applied for each sub-group.

	Weekday			Weekend		
	High	Med	Low	High	Med	Low
Actual Riders – October 2018 (#)	2,527	573	300	439	137	24
Actual Riders - October 2018 (%)	74%	17%	9%	73%	23%	4%
Surveys Collected (#)	2,605	585	381	420	163	53
Surveys Collected (%)	73%	17%	11%	66%	26%	8%
<b>Weight applied (#)*</b>	1.020642	1.030141	0.82804	1.09954	0.884717	0.470775

\*Includes 22 mailed in surveys where routes were unable to be determined

## Statistically Significant Differences

As was mentioned previously, for the total number of respondents (n = 4,229) who participated in the survey, the margin of error is +/- 1.34% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:

- Weekday peak (n = 1,927). +/-2.12% at the 95% confidence level;
- Weekday off-peak (n = 1,650). +/-2.31% at the 95% confidence level;
- Weekend (n = 631). +/-3.84% at the 95% confidence level.

# EXECUTIVE SUMMARY

## **Half of SamTrans riders are long-time users, but there is a substantial share of new riders who have started using the system within the past year.**

- J One-quarter (27%) of riders have been riding SamTrans for less than a year. This is the same as in 2015 and a slight increase (3%) from 2012. Compared to 2015, there is a slight decrease in those riding six months or less and a corresponding increase in those riding more than between six months and less than a year.
- J Half of riders (50%) have been using SamTrans for more than 3 years. This is the same as in 2015 (49%) and a slight decrease from 2012 when 53% of riders indicated that they had been riding three or more years.

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

- J Just over one-fourth (26%) of SamTrans riders own or have access to a car; this is down slightly from 2015 and 2012 (28%), is the same as 2009 (26%), but down from 32% in 2006.
- J Most riders (74%) say the primary reason they use SamTrans is because they don't have a car or don't drive.
- J Most riders (82%) use SamTrans at least 3 days per week, with two-thirds (65%) using it at least five days a week.

## **Most riders walk to the SamTrans bus stop and pay their fare either with cash or a SamTrans Monthly Pass. A large share of riders take more than one SamTrans bus to their destination.**

- J Walking is the primary mode in getting to and from SamTrans. 72% walk to their bus stop, and 60% walk from the bus stop to their destination.
- J One third of all riders (32%) pay for their trip with cash, while 21% use a SamTrans Monthly Pass. Those using cash value on Clipper nearly tripled since 2012, rising from 8% in 2012 to 21% in 2015 and 28% in 2018. The use of the SamTrans Paper Monthly Pass is half of what it was in 2015 (3% in 2018 vs. 6% in 2015).
- J More than two-thirds (66%) of riders are making a round trip on SamTrans. This is down slightly from 69% in 2015 and 70% in 2012.
- J While 59% use only one SamTrans bus for their one-way trip, 28% use 2 SamTrans buses, and 9% use 3 or more SamTrans buses for the trip.

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

- J Overall, slightly less than half of riders (43%) are traveling to or from work, and 23% are traveling to or from school, when using SamTrans. While the work percentage is similar to previous years, the percentage of respondents traveling to school has decreased. In 2015, 44% traveled for work and 28% traveled to school and in 2012, 44% traveled for work and 30% were traveled to/from school.
- J Work is the primary trip purpose for all time periods – with 45% of Weekday Peak riders, 40% of Weekday Off-Peak riders, and 42% of Weekend riders going to or from work.
- J School is the second most common trip purpose among Weekday Peak (30%) and Weekday Off-Peak (20%) riders; however, among weekend riders, social/recreational (20%) and shopping (19%) trips are the second most common trip purposes.

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

- ) About two-thirds of riders (69%) are satisfied with their experience on the system overall, giving SamTrans a ‘4’ or ‘5’ rating on a 5-point scale. The overall mean score was 4.23. While the mean score was the same as in 2015, the percentage of satisfied riders has decreased from the 74% of satisfied riders in 2015.
- ) SamTrans achieved relatively consistent satisfaction ratings among major demographic and use sub-groups. A mean score of 4.16 or more was given by: weekday peak/ off-peak/ weekend riders, frequent and infrequent users, those who have access to a car and those who do not, and customers of all ages, income levels, and gender.
- ) Riders who ride make one or more transfers rate SamTrans lower than those who make only one transfer.

	<b>2018</b>
<i>Buses on one-way trip</i>	<u>mean score</u>
1	4.24
2	4.20
3 or more	4.18

- ) Riders who ride SamTrans 3 or more days a week rate SamTrans lower than those who ride only 1-2 days a week.

	<b>2018</b>	<b>2015</b>	<b>2012</b>
<i>Ride...</i>	<u>mean score</u>	<u>mean score</u>	<u>mean score</u>
5 or more days/week	4.22	4.22	4.21
3 – 4 days/week	4.21	4.25	4.17
1 – 2 days/week	4.31	4.23	4.21
Less than once a week	4.28	4.31	4.31

- ) Riders who have been riding SamTrans longer rate the experience the same as riders who have been riding for less than one year.

	<b>2018</b>	<b>2015</b>	<b>2012</b>
<i>Have been riding...</i>	<u>mean score</u>	<u>mean score</u>	<u>mean score</u>
Less than one year	4.24	4.22	4.20
1 – 3 years	4.17	4.21	4.15
More than 3 years	4.25	4.25	4.24

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

	<b>2018</b>	<b>2015</b>	<b>2012</b>
<i>Geographic type of route...</i>	<u>mean score</u>	<u>mean score</u>	<u>mean score</u>
Trunk (Multiple Regions)	4.18	4.17	4.20
North	4.32	4.27	4.22
Central	4.16	4.21	4.18
South	4.17	4.28	4.25
Coastside	4.13	-	-

- ) Riders who completed the Spanish language questionnaire are more satisfied than those who filled out the English language questionnaire. (Study-wide, 89% of completed surveys were completed in English, while the remaining 11% were completed in Spanish.)

	2018	2015	2012
	<u>mean score</u>	<u>mean score</u>	<u>mean score</u>
English language questionnaire	4.21	4.46	4.47
Spanish language questionnaire	4.36	4.21	4.19

*Note: The mean score is used for the comparisons since it reflects a weighted average for all respondents who gave a rating (don't know/no answer responses are not included in the mean score). 5.00 is the optimal positive score and 1.00 is the lowest score.*

**Among specific service attributes, SamTrans scored highest on courtesy of operators, personal security, and cleanliness . It rated lowest on frequency of buses (among the 11 attributes rated).**

- ) Riders rated two attributes of SamTrans higher and the rest lower or about the same compared to 2015.
- o Attributes seeing increases since 2015 were “Value for the Money” (+0.09) and “Convenience of Routes” (+0.06).
  - o The attributes with decreases were “Availability of Information on Buses” (-0.09), “Bus Real-Time Departure Prediction” (-0.08), “On-Time Performance” (-0.06), and “Cleanliness of Bus” (-0.04)
  - o While “Feeling of Personal Security on Bus” saw a decrease of -0.03 and “Helpfulness/Courtesy of Customer Service” saw a decrease of -0.02, these decreases were not statistically significant.
- ) The ratings with the greatest impact on overall satisfaction were:
- o Convenience of routes;
  - o Value for the Money;
  - o Feeling of Personal Security; and
  - o Communication of Bus Changes

**Most riders get SamTrans schedule and real time departure information at the SamTrans website or Google maps.**

- ) The SamTrans website (www.samtrans.com) was selected by a third of riders (26%) as the place that they would most likely go to get SamTrans schedule and real time update information. Slightly fewer (20%) said they get scheduled information from Google Maps. Nearly two in ten (17%) get their information from the printed timetable.

**The internet is the main news source for nearly a third (31%) of riders.**

- J TV news (29%), social media (24%), and the newspaper (11%) were the next most cited sources of local news and events. Radio at 7% was the least cited news source.
- J The most cited internet source was news.google.com, the most cited TV news source was KTVU, the most cited social media source was Facebook, and the most cited newspaper was the San Francisco Chronicle

**Over half (59%) of SamTrans riders have access to a checking account, a savings account, or a credit card.**

- J ).
- J Weekend rider (60%) and weekday off-peak riders (60%) were more likely to have an account than weekday peak riders (57%)
- J Respondents making \$75,000 or more annually (80%) were much more likely to have an account than those making less than \$25,000 annually (54%).

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

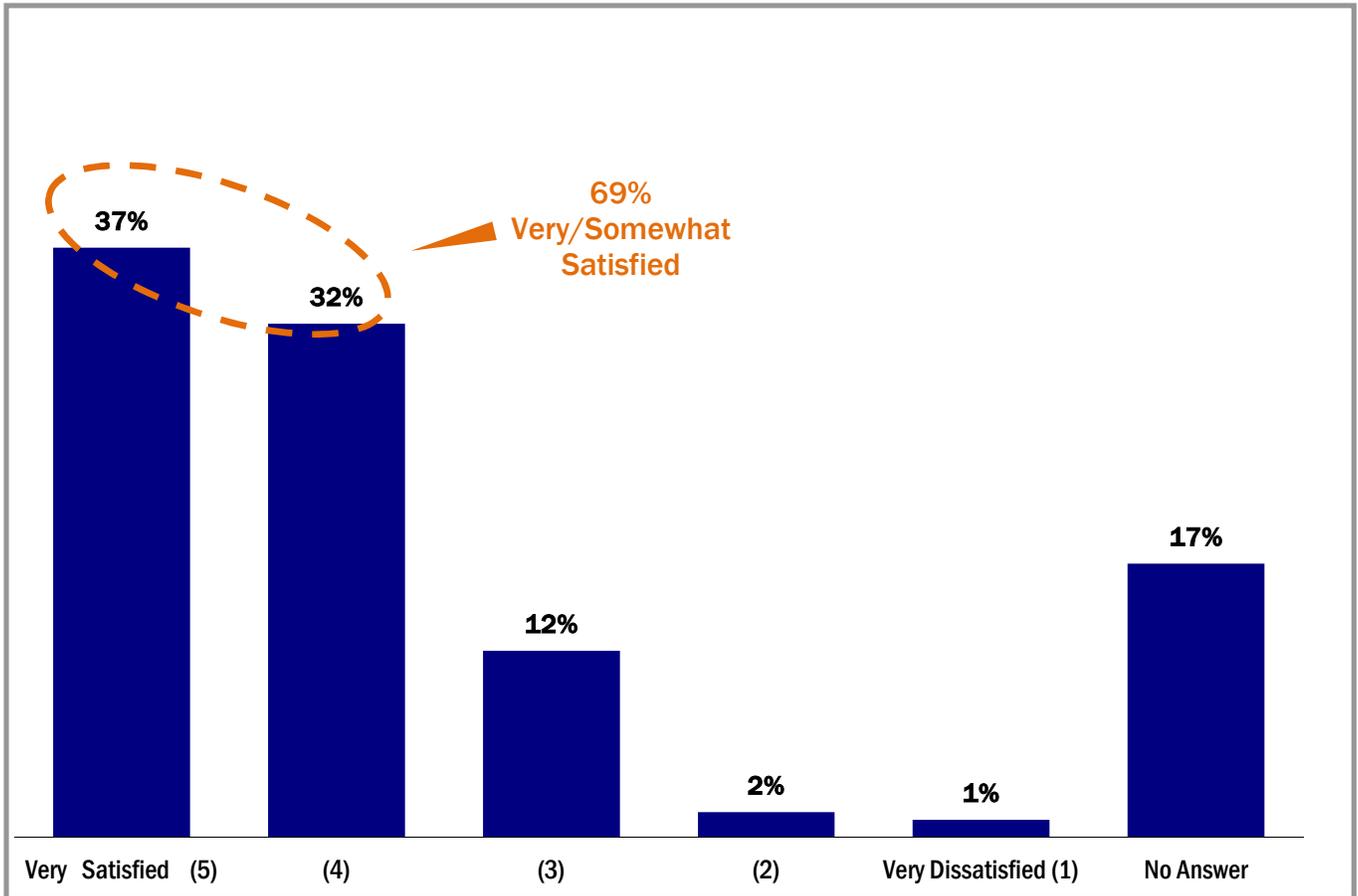
- J Respondents noted 39 separate languages when asked what languages were spoken at home.
- J English (68%), Spanish (26%), and Tagalog (17%) are the top languages spoken at home by SamTrans riders, followed by Cantonese (4%) and Mandarin (3%).

# CHARTS – KEY FINDINGS

## OVERALL SATISFACTION

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

10L. Overall experience with SamTrans?



Base: Total (4,229)

(See Statistical Table 10L)

## OVERALL SATISFACTION – SUB-GROUP MEAN SCORE RATINGS

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

10L. Overall experience with SamTrans?

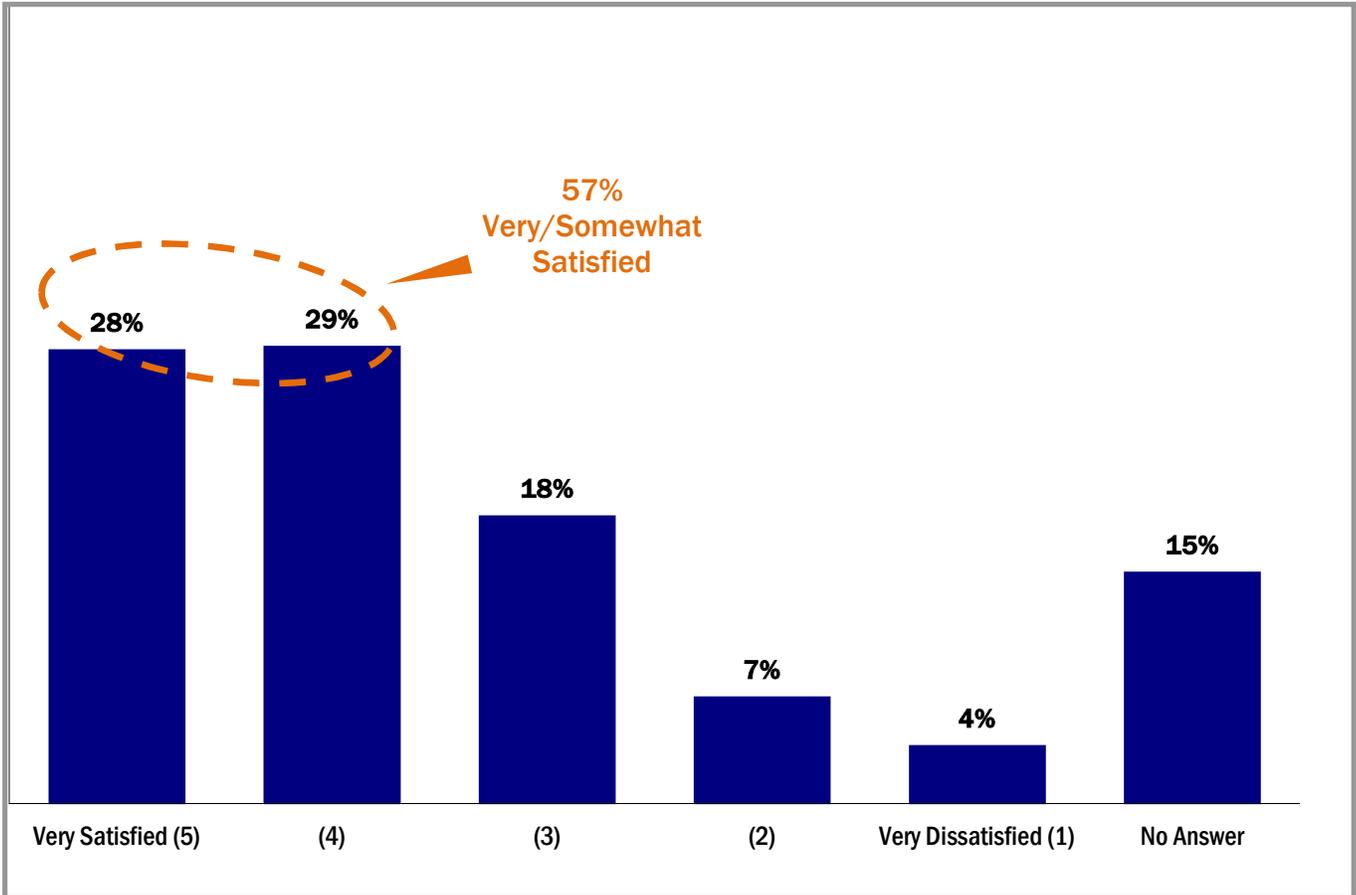
Satisfaction Rating by...	Mean Score (5 point scale)
<b>Total</b> (n = 4,229) .....	▼ 4.23
<b><u>Ridership Segment</u></b>	
Weekday Peak (n = 1,927) .....	4.21
Weekday Off-Peak (n = 1,650) .....	4.23
Weekend (n = 631) .....	4.26
<b><u>Language of Questionnaire</u></b>	
English (n = 3,761) .....	4.21
Spanish (n = 468) .....	4.36
<b><u>How Long Riding SamTrans</u></b>	
Less than 1 year (n = 1,146) .....	4.24
1 – 3 years (n = 910) .....	4.17
More than 3 years (n = 2,113) .....	4.25

(See Statistical Table 10L)

## ON-TIME PERFORMANCE

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

10F. On-Time Performance?



Base: Total (4,229)

(See Statistical Table 10F)

## RATING OF SERVICE ATTRIBUTES (MEAN SCORES)

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.

	Mean Score (5 point scale)
▶ OVERALL EXPERIENCE WITH SAMTRANS ....	4.23 ◀
Courtesy of Bus Operators.....	4.30
Feeling of Personal Security on Bus .....	4.28
Cleanliness of Bus .....	4.23
Availability of Information on Buses .....	4.22
Helpfulness/Courtesy of Customer Service ...	4.21
Convenience of Routes .....	4.21
Value for the Money .....	4.20
Communication of Bus Changes .....	4.02
Real-Time Departure Prediction .....	3.85
On-Time Performance .....	3.84
Frequency (how often buses run) .....	3.79

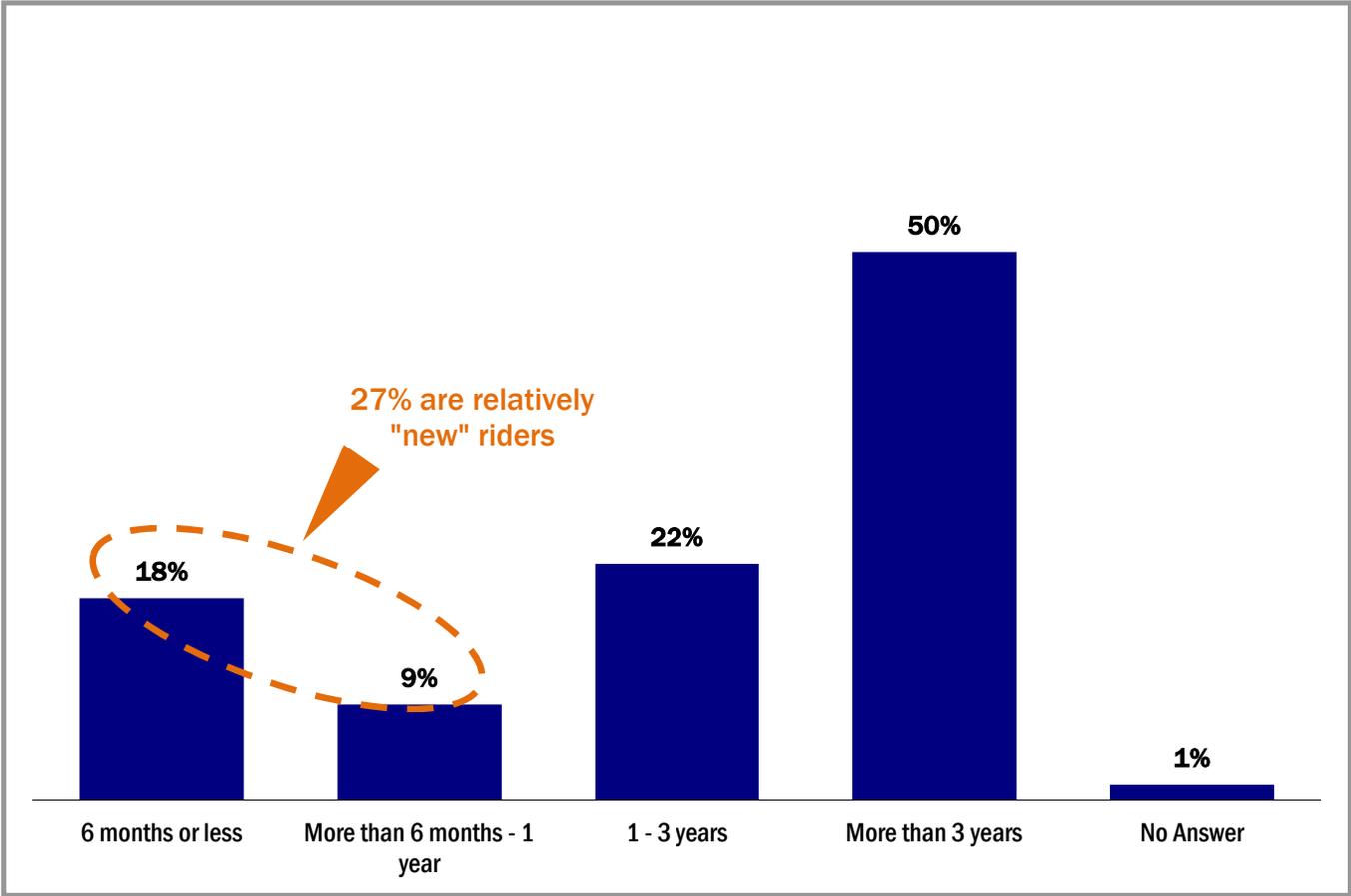
Base: Total (4,229)

(See Statistical Tables 10A-10L)

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

# RIDERSHIP TENURE

1. How long have you been riding SamTrans?

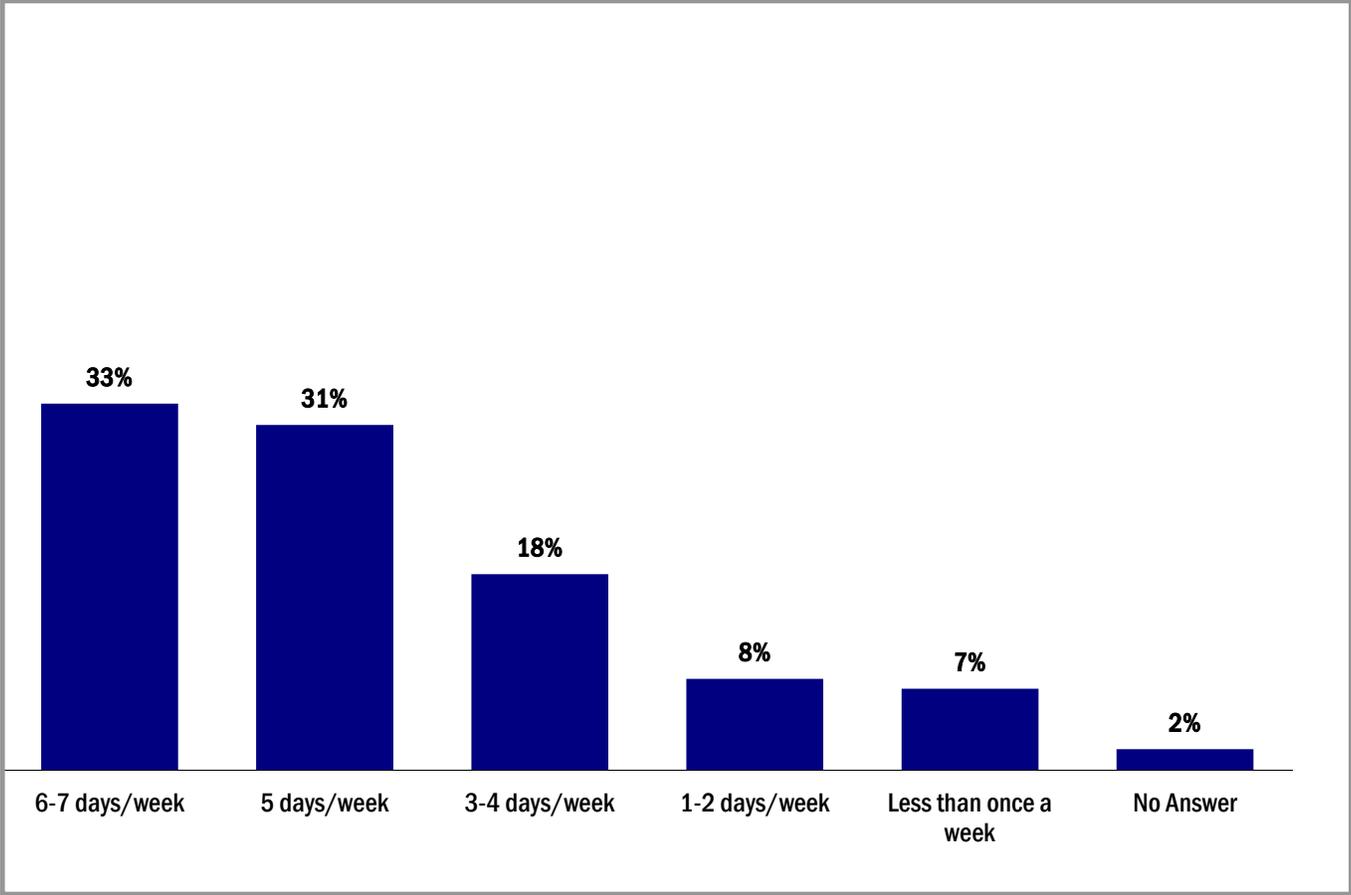


Base: Total (4,229)

(See Statistical Table Q1)

# FREQUENCY OF RIDING SAMTRANS

2. How often do you usually ride SamTrans?

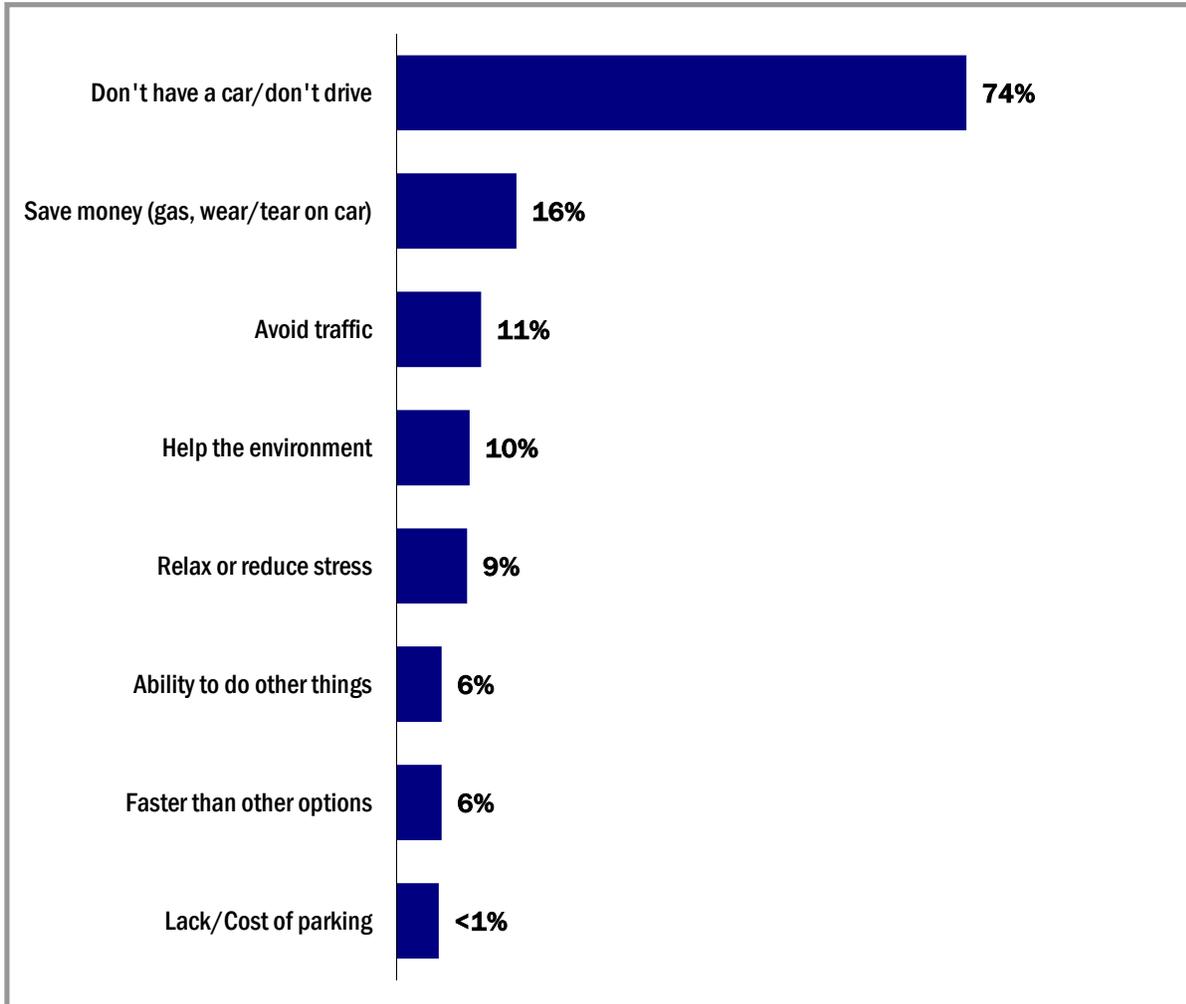


Base: Total (4,229)

(See Statistical Table Q2)

## REASONS FOR RIDING SAMTRANS

3. What is your main reason for riding SamTrans? [multiple responses accepted]



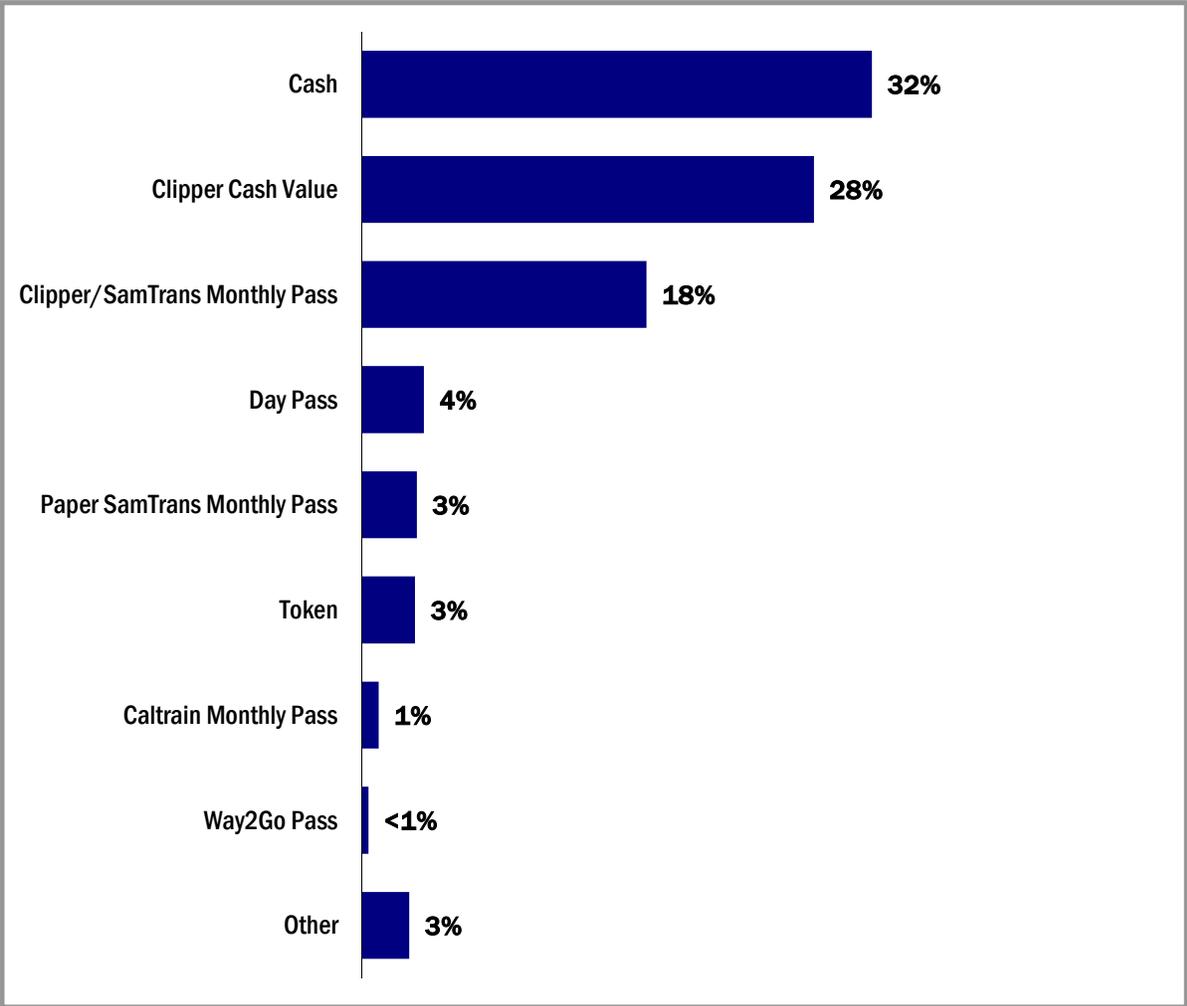
Only the top responses provided by 5% or more of respondents are shown above; see tables for a complete list.

Base: Total (4,229)

(See Statistical Table Q3)

# PAYMENT TYPE

4. How did you pay for this bus trip?

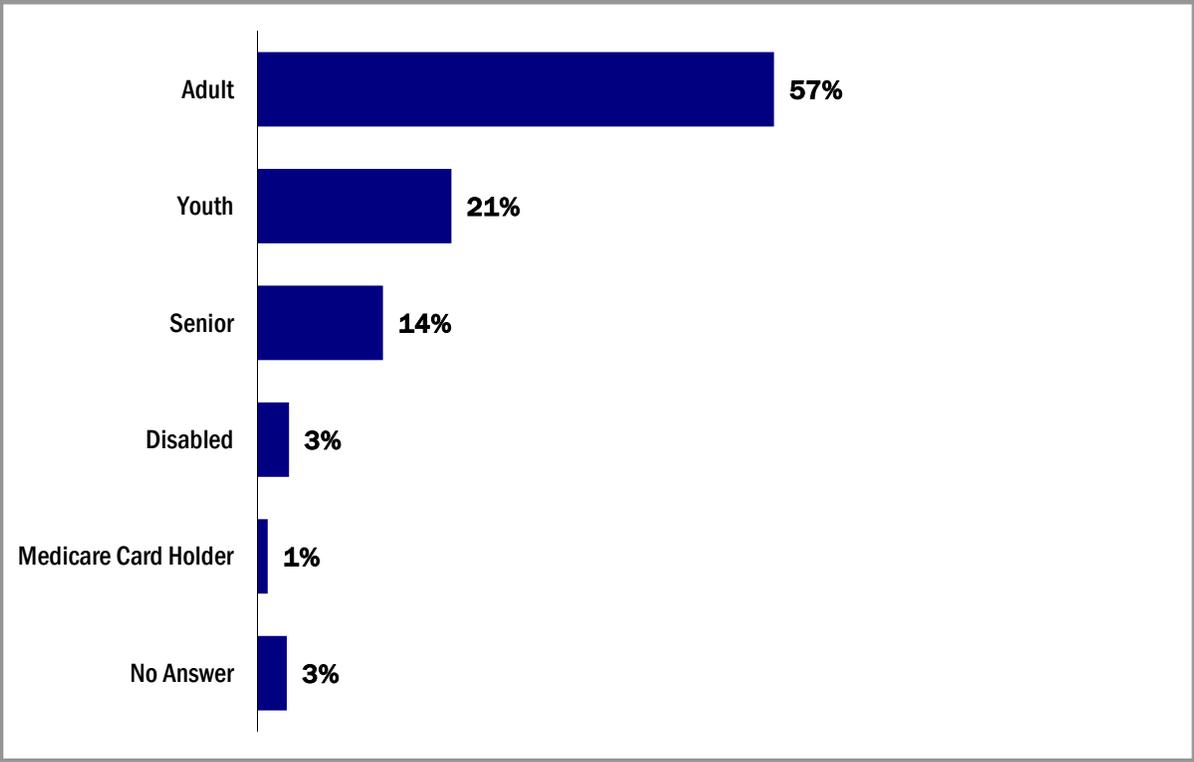


Base: Total (4,229)

(See Statistical Table Q4)

# FARE CATEGORY

5. What is your fare category?



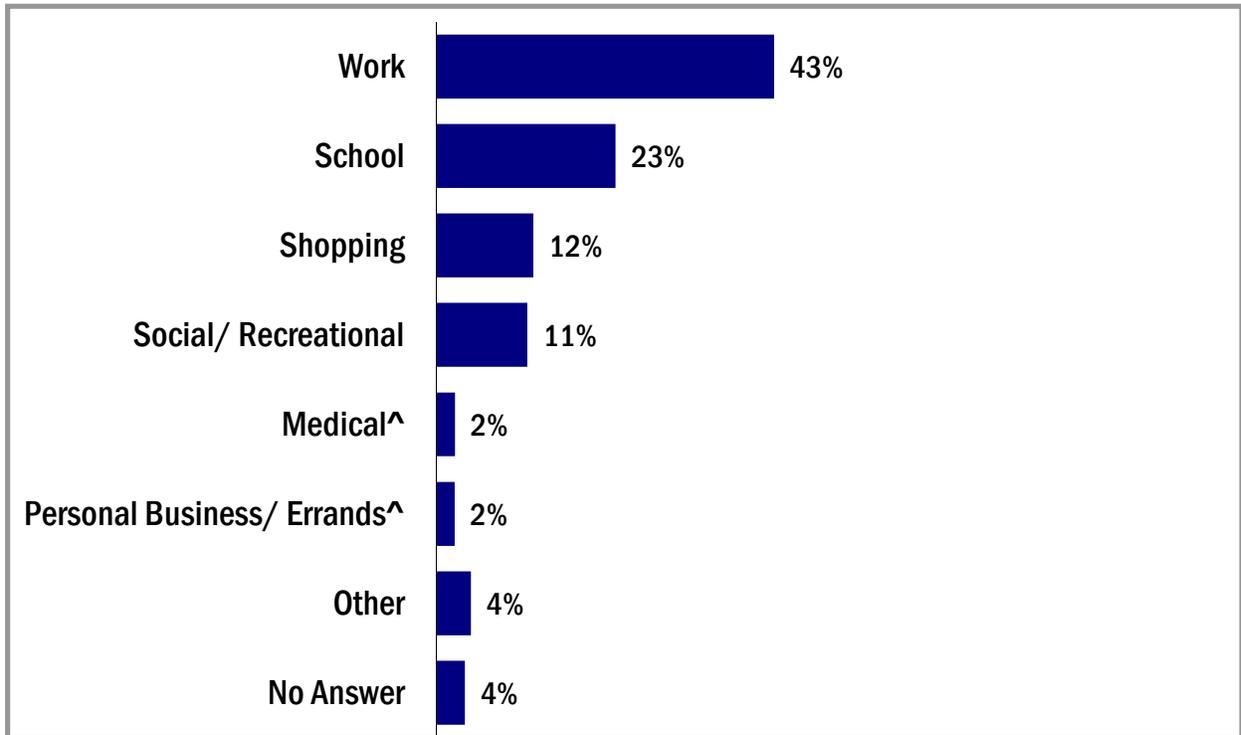
Base: Total (4,229)

(See Statistical Table Q5)

Note: Targeted respondents were 13 years and older.

## PURPOSE OF TRIP

6. What is the main purpose of your trip today?



Multiple responses accepted

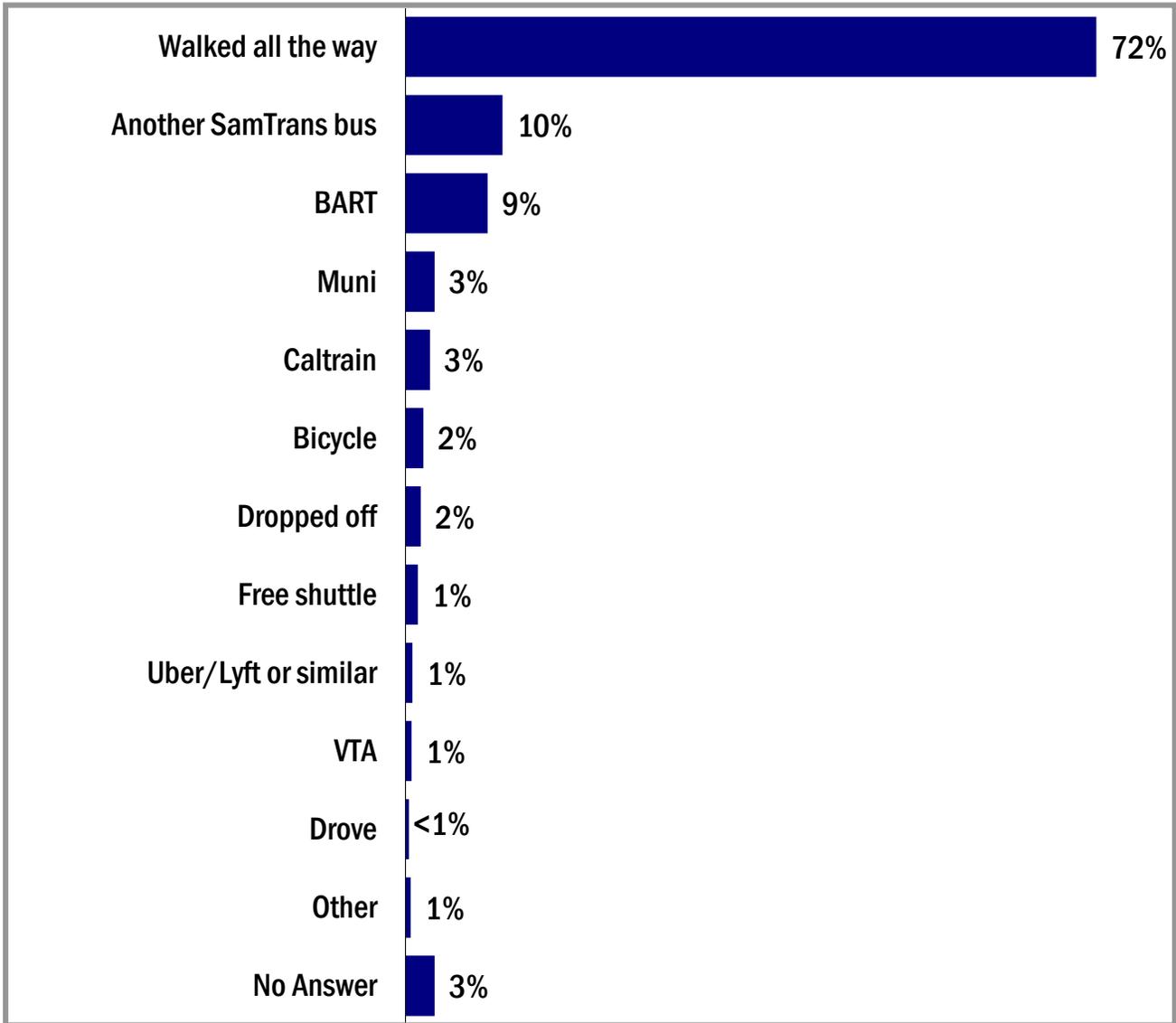
^Response was not listed on the survey instrument but was written in by respondents

Base: Total (4,229)

(See Statistical Table Q6)

# ACCESS

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



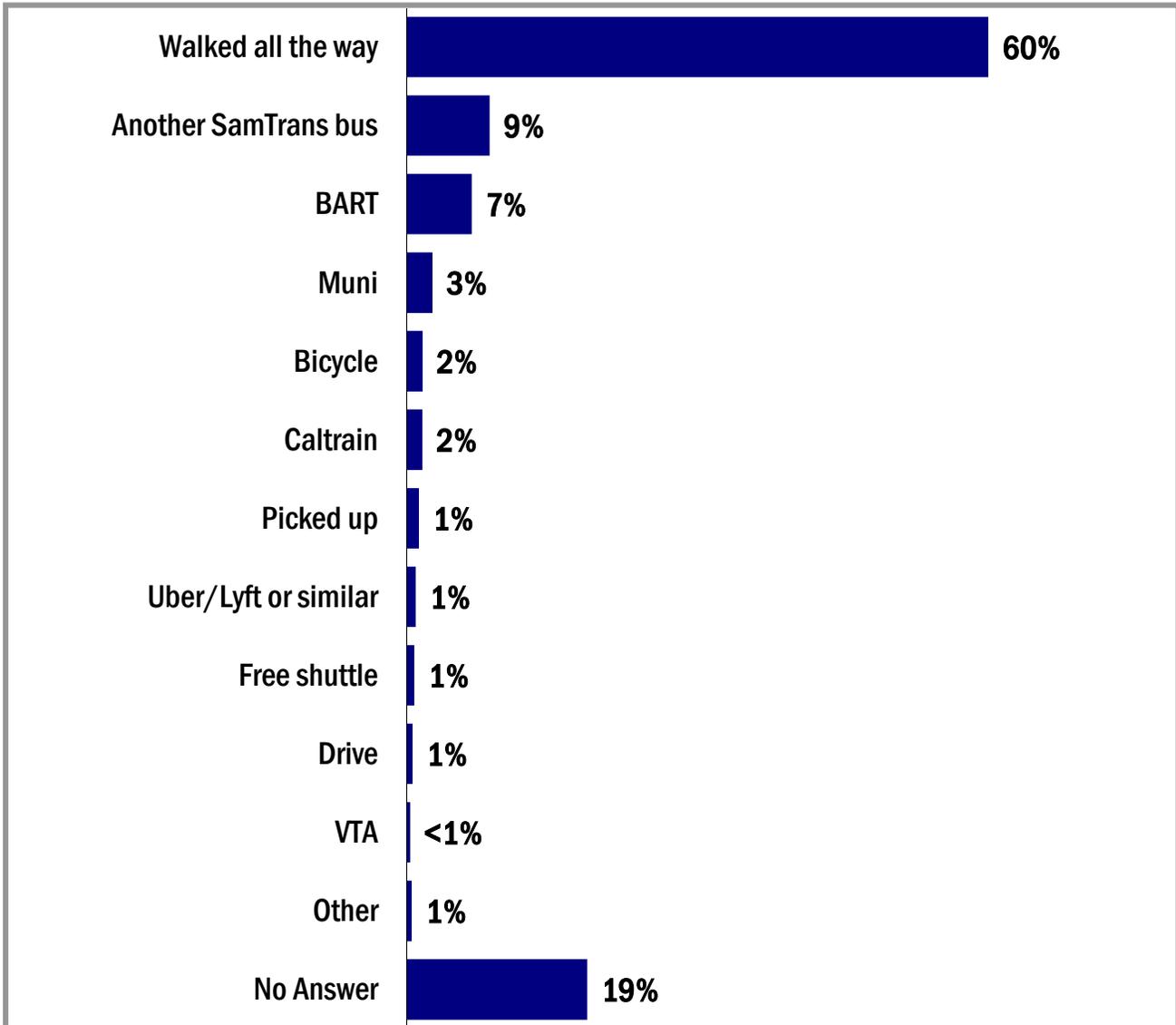
Multiple responses accepted

Base: Total (4,229)

(See Statistical Table Q7a)

## EGRESS

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



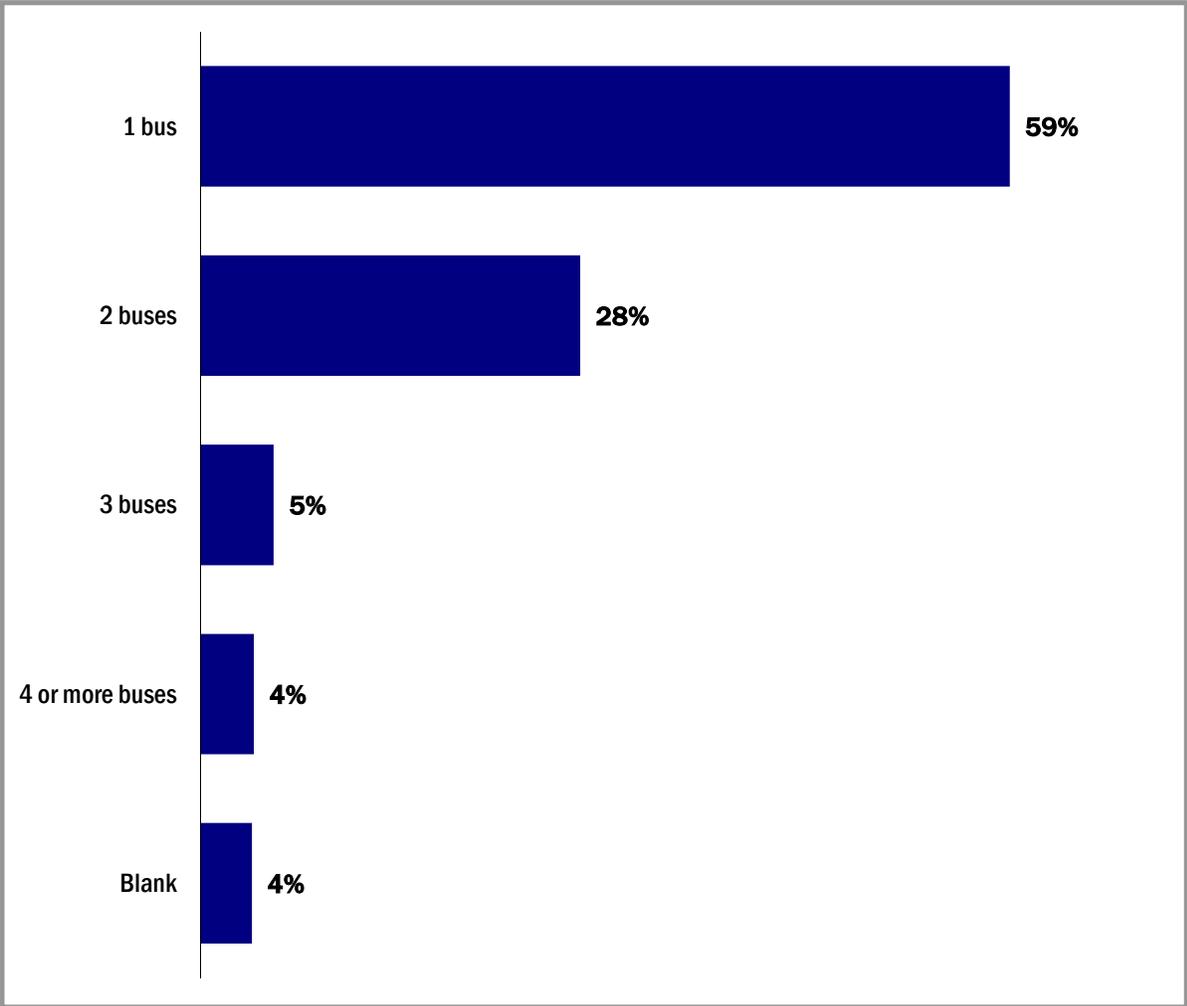
Multiple responses accepted

Base: Total (4,229)

(See Statistical Table Q7a)

# BUSES PER TRIP

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

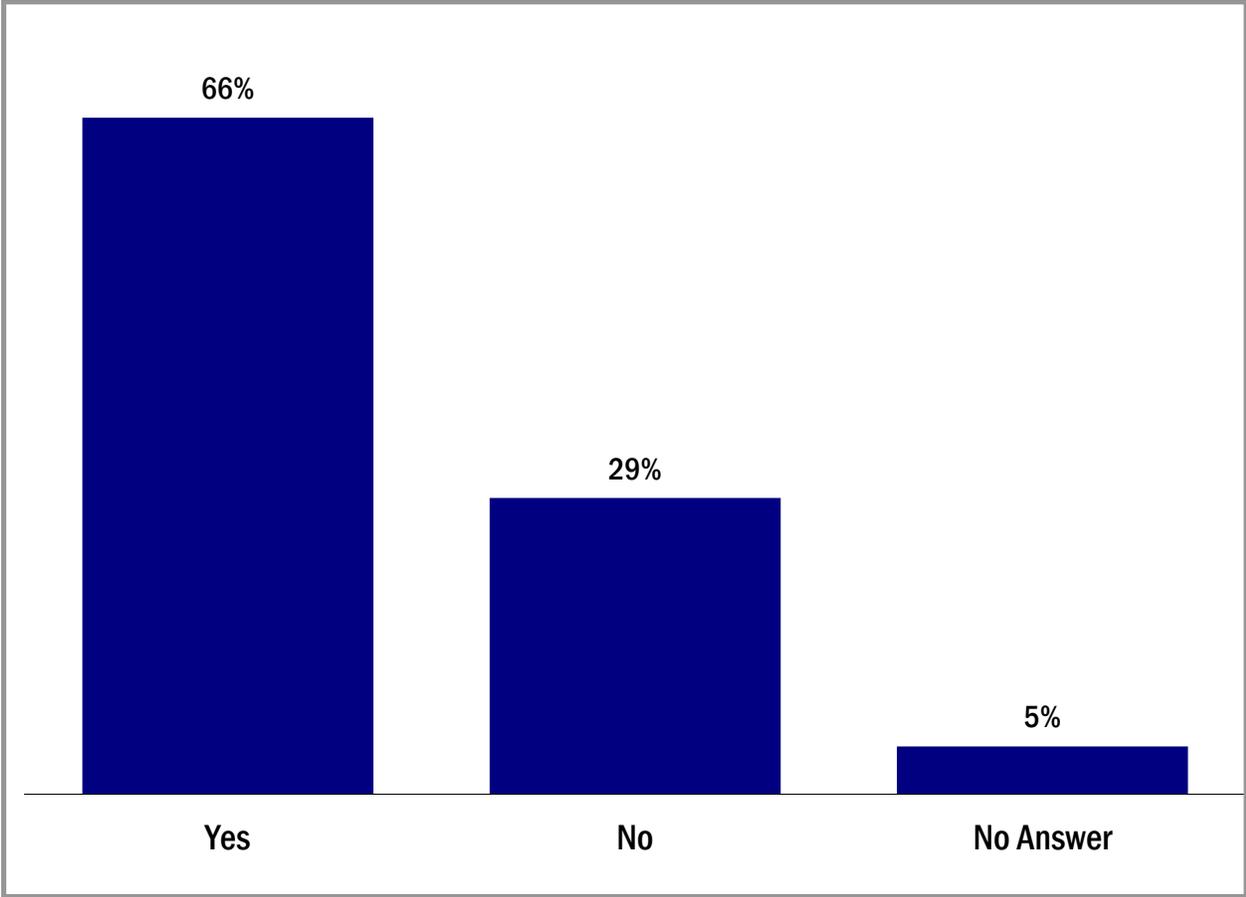


Base: Total (4,229)

(See Statistical Table Q8)

# ROUND TRIP

9. Are you making a round trip on SamTrans today?

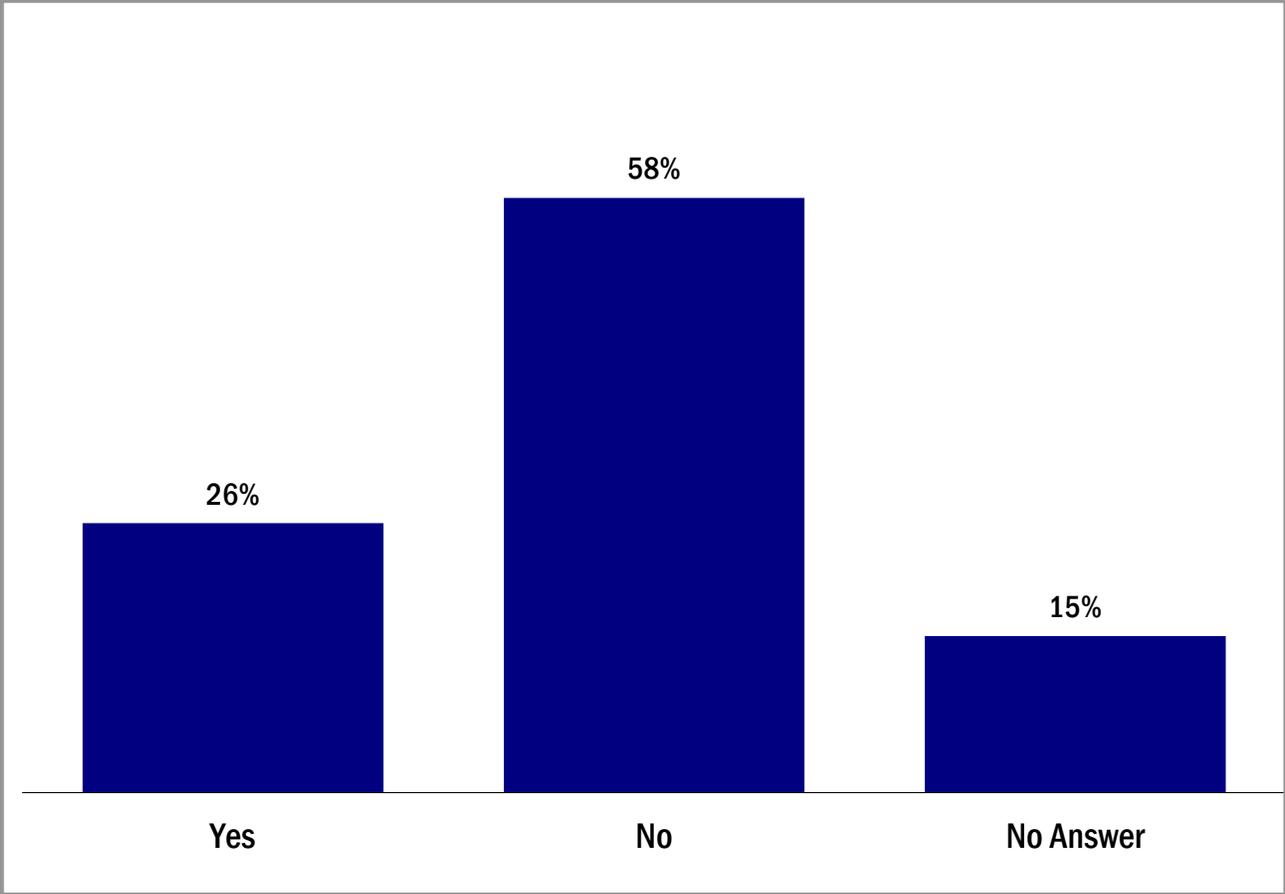


Base: Total (4,229)

(See Statistical Table Q9)

# ACCESS TO A CAR

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

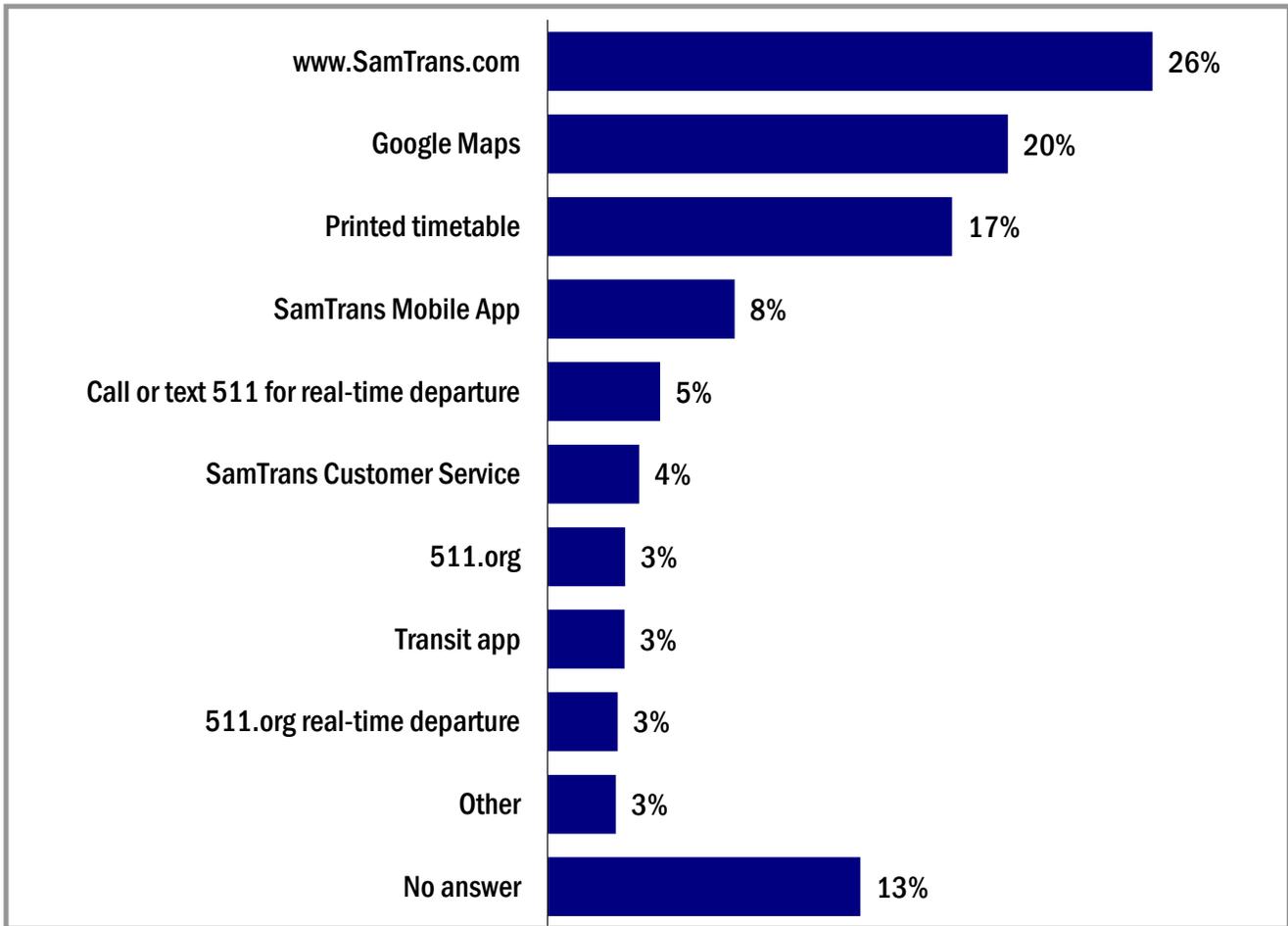


Base: Total (4,229)

(See Statistical Table Q15)

## SOURCES FOR SAMTRANS INFORMATION

11. Where do you access the bus schedule and real-time departure?



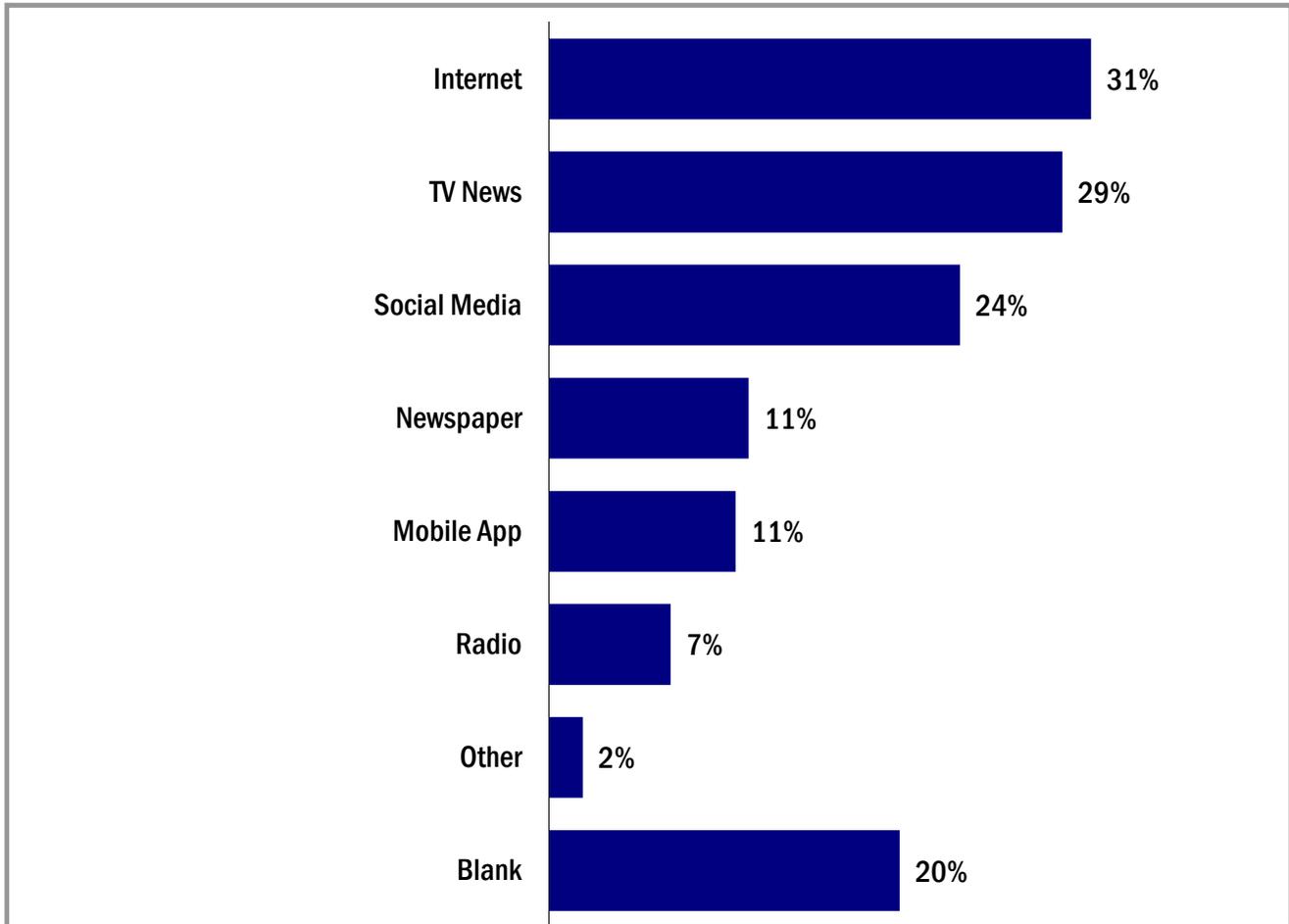
Multiple responses accepted

Base: Total (4,229)

(See Statistical Table Q11)

## SOURCES FOR LOCAL NEWS AND EVENTS

12. What is your main source for local news and events?



Multiple responses accepted

Base: Total (4,229)

(See Statistical Table Q12)

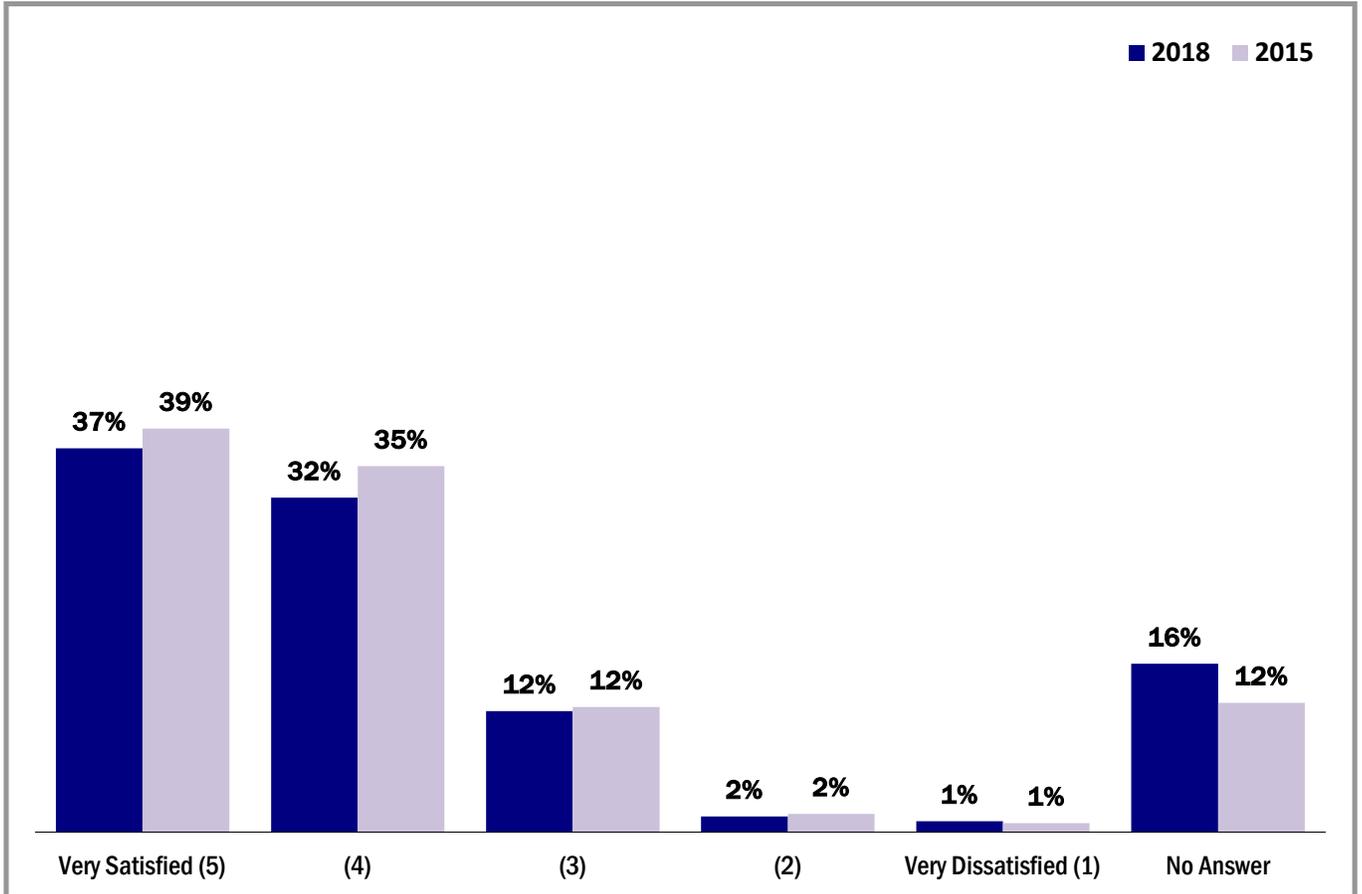
# SATISFACTION RATINGS COMPARISON 2018 vs. 2015

# OVERALL SATISFACTION

## 2018 vs. 2015

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 1= Very Dissatisfied and 5 = Very Satisfied.

10L. Overall experience with SamTrans?



Base: Total (4,229)

(See Statistical Table Q10L)

## RATING OF SERVICE ATTRIBUTES (MEAN SCORES)

### 2018 vs. 2015

(changes in grey not statistically significant)

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 1= Very Dissatisfied and 5 = Very Satisfied.

	2018	2015	Change
<b>Overall Experience with SamTrans</b>	<b>4.23</b>	<b>4.23</b>	<b>0.00</b>
Availability of information on buses	4.22	4.31	-0.09
Bus Real-Time Departure Prediction	3.85	3.93	-0.08
On-Time Performance	3.84	3.90	-0.06
Cleanliness of Bus	4.23	4.27	-0.04
Feeling of Personal Security on Bus	4.28	4.31	-0.03
Helpfulness/Courtesy of Customer Service	4.21	4.23	-0.02
Frequency (how often buses run)	3.79	3.79	-0-
Courtesy of Bus Operators	4.30	4.29	0.01
Communication of Bus Changes	4.02	4.00	0.02
Convenience of Routes	4.21	4.15	0.06
Value for the Money	4.20	4.11	0.09

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

Base: Total (4,229)

(See Statistical Tables Q10A-Q10L)

## QUADRANT ANALYSIS

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

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

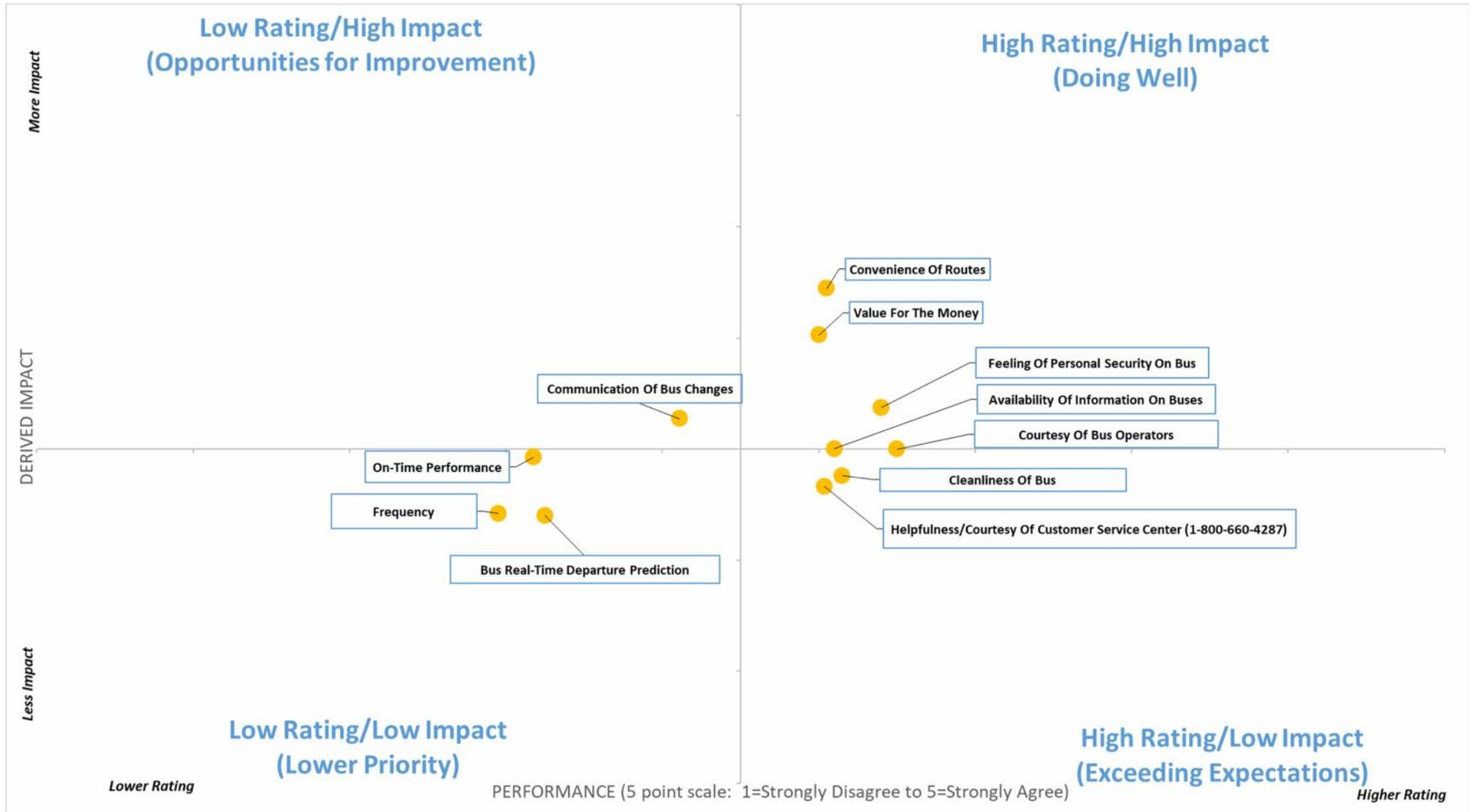
For example, customer ratings of convenience of routes are very strongly correlated with overall satisfaction (i.e., customers that find SamTrans routes convenient tend to be more satisfied overall, and conversely customers that find SamTrans routes inconvenient tend to be less satisfied overall). On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

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

The ratings with the greatest impact on overall satisfaction were:

- Convenience of routes;
- Value for the Money;
- Feeling of Personal Security; and
- Communication of Bus Changes

### CUSTOMER SATISFACTION QUADRANT ANALYSIS



# DETAILED RESULTS

# USAGE OF SAMTRANS

## HOW LONG RIDING SAMTRANS

### Q1. How long have you been riding SamTrans?

Nearly three in 10 respondents have been riding SamTrans less than one year (27%) – the same percentage as in 2015 and a slight increase from 2012. However, about three-fourths of riders (72%) have been riding more than one year.

This breakdown is consistent among Weekday Peak, Weekday Off-Peak, and Weekend riders; however, Weekday Off-Peak and Weekend riders are slightly more likely to have ridden SamTrans for more than 3 years.

	<b>2018 Total</b>	<b>2015 Total</b>	<b>2012 Total</b>
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
<b>6 months or less</b>	18	19	16
<b>More than 6 months but less than 1 year</b>	9	8	8
<b>1 to 3 years</b>	22	24	22
<b>More than 3 years</b>	50	49	53
<b>No answer</b>	1	1	1
<b>TOTAL</b>	100	100	100

	<b>2018</b>			
	<b>Total</b>	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
<b>6 months or less</b>	18	19	19	16
<b>More than 6 months but less than 1 year</b>	9	9	9	8
<b>1 to 3 years</b>	22	24	20	20
<b>More than 3 years</b>	50	47	51	55
<b>No answer</b>	1	1	2	1
<b>TOTAL</b>	100	100	100	100

(See Statistical Table Q1)

## HOW OFTEN RIDE

### Q2. How often do you usually ride SamTrans?

- } Most riders (82%) use SamTrans at least 3 days per week.
- } In 2018, Weekend riders were most likely to use SamTrans 6-7 days per week (39%), with Weekday Peak and Weekday Off-Peak riders less likely to do so (33% and 31% respectively).

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

	<b>2018</b>			
	<b>Total</b>	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
<b>6-7 days/week</b>	33	31	33	39
<b>5 days/week</b>	31	38	29	20
<b>4 days/week</b>	10	9	10	9
<b>3 days/week</b>	8	8	9	8
<b>2 days/week</b>	6	5	7	7
<b>1 day/week</b>	2	1	3	3
<b>1-3 days/month</b>	4	3	4	6
<b>Less than once a month</b>	4	3	4	6
<b>No answer</b>	2	2	2	2
<b>TOTAL</b>	100	100	100	100

(See Statistical Table Q2)

## REASON FOR USING SAMTRANS

### Q3. What is your main reason for riding SamTrans?

- J Three-quarters (74%) of SamTrans riders said they primarily use SamTrans because they don't have a car or don't drive.
- J Other common reasons for using SamTrans include saving money (gas, wear and tear on car) (16%), avoiding traffic (11%), and helping the environment (10%).

	<b>2018 Total</b>	<b>2015 Total</b>	<b>2012 Total</b>
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
<b>Don't have a car/don't drive</b>	74	78	77
<b>Save money (gas, wear &amp; tear on car)</b>	16	15	19
<b>Avoid traffic</b>	11	7	8
<b>Help the environment</b>	10	8	10
<b>Relax or reduce stress</b>	9	8	10
<b>Ability to do other things</b>	6	5	7
<b>Faster than other options</b>	6	5	6
<b>Lack of/cost of parking</b>	6	4	5
<b>Employer helps pay for transit pass</b>	3	2	3
<b>Go to school/work</b>	2	1	-

	<b>2018</b>			
	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
<b>Don't have a car/don't drive</b>	74	74	75	75
<b>Save money (gas, wear &amp; tear on car)</b>	16	15	17	16
<b>Avoid traffic</b>	11	11	11	11
<b>Help the environment</b>	10	10	9	10
<b>Relax or reduce stress</b>	9	9	9	10
<b>Ability to do other things</b>	6	6	6	6
<b>Faster than other options</b>	6	6	5	6
<b>Lack of/cost of parking</b>	6	5	6	5
<b>Employer helps pay for transit pass</b>	3	3	3	3
<b>Go to school/work</b>	2	2	1	1

(Multiple answers accepted)

(See Statistical Table Q3)

Responses with less than 1% are not shown; for a complete list, see Statistical Tables.

## TRIP SPECIFIC INFORMATION

### PAYMENT TYPE

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

- J Those using cash value on Clipper has tripled since 2012, rising from 8% in 2012 to 21% in 2015 and 28% in 2018.
- J The use of the SamTrans Paper Monthly Pass is half of what it was in 2015 (3% in 2018 vs. 6% in 2015).
- J In 2018, Weekend riders and Weekday Off-Peak riders were more likely to use cash (36% and 34% respectively) than Weekday Peak riders (29%).

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
Cash	32	39	*42
Clipper – cash value	28	21	8
SamTrans (Clipper) Monthly Pass	18	17	19
Day Pass	4	6	3
SamTrans (paper) Monthly Pass	3	6	*8
Token	3	5	5
Caltrain Monthly Pass	1	1	3
Way2Go Pass	<1	<1	**
Other	3	1	8
Blank/multiple responses	6	4	6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>

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

\*\*Not part of 2012 survey (Way2Go was not an option in 2012).

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
Cash	32	29	34	36
Clipper – cash value	28	29	28	28
SamTrans (Clipper) Monthly Pass	18	20	17	15
Day Pass	4	4	4	4
SamTrans (paper) Monthly Pass	3	4	3	3
Token	3	4	3	3
Caltrain Monthly Pass	1	1	1	1
Way2Go Pass	<1	<1	<1	<1
Other	3	2	4	3
Blank/multiple responses	6	6	7	6
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

(See Statistical Table Q4)

## FARE CATEGORY

### Q5. What is your fare category? \*

- ⌋ Over half of riders fall into the Adult fare category (57%) in 2018. This is a decrease since 2015.
- ⌋ 2018 saw an increase in Senior riders since 2015 (14% vs. 10% respectively)

	<b>2018 Total</b>	<b>2015 Total</b>	<b>2012 Total</b>
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
<b>Adult</b>	57	64	65
<b>Youth</b>	21	19	19
<b>Senior</b>	14	10	9
<b>Disabled</b>	3	4	4
<b>Medicare Cardholder</b>	1	1	1
<b>Blank/multiple responses</b>	3	2	2
<b>TOTAL</b>	100	100	100

	<b>2018</b>			
	<b>Total</b>	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
<b>Adult</b>	57	54	58	62
<b>Youth</b>	21	29	16	13
<b>Senior</b>	14	10	17	16
<b>Disabled</b>	3	2	4	5
<b>Medicare Cardholder</b>	1	1	2	1
<b>Blank/multiple responses</b>	3	3	3	3
<b>TOTAL</b>	100	100	100	100

(See Statistical Table Q5)

\*Note that this survey only sought to obtain opinions from those at least 13 years of age; thus, the statistics above likely under-represent those aged 12 and younger.

## TRIP PURPOSE

### Q6. What is the main purpose of your trip today?

- J Nearly half of all respondents were using SamTrans to go to/from work (43%), while 23% said they used SamTrans to go to school.
- J While those traveling for work purposes was 40%-45% during every time period, those traveling to go to school varied widely, most likely to be traveling during the Weekday Peak (30%), and least likely to be traveling on the weekend (6%).
- J Weekend riders were more likely to be traveling to go to church/temple (2%) than riders at other times (<1%).

	2018 Total	2015 Total	2012 Total
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
<b>Work</b>	43	44	44
<b>School</b>	23	28	30
<b>Shopping</b>	12	13	12
<b>Social/recreational</b>	11	12	12
<b>Medical^</b>	2	2	4
<b>Personal business/errands^</b>	2	2	2
<b>Other</b>	4	1	1
<b>Church/Temple^</b>	1	1	<1
<b>Blank/non-response ('go home')</b>	4	4	1
<b>TOTAL</b>	100	100	100

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
<b>Work</b>	43	45	40	42
<b>School</b>	23	30	20	6
<b>Shopping</b>	12	8	14	19
<b>Social/recreational</b>	11	8	13	20
<b>Medical^</b>	2	2	4	1
<b>Personal business/errands^</b>	2	2	3	3
<b>Other</b>	4	2	5	4
<b>Church/Temple^</b>	1	<1	<1	2
<b>Blank/non-response ('go home')</b>	4	4	3	4
<b>TOTAL</b>	100	100	100	100

^These responses were written in by respondents and not part of the original list of response options.

(See Statistical Table Q6)

## ACCESS AND EGRESS

Q7a. How did you get to the bus stop where you boarded this bus?

Q7b. After you get off this bus, how will you get from the bus stop to your final destination?

- J Nearly three-quarters (72%) of riders walked all the way to the bus stop where they boarded the bus.
- J Nearly two-thirds (60%) will walk from the end point of their current bus trip to their final destination.
- J Those who did not walk to/from their bus stop were most likely to transfer to/from another SamTrans bus or to/from another public transit system – including BART, Muni, Caltrain, VTA, a free shuttle, or AC Transit.

	2018 Access	2018 Egress
Base (All Respondents)	4,229	4,229
	(%)	(%)
<b>Walk all the way</b>	72	60
<b>Another SamTrans bus</b>	10	9
<b>BART</b>	9	7
<b>Muni</b>	3	3
<b>Caltrain</b>	3	2
<b>Bicycle</b>	2	2
<b>Dropped off/picked up by car</b>	2	1
<b>Free shuttle</b>	1	1
<b>Uber/Lyft or similar</b>	1	1
<b>VTA</b>	1	<1
<b>Drive car</b>	<1	1
<b>AC Transit</b>	<1	<1
<b>RediWheels/Paratransit/WestCat</b>	<1	<1
<b>Taxi</b>	<1	-
<b>Other (Unspecified)</b>	<1	<1
<b>Blank/no answer</b>	3	19

	<b>2018 - ACCESS</b>			
	<b>Total</b>	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
<b>Walk all the way</b>	72	73	70	73
<b>Another SamTrans bus</b>	10	10	10	10
<b>BART</b>	9	9	8	8
<b>Muni</b>	3	2	4	4
<b>Caltrain</b>	3	2	3	2
<b>Bicycle</b>	2	1	2	3
<b>Dropped off by car</b>	2	1	2	1
<b>Free shuttle</b>	1	1	1	1
<b>Uber/Lyft or similar</b>	1	1	1	1
<b>VTA</b>	1	1	0	1
<b>Drive car</b>	<1	<1	<1	<1
<b>AC Transit</b>	<1	<1	<1	<1
<b>RediWheels/Paratransit/WestCat</b>	<1	<1	<1	<1
<b>Taxi</b>	<1	<1	-	-
<b>Other (Unspecified)</b>	<1	<1	<1	<1
<b>Blank/no answer</b>	3	3	3	3

	<b>2018 - EGRESS</b>			
	<b>Total</b>	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
<b>Walk all the way</b>	60	62	59	58
<b>Another SamTrans bus</b>	9	8	9	8
<b>BART</b>	7	7	7	7
<b>Muni</b>	3	2	3	3
<b>Bicycle</b>	2	1	2	2
<b>Caltrain</b>	2	2	2	2
<b>Picked up by car</b>	1	1	1	1
<b>Uber/Lyft or similar</b>	1	1	1	1
<b>Free shuttle</b>	1	1	1	0
<b>Drive car</b>	1	1	1	1
<b>VTA</b>	<1	<1	1	1
<b>AC Transit</b>	<1	<1	<1	-
<b>RediWheels/Paratransit/WestCat</b>	<1	-	-	<1
<b>Other (Unspecified)</b>	<1	<1	<1	<1
<b>Blank/no answer</b>	19	18	19	20

(Multiple answers accepted)

(See Statistical Tables 7A & 7B)

## NUMBER OF SAMTRANS BUSES USED

Q8. Including this bus, how many total SamTrans buses will you ride to make this one-way trip?

- ) Most riders (87%) use one or two buses for their trip.
- ) Those using three buses or more are more likely to have used SamTrans three or more years; more likely to use SamTrans five or more days per week; and also tend to be lower income.

	<b>2018 Total</b>	<b>2015 Total</b>	<b>2012 Total</b>
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
<b>One (1) bus</b>	59	56	58
<b>Two (2) buses</b>	28	31	30
<b>Three (3) buses</b>	5	7	5
<b>Four or more (4+) buses</b>	4	4	4
<b>Blank/unknown</b>	4	2	3
<b>TOTAL</b>	100	100	100

	<b>2018</b>			
	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
<b>One (1) bus</b>	59	63	56	58
<b>Two (2) buses</b>	28	26	29	29
<b>Three (3) buses</b>	5	5	5	5
<b>Four or more (4+) buses</b>	4	3	5	4
<b>Blank/unknown</b>	4	3	4	4
<b>TOTAL</b>	100	100	100	100

(See Statistical Table Q8)

## MAKING A ROUND TRIP

### Q9. Are you making a round trip on SamTrans today?

- )] More than one-fourth of all riders (29%) did **not** make a round trip on SamTrans.
- )] Weekend riders were slightly more likely to be making a round trip on SamTrans than weekday peak riders.

	<b>2018 Total</b>	<b>2015 Total</b>	<b>2012 Total</b>
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
<b>Yes – making a round trip</b>	66	69	70
<b>No</b>	29	28	26
<b>Blank/no answer</b>	5	3	4
<b>TOTAL</b>	100	100	100

	<b>2018</b>			
	<b>Total</b>	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
<b>Yes – making a round trip</b>	66	65	67	67
<b>No</b>	29	31	28	28
<b>Blank/no answer</b>	5	4	5	5
<b>TOTAL</b>	100	100	100	100

(See Statistical Table 10)

# SATISFACTION RATINGS

## RATING OF SERVICE ATTRIBUTES

Q10. Please let us know how well SamTrans is meeting your needs by rating each item below.

- J Riders rated SamTrans service overall an average of 4.23 out of 5.00 in 2018 (with 5 being “very satisfied” and 1 being “very dissatisfied”), the same as in 2015.
- J Attributes seeing increases since 2015 included “Value for the Money” (+0.09) and “Convenience of Routes” (+0.06).
- J The attributes with decreases were “Availability of Information on Buses” (-0.09), “Bus Real-Time Departure Prediction” (-0.08), “On-Time Performance” (-0.06), and “Cleanliness of Bus Exteriors” (-0.04)
- J While “Feeling of Personal Security on Bus” saw a decrease of -0.03 and “Helpfulness/Courtesy of Customer Service” saw a decrease of -0.02, these decreases were not statistically significant.

	2018			
	Overall Mean Score	Satisfied (5 or 4 rating)	Dissatisfied (1 or 2 rating)	Neutral/NA/Blank
Base (All Respondents): 6,430				
	(5-point scale)	(%)	(%)	(%)
<b>Courtesy of bus operators</b>	4.30	73	12	3
<b>Feeling of personal security on bus</b>	4.28	71	12	3
<b>Cleanliness of bus</b>	4.23	72	13	4
<b>Availability of information on buses</b>	4.22	68	13	4
<b>Helpfulness/courtesy of customer service</b>	4.21	50	10	4
<b>Convenience of routes</b>	4.21	69	12	4
<b>Value for the money</b>	4.20	66	14	4
<b>Communication of bus changes</b>	4.02	56	17	6
<b>Real time departure prediction</b>	3.85	55	17	11
<b>On-time performance</b>	3.84	57	18	10
<b>Frequency</b>	3.79	54	20	11

(See Statistical Tables Q10A1-Q10K)

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

## Survey Attributes – 2018 vs. 2015

(5-point scale)	2018	2015	Change
Base (All Respondents)	4,229	6,430	
<b>Overall experience with SamTrans</b>	4.23	4.23	0.00
<b>Availability of information on buses</b>	4.22	4.31	-0.09
<b>Bus Real-Time Departure Prediction</b>	3.85	3.93	-0.08
<b>On-Time Performance</b>	3.84	3.90	-0.06
<b>Cleanliness of Bus</b>	4.23	4.27	-0.04
<b>Feeling of Personal Security on Bus</b>	4.28	4.31	-0.03
<b>Helpfulness/Courtesy of Customer Service</b>	4.21	4.23	-0.02
<b>Frequency (how often buses run)</b>	3.79	3.79	0.00
<b>Courtesy of Bus Operators</b>	4.30	4.29	+0.01
<b>Communication of Bus Changes</b>	4.02	4.00	+0.02
<b>Convenience of Routes</b>	4.21	4.15	+0.06
<b>Value for the Money</b>	4.20	4.11	+0.09

## Survey Attributes – Home Location of Riders

(5-point scale)	Mean Score by Home Location of Riders (2018)					
	Overall Mean	San Mateo County	San Francisco County	Santa Clara County	East Bay Region	North Bay Region
Base (All Respondents)	4,229	2,699	255	64	72	16*
<b>Overall experience with SamTrans</b>	4.23	4.24	4.25	4.18	4.11	3.83
<b>Courtesy of bus operators</b>	4.30	4.30	4.34	4.41	4.37	3.92
<b>Feeling of personal security on bus</b>	4.28	4.26	4.40	4.32	4.41	3.73
<b>Cleanliness of bus</b>	4.23	4.22	4.38	4.27	4.33	3.98
<b>Availability of information on buses</b>	4.22	4.24	4.23	4.19	4.28	3.76
<b>Helpfulness/courtesy of customer service</b>	4.21	4.21	4.24	4.36	4.23	3.76
<b>Convenience of routes</b>	4.21	4.21	4.31	4.24	4.22	4.27
<b>Value for the money</b>	4.20	4.21	4.23	4.10	3.98	3.59
<b>Communication of bus changes</b>	4.02	4.02	4.11	4.07	4.01	3.40
<b>Real time departure prediction</b>	3.85	3.80	3.98	4.21	3.91	3.40
<b>On-time performance</b>	3.84	3.77	4.02	4.14	3.75	3.62
<b>Frequency</b>	3.79	3.76	3.79	3.93	3.81	3.76

(See Statistical Tables Q10A1-Q10K)

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

\* Caution: Low Base

## Survey Attributes - Language of Questionnaire

Mean Score by Language of Questionnaire (2018)			
(5-point scale)	Overall Mean	English	Spanish
Base (All Respondents)	4,229	3,761	468
<b>Overall experience with SamTrans</b>	<b>4.23</b>	<b>4.21</b>	<b>4.36</b>
<b>Courtesy of bus operators</b>	<b>4.30</b>	<b>4.31</b>	<b>4.27</b>
<b>Feeling of personal security on bus</b>	<b>4.28</b>	<b>4.27</b>	<b>4.38</b>
<b>Cleanliness of bus</b>	<b>4.23</b>	<b>4.22</b>	<b>4.37</b>
<b>Availability of information on buses</b>	<b>4.22</b>	<b>4.20</b>	<b>4.39</b>
<b>Helpfulness/courtesy of customer service</b>	<b>4.21</b>	<b>4.21</b>	<b>4.15</b>
<b>Convenience of routes</b>	<b>4.21</b>	<b>4.19</b>	<b>4.39</b>
<b>Value for the money</b>	<b>4.20</b>	<b>4.19</b>	<b>4.31</b>
<b>Communication of bus changes</b>	<b>4.02</b>	<b>4.01</b>	<b>4.10</b>
<b>Real time departure prediction</b>	<b>3.85</b>	<b>3.83</b>	<b>3.98</b>
<b>On-time performance</b>	<b>3.84</b>	<b>3.82</b>	<b>3.94</b>
<b>Frequency</b>	<b>3.79</b>	<b>3.78</b>	<b>3.91</b>

## Survey Attributes – Geographic Region of Routes

Mean Score by Geographic Region of Route (2018)						
(5-point scale)	Overall Mean	Northern Routes	Central Routes	Southern Routes	Coastal Routes	Multiple Regions
Base (All Respondents)	4,229	1,628	476	227	331	1,547
<b>Overall experience with SamTrans</b>	<b>4.23</b>	<b>4.32</b>	<b>4.16</b>	<b>4.17</b>	<b>4.13</b>	<b>4.18</b>
<b>Courtesy of bus operators</b>	<b>4.30</b>	<b>4.36</b>	<b>4.26</b>	<b>4.22</b>	<b>4.36</b>	<b>4.26</b>
<b>Feeling of personal security on bus</b>	<b>4.28</b>	<b>4.34</b>	<b>4.29</b>	<b>4.27</b>	<b>4.36</b>	<b>4.20</b>
<b>Cleanliness of bus</b>	<b>4.23</b>	<b>4.36</b>	<b>4.24</b>	<b>4.16</b>	<b>4.20</b>	<b>4.11</b>
<b>Availability of information on buses</b>	<b>4.22</b>	<b>4.31</b>	<b>4.23</b>	<b>4.07</b>	<b>4.22</b>	<b>4.13</b>
<b>Helpfulness/courtesy of customer service</b>	<b>4.21</b>	<b>4.29</b>	<b>4.22</b>	<b>3.99</b>	<b>4.10</b>	<b>4.18</b>
<b>Convenience of routes</b>	<b>4.21</b>	<b>4.30</b>	<b>4.08</b>	<b>4.18</b>	<b>4.09</b>	<b>4.18</b>
<b>Value for the money</b>	<b>4.20</b>	<b>4.19</b>	<b>4.23</b>	<b>4.09</b>	<b>4.16</b>	<b>4.22</b>
<b>Communication of bus changes</b>	<b>4.02</b>	<b>4.11</b>	<b>3.92</b>	<b>3.90</b>	<b>3.93</b>	<b>4.00</b>
<b>Real time departure prediction</b>	<b>3.85</b>	<b>3.99</b>	<b>3.70</b>	<b>3.83</b>	<b>3.81</b>	<b>3.74</b>
<b>On-time performance</b>	<b>3.84</b>	<b>3.98</b>	<b>3.65</b>	<b>3.83</b>	<b>3.84</b>	<b>3.74</b>
<b>Frequency</b>	<b>3.79</b>	<b>3.97</b>	<b>3.71</b>	<b>3.88</b>	<b>3.42</b>	<b>3.69</b>

(See Statistical Tables Q10A1-Q10K)

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

**Northern routes** are Routes 24, 25, 28, 29, 35, 37, 38, 39, 46, 49, 120, 121, 122, 130, 140, 141

**Central routes** are Route 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 67, 68, 72, 73, 78, 79, 95, 250, 251, 256, 260, 270, 274, 275, 276, 278, 295

**South routes** are 80, 81, 82, 83, 84, 85, 87, 88, 280, 281, 286, 296

**Coastal routes** are 14, 16, 17, 18, 19, 110, 112, 118

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

# OVERALL SATISFACTION WITH SAMTRANS

## Q10L. Overall experience with SamTrans

- J Overall, 69% of SamTrans riders are satisfied with their experience on the system.
- J Weekday Peak riders have a slightly lower overall satisfaction score (4.21) than Weekday Off-Peak and Weekend riders (4.23 and 4.26 respectively).

	<b>2018 Total</b>	<b>2015 Total</b>	<b>2012 Total</b>
Base (All Respondents)	4,229	6,430	5,872
		(%)	(%)
<b>(5) Very satisfied</b>	37	39	40
<b>(4)</b>	32	35	36
<b>(3)</b>	12	12	13
<b>(2)</b>	2	2	2
<b>(1) Very dissatisfied</b>	1	1	1
<b>No answer</b>	17	12	8
	100	100	100
<b>Recap:</b>			
<b>Satisfied (4 or 5)</b>	69	73	76
<b>Neutral (3)</b>	12	12	13
<b>Dissatisfied (1 or 2)</b>	3	3	3
<b>Mean</b>	<b>4.23</b>	<b>4.23</b>	<b>4.21</b>

	<b>2018</b>			
	<b>Total</b>	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
<b>(5) Very satisfied</b>	37	37	36	37
<b>(4)</b>	32	31	33	33
<b>(3)</b>	12	12	11	10
<b>(2)</b>	2	2	1	2
<b>(1) Very dissatisfied</b>	1	1	1	<1
<b>No answer</b>	17	17	17	17
	100	100	100	100
<b>Mean</b>	<b>4.23</b>	<b>4.21</b>	<b>4.23</b>	<b>4.26</b>

(See Statistical Table Q10L)

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

**OVERALL SATISFACTION WITH SAMTRANS – BY SUB-GROUPS**

	BASE	MEAN	VERY SATISFIED	SATISFIED	DISSATISFIED	NEUTRAL/NA/ BLANK
	#	5-PT SCALE	(5) %	(4) %	(1 OR 2) %	%
<b>TOTAL</b>	4,229	4.23	37	32	3	29
<b>BY RIDERSHIP SEGMENT</b>						
WEEKDAY PEAK	1,927	4.21	37	31	3	29
WEEKDAY OFF-PEAK	1,650	4.23	36	33	3	28
WEEKEND	631	4.26	37	33	2	28
<b>BY USE OF SAMTRANS</b>						
5+ DAYS/WEEK	2,735	4.22	37	32	3	29
3-4 DAYS/WEEK	753	4.21	36	34	2	27
1-2 DAYS/WEEK	350	4.31	40	31	2	27
LESS THAN 1/WEEK	312	4.28	39	31	3	27
<b>BY HOW LONG RIDING SAMTRANS</b>						
LESS THAN ONE YEAR	1,146	4.24	38	33	3	27
1 TO 3 YEARS	910	4.17	33	35	2	30
MORE THAN 3 YEARS	2,113	4.25	39	31	3	28
<b>BY TRIP PURPOSE</b>						
WORK/SCHOOL	2,753	4.20	36	33	3	28
OTHER	1,498	4.28	39	30	2	30
<b>BY ACCESS TO A VEHICLE</b>						
YES	1,116	4.23	40	39	2	19
NO	2,464	4.24	41	33	3	23
<b>GENDER</b>						
MALE	1,740	4.24	39	37	2	21
FEMALE	1,848	4.22	41	34	3	22
OTHER/REFUSED	641	4.18	19	12	2	67
<b>BY GEOGRAPHIC REGION OF ROUTE</b>						
NORTH	1,628	4.32	40	33	2	26
CENTRAL	476	4.16	37	30	2	31
SOUTH	227	4.17	32	35	2	30
COASTAL	331	4.13	33	37	3	26
MULTIPLE REGIONS	1,547	4.18	35	30	4	31
<b>BY FARE CATEGORY</b>						
ADULT	2,408	4.21	36	33	3	28
SENIOR/MED/DISABLED	780	4.31	41	28	2	29
YOUTH	408	4.16	35	35	3	27

	BASE #	MEAN 5-PT SCALE	VERY SATISFIED (5) %	SATISFIED (4) %	DISSATISFIED (1 OR 2) %	NEUTRAL/NA/ BLANK %
<b>BY LANGUAGE OF QUESTIONNAIRE</b>						
ENGLISH	3,761	4.21	37	34	3	27
SPANISH	468	4.36	35	17	3	45
<b>BY AGE</b>						
13 TO 17	769	4.18	38	39	3	29
18 TO 24	492	4.12	33	40	3	20
25 TO 34	518	4.26	42	34	2	25
35 TO 44	430	4.21	39	34	3	21
45 TO 54	472	4.20	38	34	4	23
55 TO 64	504	4.29	43	32	3	24
65 AND OLDER	509	4.35	45	29	3	23
<b>BY INCOME</b>						
UNDER \$10,000	676	4.29	43	26	4	27
\$10,000 TO \$24,999	573	4.26	44	29	4	23
\$25,000 TO \$49,999	910	4.22	36	34	2	29
\$50,000 TO \$74,999	333	4.21	36	42	1	20
\$75,000 TO \$99,999	539	4.20	37	40	2	21
\$100,000 AND OVER	325	4.18	34	43	2	21
<b>CHECKING/SAVINGS ACCOUNT OR CREDIT CARD</b>						
YES	2,475	4.23	39	39	2	20
NO	881	4.27	44	26	4	26
<b>BY FARE PAYMENT</b>						
CASH	1,356	4.30	40	26	3	31
CLIPPER CASH VALUE	1,202	4.21	35	37	3	25
TOKEN	142	4.17	39	36	3	23
DAY PASS	165	4.28	38	25	2	35
SAMTRANS MOBILE APP*	32	4.08	25	33	3	38
SAMTRANS PAPER MONTHLY PASS	146	4.21	34	36	1	28
SAMTRANS CLIPPER MONTHLY PASS	757	4.18	35	37	2	27

\* Caution: Low Base

(See Statistical Table Q10L)

# COMMUNICATION

## SOURCES FOR SAMTRANS INFORMATION

Q11. Where do you access the bus schedule and real time departure? (Multiple responses accepted)\*

J Riders are most likely to get bus schedule and real-time departure information from the SamTrans website (26%), Google maps (20%), and printed timetables (17%)

	2018 Total	2015 Total
Base (All Respondents)	4,229	6,430
	(%)	(%)
<b>www.SamTrans.com</b>	26	35
<b>Google maps</b>	20	15
<b>Printed Timetable</b>	17	35
<b>SamTrans Mobile App</b>	8	-
<b>Call or text 511.org for real-time departure</b>	5	6
<b>SamTrans customer service</b>	4	6
<b>511.org schedule information</b>	3	6
<b>511.org real-time departure</b>	3	5
<b>Transit app (Unspecified)</b>	2	3
<b>Other</b>	2	1
<b>Moovit App^</b>	1	-
<b>Just know it/Ride the same bus/Familiar with schedule^</b>	<1	1
<b>Ask someone (driver/friend/family) ^</b>	<1	1
<b>No answer</b>	13	10

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
<b>www.SamTrans.com</b>	26	28	25	25
<b>Google maps</b>	20	19	19	23
<b>Printed Timetable</b>	17	15	20	17
<b>SamTrans Mobile App</b>	8	9	7	7
<b>Call or text 511.org for real-time departure</b>	5	5	4	5
<b>SamTrans customer service</b>	4	4	4	4
<b>511.org schedule information</b>	3	3	4	3
<b>511.org real-time departure</b>	3	3	3	3
<b>Transit app (Unspecified)</b>	2	3	2	2
<b>Other</b>	2	2	3	2
<b>Moovit App^</b>	1	1	<1	<1
<b>Just know it/Ride the same bus/Familiar with schedule^</b>	<1	1	1	-
<b>Ask someone (driver/friend/family) ^</b>	<1	28	25	25
<b>No answer</b>	13	14	13	14

(See Statistical Table Q11)

## LOCAL NEWS AND EVENTS

### Q12. What is your main source for local news and events?

- Overall, 31% use the internet as their main source of news and events. Also mentioned was TV news (29%) and Social Media (24%).
- Respondents most cited the San Francisco Chronicle (40%) and San Mateo Daily Journal (35%) as a newspaper source. KQED (28%) and KCBS (20%) were most cited as a radio source. Nearly half of respondents (49%) cited news.google.com as an internet source. Facebook (44%), Instagram (31%), and Twitter (31%) were most cited as a social media source. KTVU (32%), KGO (24%), and KRON (18%) were most cited as TV news sources. Nearly half of respondents (41%) specified Apple News as a mobile app site.

	<b>2018 Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
Base (All Respondents)	4,229	1,927	1,650	631
	(%)	(%)	(%)	(%)
<b>Internet</b>	31	34	29	29
<b>TV News</b>	29	28	31	30
<b>Social Media</b>	24	25	23	21
<b>Newspaper</b>	11	10	12	14
<b>Mobile App</b>	11	11	9	14
<b>Radio</b>	7	7	7	7
<b>Other (Unspecified)</b>	1	1	2	1
<b>Friends/Relatives</b>	1	1	1	<1
<b>Blank</b>	20	20	19	23

<b>Newspaper Specified*</b>	<b>2018 Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
Base (Respondents Who Specified a Newspaper)	184	72	70	36
	(%)	(%)	(%)	(%)
<b>San Francisco Chronicle</b>	40	36	48	33
<b>San Mateo Daily Journal</b>	35	31	34	43
<b>Palo Alto Daily Post</b>	9	7	7	14
<b>San Francisco Examiner</b>	8	5	10	11
<b>New York Times</b>	6	7	6	7
<b>San Jose Mercury News</b>	5	7	3	-
<b>Wall Street Journal</b>	3	4	1	5
<b>Sing Tao Daily</b>	2	3	1	-
<b>East Bay Times</b>	1	-	1	3
<b>Washington Post</b>	1	3	-	-
<b>Half Moon Bay Review</b>	1	1	1	-

\* Incomplete list. Only sources specified by 1% or more overall are shown. See cross tabulated tables for the entire list.

(See Statistical Tables Q12 & Q12-Paper)

## Q12. What is your main source for local news and events?

Radio Station Specified*	2018 Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (Respondents Who Specified a Radio Station)	88	39	37	11
	(%)	(%)	(%)	(%)
<b>KQED (85.5)</b>	28	22	32	39
<b>KCBS (740)</b>	20	18	19	29
<b>KIQI (1010)</b>	9	17	3	-
<b>KGO (810)</b>	8	5	11	10
<b>KYLD (94.9)</b>	6	5	8	-
<b>KMEL (106.1)</b>	5	5	5	8
<b>KOIT (96.5)</b>	4	2	8	-
<b>KIOI (101.3)</b>	3	8	-	-
<b>KPOO (89.5)</b>	2	-	3	10
<b>KBLX (102.9)</b>	2	5	-	-
<b>KRZZ (93.3)</b>	2	-	5	-
<b>KISQ (98.1)</b>	2	2	3	-

Internet Site Specified*	2018 Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (Respondents Who Specified an Internet Site)	401	206	144	51
	(%)	(%)	(%)	(%)
<b>news.google.com</b>	49	52	46	43
<b>youtube.com</b>	15	18	11	19
<b>news.yahoo.com</b>	13	10	19	10
<b>cnn.com</b>	6	6	7	4
<b>sfgate.com</b>	4	4	4	2
<b>ISP Site (AT&amp;T, Comcast, Verizon, etc.)</b>	3	2	3	6
<b>abc7news.com</b>	2	1	2	4
<b>nytimes.com</b>	2	1	2	3
<b>msnbc.com</b>	2	<1	4	3

\* Incomplete list. Only sources specified by 2% or more overall are shown. See cross tabulated tables for the entire list.

(See Statistical Tables Q12-Radio, Q12-I'Net)

## Q12. What is your main source for local news and events?

<b>Social Media Specified*</b>	<b>2018 Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
Base (Respondents Who Specified a Social Media Site)	534	273	196	62
	(%)	(%)	(%)	(%)
<b>Facebook</b>	44	41	46	53
<b>Instagram</b>	31	35	25	32
<b>Twitter</b>	25	22	31	17
<b>Snapchat</b>	12	14	8	13
<b>Reddit</b>	5	5	5	4
<b>Next Door</b>	1	1	2	1
<b>Tumblr</b>	1	1	-	-

<b>TV News Specified*</b>	<b>2018 Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
Base (Respondents Who Specified a TV News Station)	517	226	207	77
	(%)	(%)	(%)	(%)
<b>KTVU (2)</b>	32	34	33	29
<b>KGO (7)</b>	24	22	25	23
<b>KRON (4)</b>	18	17	19	18
<b>CNN</b>	12	12	11	17
<b>KPIX (5)</b>	12	12	12	9
<b>Univision (14)</b>	11	9	11	12
<b>KNTV (3)</b>	9	10	8	11
<b>Telemundo (48)</b>	6	8	5	1
<b>KQED (9)</b>	3	2	2	7
<b>MSNBC</b>	3	4	3	1
<b>EWTN</b>	2	2	2	1
<b>BBC</b>	1	1	<1	1
<b>KOFY (20)</b>	1	1	1	1

\* Incomplete list. Only sources specified by 1% or more overall are shown. See cross tabulated tables for the entire list.

(See Statistical Tables Q12-Soc, Q12-TV News)

## Q12. What is your main source for local news and events?

<b>Mobile App Specified*</b>	<b>2018 Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
Base (Respondents Who Specified a mobile app)	135	69	47	19
	(%)	(%)	(%)	(%)
<b>Apple News</b>	41	42	37	49
<b>Google News</b>	16	18	13	17
<b>CNN</b>	14	12	22	6
<b>Cell Provider App (Metro PCS, T-Mobile, etc.)</b>	10	9	13	6
<b>Yahoo News</b>	4	1	7	6
<b>NBC</b>	3	1	7	-
<b>NPR</b>	2	4	-	-
<b>Daily Mail</b>	2	1	-	6
<b>SmartNews</b>	2	-	2	6
<b>New York Times</b>	2	3	-	-
<b>Fox Now</b>	2	-	4	-
<b>San Francisco Chronicle</b>	1	3	-	-
<b>Democracy Now</b>	1	-	-	6
<b>BBC</b>	1	1	-	-
<b>Bixby</b>	1	-	2	-
<b>Flipboard</b>	1	1	-	-
<b>KRON</b>	1	1	-	-
<b>Bloomberg</b>	1	-	2	-
<b>KQED</b>	1	1	-	-
<b>TheSkimm</b>	1	1	-	-

(See Statistical Tables Q12-Mobile)

## ACCESS TO THE INTERNET

### Q14. Where do you access the Internet?

- )] Over half of respondents (56%) access the internet through their mobile phone. Only 7% of respondents indicated they have no access to the Internet at all.
- )] Weekday Peak riders are more likely to have Internet access in some form compared to Weekday Off-Peak and Weekend riders.
- )] Weekday Peak riders are also most likely to have Internet access at home and/or work.

	2018 Total	2015 Total	2018		
			Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650	631
		(%)	(%)	(%)	(%)
<b>Cell/mobile</b>	56	54	57	56	54
<b>Home</b>	45	45	47	42	44
<b>Work</b>	17	13	19	16	18
<b>I do not have access to the Internet*</b>	7	10	6	8	5
<b>Library or other public area</b>	5	9	5	6	4
<b>Other mobile device</b>	4	7	4	4	4
<b>Other</b>	<1	<1	<1	<1	<1
<b>No answer</b>	13	9	13	13	14

(Multiple answers accepted)

(See Statistical Table Q14)

## RIDER CHARACTERISTICS

### CHECKING/SAVINGS ACCOUNT/CREDIT CARD

**Q13. Do you have a checking account, a savings account, or a credit card?**

Over half of respondents (59%) have a checking account, a savings account, or a credit card. Weekday Off-Peak and Weekend riders are slightly more likely (60%) to have an account than Weekday Peak riders (56%).

	<b>2018 Total</b>
Base (All Respondents)	4,229
	(%)
<b>Yes</b>	59
<b>No</b>	21
<b>Don't know</b>	5
<b>No answer</b>	15
	100

	<b>2018</b>			
	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
<b>Yes</b>	59	56	60	60
<b>No</b>	21	22	20	18
<b>Don't know</b>	5	5	5	5
<b>No answer</b>	15	16	15	17
	100	100	100	100

(See Statistical Table Q13)

# ACCESS TO A CAR

## Q15. Do you own or have access to a car?

Slightly more than a quarter (26%) of respondents have access to a car. Those with higher incomes and Weekday Peak riders are more likely to have vehicle access.

	<b>2018 Total</b>	<b>2015 Total</b>	<b>2012 Total</b>
<b>Base (All Respondents)</b>	4,229	6,430	5,872
	(%)	(%)	(%)
<b>Yes</b>	26	28	28
<b>No</b>	58	61	67
<b>No answer</b>	15	11	5
	100	100	100

	<b>2018</b>			
	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
<b>Base (All Respondents)</b>	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
<b>Yes</b>	26	27	26	24
<b>No</b>	58	57	60	58
<b>No answer</b>	15	16	14	18
	100	100	100	100

(See Statistical Table Q15)

## LANGUAGES SPOKEN AT HOME

### Q20. Which languages are spoken in your home? (multiple responses accepted)

Respondents listed 39 languages spoken in their homes. English, Spanish, and Tagalog remain the top languages spoken at home by SamTrans riders.

	<b>2018 Total</b>	<b>2015 Total</b>	<b>2012 Total</b>
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
<b>English</b>	<b>68</b>	<b>70</b>	<b>85</b>
<b>Spanish</b>	<b>26</b>	<b>27</b>	<b>31</b>
<b>Tagalog</b>	<b>17</b>	<b>14</b>	<b>15</b>
<b>Cantonese</b>	<b>3</b>	<b>3</b>	<b>3</b>
<b>Mandarin</b>	<b>3</b>	<b>3</b>	<b>2</b>
<b>Hindi/other Indian language</b>	<b>1</b>	<b>2</b>	<b>2</b>
<b>Other (Unspecified)</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Burmese</b>	<b>1</b>	<b>-</b>	<b>-</b>
<b>Arabic</b>	<b>1</b>	<b>1</b>	<b>&lt;1</b>

	<b>2018</b>			
	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
<b>English</b>	<b>68</b>	<b>69</b>	<b>70</b>	<b>65</b>
<b>Spanish</b>	<b>26</b>	<b>27</b>	<b>23</b>	<b>28</b>
<b>Tagalog</b>	<b>17</b>	<b>15</b>	<b>18</b>	<b>19</b>
<b>Cantonese</b>	<b>3</b>	<b>4</b>	<b>3</b>	<b>3</b>
<b>Mandarin</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>
<b>Hindi/other Indian language</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>
<b>Other (Unspecified)</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Burmese</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Arabic</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>1</b>

*(Multiple answers accepted on this question)*

(See Statistical Table Q20)

\* Incomplete list. Only languages specified by 1% or more overall are shown. See cross tabulated tables for the entire list.

## PERSONAL ENGLISH PROFICIENCY

### Q20. How well do you speak English? Very Well; Well, Not Well; Not at All

Overall, most (80%) of respondents speak English well or very well. This is slightly less than the 82% who did so in 2015 and 2012.

	<b>2018 Total</b>	<b>2015 Total</b>	<b>2012 Total</b>
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
<b>Very well (4)</b>	59	63	62
<b>Well (3)</b>	22	19	20
<b>Not well (2)</b>	11	10	10
<b>Not at all (1)</b>	3	3	3
<b>No answer</b>	6	5	5
	100	100	100
<b>MEAN (Out of 4.0)</b>	3.44	3.50	3.49

	<b>2018</b>			
	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
<b>Very well (4)</b>	59	61	58	53
<b>Well (3)</b>	22	21	21	25
<b>Not well (2)</b>	11	10	11	12
<b>Not at all (1)</b>	3	3	3	3
<b>No answer</b>	6	5	6	6
	100	100	100	100
<b>MEAN (Out of 4.0)</b>	3.44	3.47	3.43	3.37

(See Statistical Table Q21)

## ENGLISH PROFICIENCY IN HOME

Q22. In your home, is English spoken: Very Well; Well; Not Well; Not at All

Overall, nearly three-quarters (72%) of respondents speak English at least well in their homes.

	<b>2018 Total</b>	<b>2015 Total</b>	<b>2012 Total</b>
<b>Base (All Respondents)</b>	4,229	6,430	5,872
	(%)	(%)	(%)
<b>Very well (4)</b>	45	57	55
<b>Well (3)</b>	28	24	25
<b>Not well (2)</b>	12	11	11
<b>Not at all (1)</b>	7	5	4
<b>No answer</b>	9	4	5
	100	100	100
<b>MEAN (Out of 4.0)</b>	3.20	3.37	3.37

	<b>2018</b>			
	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
<b>Base (All Respondents)</b>	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
<b>Very well (4)</b>	45	45	46	42
<b>Well (3)</b>	28	28	27	30
<b>Not well (2)</b>	12	12	11	11
<b>Not at all (1)</b>	7	7	7	8
<b>No answer</b>	9	8	9	9
	100	100	100	100
<b>MEAN (Out of 4.00)</b>	3.20	3.19	3.23	3.17

(See Statistical Table Q22)

## ETHNICITY

Q23. Which of the following describes your ethnic background? (multiple responses accepted)

)] One third of SamTrans riders (32%) are Hispanic.

	<b>2018 Total</b>	<b>2015 Total</b>	<b>2012 Total</b>
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
<b>Hispanic/Latino</b>	<b>32</b>	<b>33</b>	<b>36</b>
<b>Filipino</b>	<b>25</b>	<b>21</b>	<b>21</b>
<b>White/Caucasian</b>	<b>21</b>	<b>25</b>	<b>22</b>
<b>Chinese</b>	<b>8</b>	<b>8</b>	<b>7</b>
<b>Black/African American</b>	<b>7</b>	<b>9</b>	<b>9</b>
<b>Other Asian</b>	<b>4</b>	<b>4</b>	<b>4</b>
<b>Pacific Islander</b>	<b>1</b>	<b>2</b>	<b>1</b>
<b>Indian/Pakistani</b>	<b>1</b>	<b>-</b>	<b>-</b>
<b>Vietnamese</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Middle Eastern</b>	<b>1</b>	<b>-</b>	<b>-</b>
<b>American Indian/Alaskan Native</b>	<b>&lt;1</b>	<b>1</b>	<b>1</b>
<b>All other</b>	<b>2</b>	<b>1</b>	<b>4</b>
<b>No answer</b>	<b>7</b>	<b>5</b>	<b>5</b>

	<b>2018</b>			
	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
<b>Hispanic/Latino</b>	<b>32</b>	<b>32</b>	<b>32</b>	<b>30</b>
<b>Filipino</b>	<b>25</b>	<b>25</b>	<b>24</b>	<b>26</b>
<b>White/Caucasian</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>19</b>
<b>Chinese</b>	<b>8</b>	<b>9</b>	<b>8</b>	<b>7</b>
<b>Black/African American</b>	<b>7</b>	<b>6</b>	<b>6</b>	<b>8</b>
<b>Other Asian</b>	<b>4</b>	<b>3</b>	<b>4</b>	<b>4</b>
<b>Pacific Islander</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>
<b>Vietnamese</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>&lt;1</b>
<b>Native American/Alaskan Native</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>&lt;1</b>
<b>All other</b>	<b>1</b>	<b>&lt;1</b>	<b>&lt;1</b>	<b>1</b>
<b>No answer</b>	<b>&lt;1</b>	<b>1</b>	<b>&lt;1</b>	<b>&lt;1</b>

(Multiple answers accepted)

(See Statistical Table ETHNICITY)

# HOME COUNTY (BASED ON ZIP CODE)

## Q23. What is your home ZIP Code?

) San Mateo County is home to most of the riders surveyed (64%).

	<b>2018 Total</b>	<b>2015 Total</b>	<b>2012 Total</b>
Base (All Respondents)	4,229	6,430	5,872
	(%)	(%)	(%)
<b>San Mateo County</b>	<b>64</b>	<b>66</b>	<b>73</b>
<b>San Francisco County</b>	<b>6</b>	<b>6</b>	<b>7</b>
<b>Alameda County</b>	<b>1</b>	<b>1</b>	<b>1</b>
<b>Santa Clara County</b>	<b>1</b>	<b>7</b>	<b>2</b>
<b>Contra Costa County</b>	<b>&lt;1</b>	<b>1</b>	<b>&lt;1</b>
<b>Solano County</b>	<b>&lt;1</b>	<b>&lt;1</b>	<b>&lt;1</b>
<b>Marin County</b>	<b>&lt;1</b>	<b>&lt;1</b>	<b>&lt;1</b>
<b>Napa County</b>	<b>&lt;1</b>	<b>-</b>	<b>-</b>
<b>Sonoma County</b>	<b>&lt;1</b>	<b>-</b>	<b>-</b>
<b>Outside Bay Area</b>	<b>2</b>	<b>2</b>	<b>2</b>
<b>No answer</b>	<b>25</b>	<b>18</b>	<b>15</b>
	<b>100</b>	<b>100</b>	<b>100</b>

(See Statistical Table CITY)

## HOME CITY (BASED ON ZIP CODE)

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
<b>SAN MATEO COUNTY</b>	64	66	63	64
DALY CITY	25	27	24	21
SAN MATEO	9	7	9	11
SOUTH SAN FRANCISCO	6	5	8	6
REDWOOD CITY	6	7	5	6
PACIFICA	4	5	4	4
SAN BRUNO	4	3	4	5
PALO ALTO	3	2	2	3
BURLINGAME	2	2	2	2
MENLO PARK	1	1	1	1
HALF MOON BAY	1	1	1	<1
BELMONT	1	1	1	1
MILLBRAE	1	1	1	2
SAN CARLOS	1	1	1	1
BRISBANE	<1	1	<1	<1
EL GRANADA	<1	<1	<1	<1
MOSS BEACH	<1	<1	<1	-
PESCADERO	<1	<1	<1	<1
PORTOLA VALLEY	<1	<1	-	-
MONTARA	<1	<1	<1	-
SAN GREGORIO	<1	<1	<1	-
ATHERTON	<1	-	<1	<1
LA HONDA	<1	<1	-	-
<b>SAN FRANCISCO COUNTY</b>	6	5	6	10
SAN FRANCISCO	6	5	6	10
<b>ALAMEDA COUNTY</b>	1	1	2	1
OAKLAND	1	1	1	-
HAYWARD	<1	<1	<1	<1
BERKELEY	<1	<1	<1	<1
EMERYVILLE	<1	<1	<1	<1
ALBANY	<1	<1	<1	-
FREMONT	<1	<1	<1	-
ALAMEDA	<1	<1	<1	-
SAN LEANDRO	<1	<1	-	-
ALAMEDA	<1	<1	<1	-
UNION CITY	<1	-	<1	-
NEWARK	<1	<1	<1	-
SAN LORENZO	<1	-	<1	-
PIEDMONT	<1	<1	-	-
<b>SANTA CLARA COUNTY</b>	1	1	1	1
SAN JOSE	<1	<1	<1	1

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
<b>MOUNTAIN VIEW</b>	<1	<1	<1	-
<b>SUNNYVALE</b>	<1	<1	<1	<1
<b>SANTA CLARA</b>	<1	<1	<1	<1
<b>LOS ALTOS</b>	<1	<1	-	-
<b>CUPERTINO</b>	<1	-	<1	<1
<b>MILPITAS</b>	<1	<1	-	-
<b>MORGAN HILL</b>	<1	<1	-	-
<b>STANFORD</b>	<1	-	<1	-
<b>CONTRA COSTA COUNTY</b>	<1	<1	<1	<1
<b>HERCULES</b>	<1	<1	<1	<1
<b>RICHMOND</b>	<1	<1	<1	-
<b>SAN PABLO</b>	<1	<1	<1	-
<b>PINOLE</b>	<1	-	-	<1
<b>ANTIOCH</b>	<1	<1	-	-
<b>PORT COSTA</b>	<1	-	<1	-
<b>CONCORD</b>	<1	-	<1	-
<b>WALNUT CREEK</b>	<1	-	<1	-
<b>BRENTWOOD</b>	<1	<1	-	-
<b>PLEASANT HILL</b>	<1	<1	-	-
<b>SOLANO COUNTY</b>	<1	<1	<1	<1
<b>VALLEJO</b>	<1	<1	<1	
<b>SUISUN CITY</b>	<1	-	-	<1
<b>BENICIA</b>	<1	<1	-	-
<b>MARIN COUNTY</b>	<1	<1	<1	-
<b>SAN RAFAEL</b>	<1	<1	<1	-
<b>KENTFIELD</b>	<1	<1	-	-
<b>MARSHALL</b>	<1	<1	-	-
<b>SAUSALITO</b>	<1	<1	-	-
<b>NAPA COUNTY</b>	<1	-	<1	-
<b>AMERICAN CANYON</b>	<1	-	<1	-
<b>SONOMA COUNTY</b>	<1	<1	-	-
<b>WINDSOR</b>	<1	<1	-	-
<b>OUTSIDE BAY AREA</b>	2	1	3	1

(See Statistical Table CITY)

^The ZIP Code 94303 includes both East Palo Alto (San Mateo County) and Palo Alto (Santa Clara County). Since more than half of the residential portions of the ZIP Code is attributed to Palo Alto, it is included under that city/county.

## DEMOGRAPHICS

) Included below is the demographic data of survey respondents.

	2018			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	4,229	6,430	1,927	1,650
	(%)	(%)	(%)	(%)
<b>Gender</b>				
Male	41	40	42	41
Female	44	45	43	42
Non-Binary/Other	<1	<1	<1	<1
No answer	15	15	15	17
<b>Employment Status</b>				
Employed Full Time	34	32	34	38
Student	21	25	18	16
Employed Part Time	20	20	20	19
Retired	9	7	10	9
Unemployed	7	7	7	6
Homemaker	2	2	2	1
No answer/multiple responses	12	12	12	13
<b>Age</b>				
13 to 18 years old	18	24	14	11
19 to 24 years old	12	12	13	9
25 to 34 years old	12	12	12	12
35 to 44 years old	10	9	10	14
45 to 54 years old	11	11	11	12
55 to 64 years old	12	11	12	15
65 years or older	12	8	16	14
No answer	13	13	12	14
Average (Mean)	39	36	41	43
<b>Education</b>				
Some High School or Less	16	21	12	12
High School Graduate	23	20	26	23
Some College or Technical School	18	16	19	19
College Graduate	20	18	20	21
Post Graduate	6	6	6	6
Blank/Multiple Responses	18	19	17	19
<b>Questionnaire Language</b>				
English	89	91	88	85
Spanish	11	9	12	15

	<b>2018</b>			
	<b>Total</b>	<b>Weekday Peak</b>	<b>Weekday Off-Peak</b>	<b>Weekend</b>
<b>Base (All Respondents)</b>	<b>4,229</b>	<b>6,430</b>	<b>1,927</b>	<b>1,650</b>
	(%)	(%)	(%)	(%)
<b>Income</b>				
<b>Less than \$10,000/year</b>	16	14	18	16
<b>\$10,000 to \$24,999/year</b>	14	12	13	17
<b>\$25,000 to \$49,999/year</b>	22	21	21	26
<b>\$50,000 to \$74,999/year</b>	8	8	8	8
<b>\$75,000 to \$99,999/year</b>	5	4	5	5
<b>\$100,000 or more/year</b>	8	10	6	6
<b>No answer</b>	29%	31%	28%	23%
<b>Average (Mean)</b>	\$49,436	\$55,448	\$45,299	\$43,986
<b>Ridership Segment</b>	46			
<b>Weekday Peak</b>	39			
<b>Weekday Off-Peak</b>	15			
<b>Weekend</b>	<1			

(See Statistical Tables Q16-STRATA)

# Appendix A: QUESTIONNAIRE



Dear SamTrans Customer,

Please take a moment to complete this survey to help SamTrans serve you better. You also can enter a drawing to win a **FREE \$200 gift certificate or one of five SamTrans Monthly passes** by filling in the optional information at the end of this survey. We appreciate your patronage - thank you for riding SamTrans!

Your responses are confidential and will be used for statistical purposes only. Return your completed survey to the onboard surveyor.

**Please tell us about your SamTrans trips**

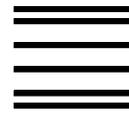
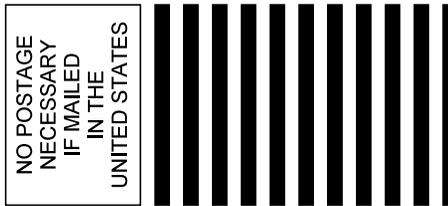
- 1. How long have you been riding SamTrans?
 6 months or less
 1-3 years
 More than 6 months
 More than 3 years but less than 1 year

2. 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

3. What is your main reason for riding SamTrans? (Check up to TWO)
 Don't have a car or don't drive
 Employer helps pay for transit pass
 Avoid traffic
 Relax or reduce stress
 Lack of or cost of parking
 Faster than other options
 Ability to do other things (read, sleep, etc.)
 Save money (gas, wear and tear on car)
 Help the environment
 Other - specify:

**Please tell us about THIS trip**

- 4. How did you pay for this bus trip?
 Cash
 Paper SamTrans Monthly Pass
 Clipper cash value
 Clipper SamTrans Monthly Pass
 Token
 Caltrain Monthly Pass (2+ zones)
 Day Pass
 Way2Go Pass
 SamTrans Mobile App-One Way
 SamTrans Mobile App-Day Pass
 Other - specify:



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

POSTAGE WILL BE PAID BY ADDRESSEE

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



21. How well do you speak English?
 Very well
 Well
 Not well
 Not at all

22. In your home, is English spoken:
 Very well
 Well
 Not well
 Not at all

23. Which of the following best describes your ethnic background? (Check ALL that apply)
 White/Caucasian
 Filipino
 Hispanic/Latino
 Vietnamese
 Black/African American
 Other - specify:
 Chinese

24. What is your home ZIP code? \_\_\_\_\_

25. Annual Household Income (before taxes)
 Less than \$10,000/year
 \$40,000 - \$49,999
 \$10,000 - \$24,999
 \$50,000 - \$74,999
 \$25,000 - \$29,999
 \$75,000 - \$99,999
 \$30,000 - \$39,999
 \$100,000 or more

**Comments or Suggestions for SamTrans?**

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

Thank you for completing this survey! Please return it to a surveyor on the bus or mail it to us by Nov. 16, 2018. (No postage necessary. Please fold, then tape the side where indicated; no staples.)

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

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

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

May we contact you in the future about participating in surveys or focus groups?

Yes  No

\* SamTrans employees and their dependents, along with directors, consultants, contractors and CAC members are not eligible. SamTrans respects your privacy - we will not share your information or use it to identify survey responses.



5. What is your fare category?

- Adult (Age 19 through 64)     Youth (Age 18 and younger)  
 Senior     Disabled  
 Medicare cardholder

6. What is the **main purpose** of your trip today?

(Check only ONE)

- Work     Shopping  
 School     Other - specify: \_\_\_\_\_  
 Social or recreational

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

- Walked all the way  
 Bicycled  
 Another SamTrans bus  
 BART  
 Caltrain  
 Muni  
 VTA  
 AC Transit  
 Uber, Lyft, or similar  
 Free shuttle  
 Drove car  
 Got dropped off by car  
 Other - specify: \_\_\_\_\_

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

- Walk all the way  
 Bicycle  
 Another SamTrans bus  
 BART  
 Caltrain  
 Muni  
 VTA  
 AC Transit  
 Uber, Lyft, or similar  
 Free shuttle  
 Drive car  
 Get picked up by car  
 Other - specify: \_\_\_\_\_

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

- 1     2     3     4+

9. Are you making a round trip on SamTrans today?

- Yes (rode SamTrans earlier today or will ride later today)  
 No

**How are we doing?**

10. Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where **5=Very Satisfied** and **1=Very Dissatisfied**. If the question does not apply, circle **NA for Not Applicable**.

	Very Satisfied	4	3	2	1	Very Dissatisfied	NA
a. Cleanliness of bus (exteriors and interiors)	5	4	3	2	1		NA
b. Courtesy of bus operators	5	4	3	2	1		NA
c. Feeling of personal security on bus	5	4	3	2	1		NA
d. Availability of information on buses (schedules, brochures, notices, audio)	5	4	3	2	1		NA
e. Bus real-time departure prediction (At transit centers, 511, SamTrans Mobile App)	5	4	3	2	1		NA
f. On-time performance	5	4	3	2	1		NA
g. Frequency (How often buses run)	5	4	3	2	1		NA
h. Convenience of routes (Goes where you want to go)	5	4	3	2	1		NA
i. Value for the money	5	4	3	2	1		NA
j. Communication of bus changes (Schedule, fare changes)	5	4	3	2	1		NA
k. Helpfulness/courtesy of Customer Service Center (1-800-660-4287)	5	4	3	2	1		NA
l. Overall experience with SamTrans	5	4	3	2	1		NA

**Please tell us about YOU**

11. Where do you access the bus schedule and real-time departure information?

- Printed timetable     511.org schedule information  
 www.samtrans.com     511.org real-time departure  
 SamTrans Customer Service (1-800-660-4287)     Call or text 511 for real-time departure  
 Google maps     SamTrans Mobile App  
 Other - specify: \_\_\_\_\_

12. What is your main source for local news and events?

- Newspaper - which one? \_\_\_\_\_  
 Radio - which one? \_\_\_\_\_  
 Internet - which one? \_\_\_\_\_  
 Social media - which one? \_\_\_\_\_  
 TV news - which one? \_\_\_\_\_  
 Mobile app - which one? \_\_\_\_\_  
 Other - specify \_\_\_\_\_

13. Do you currently have a checking account, a savings account, or a credit card?

- Yes     No     Don't Know

14. Where do you access the internet?

- I don't have access to Internet     Cell/mobile  
 Home     Other mobile device (e.g., tablet, e-reader)  
 Work     Library or other public area

15. Do you own or have access to a car?  Yes     No

16. Are you:  Male     Female

17. What is the highest level of **education** you have completed?

- Some high school or less     College graduate  
 High school graduate     Post graduate  
 Some college or technical school

18. What is your current employment status?

- Employed full time (40 or more hours per week)  
 Employed part time (fewer than 40 hours per week)  
 Student     Homemaker  
 Retired     Unemployed

19. Into which of the following categories does your **age** fall?

- Under 13     25-34     55-64  
 13-18     35-44     65 or older  
 19-24     45-54

20. Which **languages** are regularly spoken in your home?

- English     Tagalog  
 Spanish     Vietnamese  
 Mandarin     Hindi or other Indian language  
 Cantonese     Other - specify: \_\_\_\_\_

21. ¿Qué tan bien habla **usted** el inglés?

- Muy bien
- Bien
- No muy bien
- No lo hablo

22. En su casa, el inglés se habla:

- Muy bien
- Bien
- No muy bien
- No se habla

23. ¿Cuál de los siguientes grupos étnicos describe mejor su origen? (Marque todo lo que aplique.)

- Blanco/Caucásico
- Filipino
- Hispano/Latino
- Vietnamita
- Negro/Afro-americano
- Otro - *especifique:* \_\_\_\_\_
- Chino

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

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

- Inferior a \$10,000/year
- \$40,000 - \$49,999
- \$10,000 - \$24,999
- \$50,000 - \$74,999
- \$25,000 - \$29,999
- \$75,000 - \$99,999
- \$30,000 - \$39,999
- \$100,000 o superior

### ¿Comentarios o sugerencias para SamTrans?

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

¡Gracias por completar esta encuesta! Por favor regrésela al encuestador en el autobús o envíenos por correo antes de **Noviembre 16, 2018**. (No necesita estampilla. Por favor dóblela y cierre el lado que se indica con cinta adhesiva; no grapas.)

**¡Entre para ganarse un certificado de regalo de \$200 o un Pase Mensual!\***

Nombre \_\_\_\_\_

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

Número de Teléfono

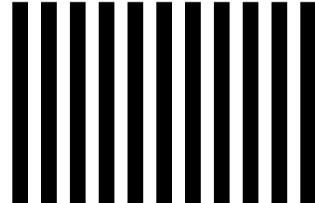
Correo electrónico \_\_\_\_\_

Podemos comunicarnos con Usted en el futuro para un grupo de enfoque?

- Si
- No

\* Los empleados de SamTrans y sus dependientes, junto con los directores, consultores, contratistas y miembros del CAC no son elegibles. SamTrans respeta su privacidad - no compartiremos su información o no la usaremos para identificar respuestas en la encuesta.

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**BUSINESS REPLY MAIL**

FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA

POSTAGE WILL BE PAID BY ADDRESSEE

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



Estimado Pasajero de SamTrans,

Por favor tome un momento para completar esta encuesta para ayudar a SamTrans a servirle mejor. Usted también puede entrar en una rifa para ganar **un certificado de regalo de \$200 o uno de cinco pases mensuales de SamTrans gratis** al llenar la información opcional al final de esta encuesta. Apreciamos su patrocinio - ¡Gracias por viajar con SamTrans!

*Sus respuestas son confidenciales y se usarán para propósitos estadísticos solamente. Una vez completada, devuelva su encuesta al entrevistador de a bordo o deposítela en cualquier buzón de correo de EE.UU. (no necesita estampilla).*

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

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

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

2. ¿Con cuánta frecuencia viaja usted con SamTrans?

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

3. ¿Cuál es su **razón principal** para viajar con SamTrans? (Marque hasta DOS.)

- No tengo auto o no manejo
- El empleador ayuda a pagar por el pase de tránsito
- Evitar el tráfico
- Relajarse o reducir el estrés
- No hay parqueo o costo de parqueo
- Más rápido que otras opciones
- Posibilidad de hacer otras cosas (leer, dormir, etc..)
- Ahorrar dinero (gasolina, desgaste del carro)
- Ayudar al medio ambiente
- Otro – *especifique:* \_\_\_\_\_

### Por favor diganos acerca de ESTE via viaje

4. ¿Cómo pagaste para este viaje en autobús?

- Efectivo
- Pase Mensual SamTrans de papel
- Clipper valor en efectivo
- Pase mensual SamTrans en Clipper
- Ficha
- Pase mensual de Caltrain (2+ zonas)
- Pase Diario
- Pase Way2Go
- Aplicación móvil SamTrans – viaje de ida
- Aplicación móvil SamTrans – pase diario
- Otro – *especifique:* \_\_\_\_\_

5. ¿Cuál es la categoría de su tarifa?

- Adulto (de 19 a 64 años)     Joven (18 años o menor)  
 Anciano     Discapacitado  
 Afiliados a Medicare

6. ¿Cuál es el **propósito principal** de su viaje ahora?

(Marque sólo UNA.)

- Trabajo     Compras  
 Escuela     Otro - *especifique:* \_\_\_\_\_  
 Social o recreacional

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

- Caminé  
 Viajé en bicicleta  
 Otro autobús de SamTrans  
 BART  
 Caltrain  
 Muni  
 VTA  
 AC Transit  
 Uber, Lyft o similar  
 Autobús gratis  
 Manejé el carro  
 Me trajeron en carro  
 Otro - *especifique:* \_\_\_\_\_

7b. Después que se **baje** de este autobús, ¿cómo **llegará de** la parada de autobús a su destino final?

- Caminaré  
 Viajaré en bicicleta  
 Otro autobús de SamTrans  
 BART  
 Caltrain  
 Muni  
 VTA  
 AC Transit  
 Uber, Lyft o similar  
 Autobús gratis  
 Manejaré el carro  
 Me recogerán en carro  
 Otro - *especifique:* \_\_\_\_\_

8. Incluyendo este autobús, ¿cuál es el **total de autobuses de SamTrans** que tomará para hacer este **viaje de ida**?

- 1     2     3     4+

9. ¿Va a hacer un viaje de ida y vuelta en SamTrans hoy?

- Sí (viajé temprano con SamTrans o viajaré más tarde este día)  
 No

## ¿Cómo lo estamos haciendo?

10. Por favor díganos si SamTrans está satisfaciendo sus necesidades evaluando cada artículo abajo. Marque con un círculo un número del uno al cinco para indicar 5=Muy Satisfecho y 1=Muy Insatisfecho. Si la pregunta no es pertinente, marque NA para indicar que no es pertinente

	Muy Satisfecho				Muy Insatisfecho	
a. Limpieza del autobús (exterior e interior)	5	4	3	2	1	NA
b. Cortesía de los operadores del autobús	5	4	3	2	1	NA
c. Sentimiento de seguridad en los autobuses	5	4	3	2	1	NA
d. Disponibilidad de información en los autobuses (horarios, folletos, avisos, audio)	5	4	3	2	1	NA
e. Predicción de salida de autobuses en tiempo real (En los centros de tránsito y 511)	5	4	3	2	1	NA
f. Corren a tiempo	5	4	3	2	1	NA
g. Frecuencia (Qué a menudo corren los autobuses)	5	4	3	2	1	NA
h. Conveniencia de las rutas (Va a donde usted quiere ir)	5	4	3	2	1	NA
i. Valor por su dinero	5	4	3	2	1	NA
j. Comunicación de cambios en los autobuses (horario, cambio de tarifas)	5	4	3	2	1	NA
k. Servicio/cortesía del Centro de Servicio al Cliente (1-800-660-4287)	5	4	3	2	1	NA
l. Su experiencia general con SamTrans	5	4	3	2	1	NA

## Por favor díganos acerca de Usted

11. Dónde tiene acceso al horario de buses y de salidas en tiempo real?

- Tablas de horario impresas     511.org información de horario  
 www.samtrans.com     511.org horario de salida tiempo real  
 SamTrans Servicio al Cliente (1-800-660-4287)  
 Mapas de Google     Llamada o texto al 511 para salida en tiempo real  
 Otro - *especifique:* \_\_\_\_\_  
 SamTrans Aplicación móvil

12. ¿Cuál es su fuente principal de noticias y eventos locales?

- Periódico - ¿cuál? \_\_\_\_\_  
 Radio - ¿cuál? \_\_\_\_\_  
 Internet - ¿cuál? \_\_\_\_\_  
 Redes sociales - ¿cuál? \_\_\_\_\_  
 Noticiero de TV - ¿cuál? \_\_\_\_\_  
 Aplicación móvil - ¿cuál? \_\_\_\_\_  
 Otro - *especifique:* \_\_\_\_\_

13. En la actualidad, ¿tiene usted una cuenta corriente, cuenta de ahorros o tarjeta de crédito?

- Sí     No     No sé

14. ¿Donde tienes acceso a internet?

- No tengo acceso a Internet     Celular/móvil  
 Casa     Otro dispositivo móvil (por ej. tableta, lector electrónico)  
 Trabajo     Biblioteca o otras áreas públicas

15. ¿Es dueño o tiene acceso a un carro?  Sí     No

16. Es usted:  Hombre     Mujer

17. ¿Cuál es el nivel más alto de **educación** que completo?

- Alguna escuela secundaria o menos     Graduado de la universidad  
 Graduado de escuela secundaria     Pos graduado  
 Alguna universidad o escuela técnica

18. ¿Cuál es su **estado de empleo** actual?

- Empleado tiempo completo (40 o más horas a la semana)  
 Empleado medio tiempo (menos de 40 horas a la semana)  
 Estudiante     Ama de casa  
 Jubilado     Desempleado

19. ¿A cuál de las siguientes categorías pertenece su **edad**?

- Menor de 13     25-34     55-64  
 13-18     35-44     65 o mayor  
 19-24     45-54

20. ¿Cuáles **idiomas** se hablan regularmente en su casa?

- Inglés     Tagalo  
 Español     Vietnamita  
 Mandarín     Hindi u otro idioma  
 Cantones     Otro - *especifique:* \_\_\_\_\_

# Appendix B: METHODOLOGY

# DESCRIPTION OF METHODOLOGY

## FIELD PROCEDURES

In total, 10 interviewers worked on the 2018 study. The training session for interviewers was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Monday, October 8, 2018. Field interviewing was conducted between October 9 and November 15, 2018.

On each day of the fieldwork, interviewers were assigned a randomly selected SamTrans route or routes to survey during their shift. Upon arrival at the "starting point" bus stop, interviewers boarded the next SamTrans bus on their assigned route and began distributing questionnaires. In most cases, these interviewers rode the whole distance of their designated route, continually collecting completed surveys and distributing surveys to new riders entering their bus. The questionnaires were available in English and Spanish. Tallies were kept for questionnaires taken home with riders to be mailed back and for all non-responses (refusals, language barrier, children under 13, sleeping, already participated and left bus). The definitions for non-responses are:

*\*Language Barrier* - non-response because the rider cannot understand the interviewer or the questionnaire.

*Left Bus* - the surveyor was unable to offer a questionnaire to a rider because of the short distance of that rider's trip.

*Children under 13* - children under 13 were not targeted for this survey.

*Sleeping* - riders who are sleeping were not offered a questionnaire.

*Refusals* - riders unwilling to accept/fill-out the survey.

*Already Participated* – already completed the survey on a previous SamTrans bus trip.

\*Where possible, interviewers also made particular note of language barriers, and if they were able to determine, noted whether the language barrier was due to monolingual Tagalog or Chinese speakers. Those who could not use the English or Spanish survey instruments due to language issues were offered a card with a phone number which enabled the respondent to have the survey questions asked of them via an interpreter on a language line.

Interviewers returned completed questionnaires to the CC&G office within 24 hours of shift completion. Editing, coding and inputting were done as the questionnaires were returned. Standard office procedures were used in spot checking (validating) the work of the editors, coders and data entry staff.

## SAMPLING

In total, 4,229 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 1.34% (at the 95% confidence level). The sampling on the study was designed to achieve a cross section of riders utilizing different routes in San Mateo County. Surveying was attempted on all regular fixed-route buses, as well as many school/community routes, and surveys were collected on 36 of these routes (including all heavily traveled and medium traveled routes).

Each shift was assigned to allow a surveyor to cover multiple scheduled runs on selected routes. Depending on the route, two to ten full runs were covered in each allocated shift. On longer routes, such as the ECR, fewer runs were covered in a single shift because the surveyor remained on the bus for the full length of the bus route. In total, approximately 579 individual survey runs were completed on these sampled routes.

Routes were selected by establishing a protocol which grouped routes by ridership: a) highly traveled routes, b) moderately traveled routes, and c) lightly traveled routes. In addition to ridership volume, geographic route locations were also considered as a secondary consideration when determining which routes to sample. Consideration was given to ensuring that a diverse, and well represented, selection of routes from the Northern, Central, and Southern regions of San Mateo County. About 85% of the shifts were assigned to weekday routes, and 15% to weekend routes. Although it was not a separate region, routes were also selected to ensure proper coverage of the Coastside region of SamTrans' service area (e.g. in and around Pacifica and Half Moon Bay).

Segmentation groupings are shown below.

#### WEEKDAY

Route Type	Average Weekday Ridership	# of Routes	Approximate Shift	
			Allocation (%)	
Highly traveled routes	1,000+ Passengers	9	35%-40%	
Moderately traveled routes	200-999 Passengers	16	25%-30%	
Lightly traveled routes	Fewer than 200 Passengers	45	15%-20%	

#### WEEKEND

Route Type	Average Daily Weekend Ridership	# of Routes	Approximate Shift	
			Allocation (%)	
Highly traveled routes	1,000+ Passengers	5	5%-8%	
Moderately traveled routes	200-999 Passengers	11	4%-7%	
Lightly traveled routes	Fewer than 200 Passengers	10	3%-6%	

*The segments above are based on the daily ridership figures that were provided by SamTrans. A complete list of the specific SamTrans routes surveyed is included in the Appendix of this report.*

Note that in selecting routes to sample, an active selection protocol was used rather than a random selection process. The active selection protocol allows for a diverse selection of routes from different geographic regions to be represented. This framework provides the ability to comprehensively survey both mainline and local routes from nearly all regions of San Mateo County. One reason a random selection process was not used in the selection of routes, is because it can result in unpredictable, non-diversified, selection of routes. For example, a random selection process could potentially result in an entire geographic region being excluded from the survey if no routes in that region are included through random selection.

**Weighting**

The number of surveys completed was compared to SamTrans ridership averages for the month of October 2018. The data was then weighted according to 6 different weights:

- \*Weekday – low, medium, and high volume routes; and
- \*Weekend – low, medium, and high volume routes.

The comparison below shows the breakdown of actual October 2018 riders on low, medium, and high volume routes, compared to the actual number of surveys collected on each, for both weekday and weekend ridership. The table then also shows the weight applied for each sub-group.

	Weekday			Weekend		
	High	Med	Low	High	Med	Low
Actual Riders – October 2018 (#)	2,527	573	300	439	137	24
Actual Riders - October 2018 (%)	74%	17%	9%	73%	23%	4%
Surveys Collected (#)	2,605	585	381	420	163	53
Surveys Collected (%)	73%	17%	11%	66%	26%	8%
<b>Weight applied (#)*</b>	1.020642	1.030141	0.82804	1.09954	0.884717	0.470775

\*Includes 22 mailed in surveys where routes were unable to be determined

# Appendix C: EDITING AND CODING PROCEDURES

# EDITING AND CODING

This section outlines editing and coding procedures utilized on the 2018 SamTrans Triennial Customer Survey. For the most part, information as provided by the respondent on the self-administered questionnaire was entered as recorded.

Editing procedures, where disparities occurred, were as follows:

During fieldwork, only respondents appearing to be at least 13 years of age were approached and asked to complete the survey. Surveys indicating the respondent was under 13 years of age were removed.

For Q4 and Q5, only a single response was accepted. To increase accuracy of these responses, which are fare-based information, responses with two or more options checked were categorized separately as “multiple responses.”

Q20 (Languages spoken at home) and Q21 (English proficiency). If a respondent did not check *English* in Q20 but indicated in Q21 that English was spoken *very well* or *well* in their home, editing was accomplished by selecting *English* in Q20.

## *Other - Specify Responses*

- Question which had another – specify response include: Q3, Q4, Q6, Q7a, Q7b, Q11, Q12, Q20, and Q23. Written in responses on these questions were either:
  - a) Coded up to existing response codes where applicable. For example, if a respondent wrote in “motorcycle” on the accessing SamTrans question (Q7a), this response was coded up to the *Drive alone* category.
  - (OR)
  - b) Coded into an additional category which was added to the existing codes. For example, if a respondent wrote in “Doctor’s appointment” or “Physical therapy” on the trip purpose question (Q6), these responses were coded up as a *Medical* category and added to the existing codes.

## Scaling Questions.

- If multiples occurred where only one response was acceptable, we rotated the inputting of the higher and lower response. On the first occurrence, we took the higher response, on the next occurrence, we took the lower response, etc. (Example: both 4 and 5 circled on the Very Satisfied – Very Dissatisfied Scale).
- In cases where bi-polar discrepancies were observed, we took the mid- point (Example: 1 and 5 circled). Sometimes respondents would include notes like poor in this respect and excellent in another respect for a specific attribute.

The last page of the questionnaire included a section for comments. All of these written comments were typed into a database. The comments were then coded using a list of "department specific" codes developed by CC&G. The code list and incidence for each code are listed on the following page.

The verbatim comments for each code can be made available to the SamTrans Departments responsible for each area. This will provide them with an additional tool to understand the reasons for customer rating levels.

## 2018 SamTrans Triennial Customer Survey Code Sheet – Comment Code Frequencies

	(Base =1052)	
	#	%
General Unspecific Compliments .....	[230]	22%
Schedules – frequency / weekend / earlier / later .....	[202]	19%
On-Time Performance / Reliability / Speed .....	[172]	16%
Personnel – including driving safety, driving skills .....	[154]	15%
Routes – include additional / extend / more direct / more stops .....	[82]	8%
Fares and Fare Policy .....	[65]	6%
Bus Cleanliness – interior and exterior .....	[42]	4%
Enforcement / Security Issues .....	[39]	4%
Real Time Departure Sign/App .....	[35]	3%
Bus Overall Condition – including amenities, safety and comfort .....	[32]	2%
Bus Stops – shelters condition / state of repair .....	[17]	2%
Seat Availability / Crowding / Bigger Buses .....	[17]	2%
Temperature / Ventilation .....	[16]	2%
Transit Connections – including SamTrans, Caltrain, BART, MUNI .....	[12]	1%
Survey .....	[11]	1%
Signage / Maps / Printed Schedules / Schedule Change Notices .....	[9]	1%
SamTrans Phone Information / Website .....	[9]	1%
Strollers, Bikes, Luggage Issues .....	[4]	<1%
Disability / Senior Issues .....	[3]	<1%
Clipper .....	[3]	<1%

*(Multiple codes accepted on this question)*

Note: The coding of respondent comments is intended to provide a department-specific or subject-specific listing of comments. Consequently, the comments identified with each code above may be either positive or negative. A compilation of the actual comments has been compiled in a separate report.

# Appendix D: INTERVIEWER TRAINING INSTRUCTIONS

# SamTrans 2018 Triennial Onboard Survey

## Interviewer Instructions

### Project Overview

This project is a passenger survey being conducted on-board SamTrans buses. It is an onboard, self-administered questionnaire to be distributed and collected on specific SamTrans routes. This fieldwork will take place beginning October 9, 2018, and continue for about a month. In most cases, you will be working alone.

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

### Safety!

Working on a moving bus can be challenging at times. Ensure your safety, as well as the safety of passengers at all times! You **must** hold on to a handrail or bar at all times when you are standing or walking on the bus! Allow passengers the time to find a seat or a safe place to stand before offering them a survey. NEVER block passengers entering or exiting the bus.

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

### Distribution of Questionnaires

**Distributing (and collecting) questionnaires from passengers is your primary task on this project.** For each of your runs, **you should strive to get the questionnaire into the hands of every (or nearly every) passenger.** Your approach as a surveyor will make a tremendous difference in whether or not riders agree to do the survey.

#### Tips for Getting Everyone to Complete a Questionnaire

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

6. **Be aware of the environment on the bus.** Some early morning buses, particularly, may have riders on them who want a quiet atmosphere – lower the volume of your voice if that is desired. Conversely, on some busier buses, you may be able to give a brief introduction to many people at one time, and/or ask those around you to hand out surveys to those you cannot reach (because the bus is so crowded).

After surveys are distributed, walk through the bus every few minutes and watch for people who may have questions or are finished. Be polite: “I’ll take the survey if you are done.” Or “I can take that for you.”

**Attempt to collect every survey you distribute. Do not worry about collecting the pencils you hand out – we have plenty of those!**

### Survey Eligibility

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

#### Do not distribute questionnaires to:

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

#### Instruct passengers to return completed surveys to you.

**Important: In order to account for every questionnaire properly, the RunID MUST be written in the lower left-hand corner (labeled "RouteID"). You should pre-number questionnaires BEFORE entering the bus.** If you exhaust all of the pre-numbered questionnaires, you MUST write the RUN ID on EVERY questionnaire you distribute – BEFORE they are in the passengers’ hands. **Follow these guidelines:**

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

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

### Handling Refusals and Survey Completion Options

#### Getting to "Zero Refusals"

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

- )] **In some cases, it can help to find out the reason behind a ‘no’.** When someone refuses, they may be objecting to some part of survey participation, or they do not understand what you are asking. Sometimes, they are just not having a good day. Find out what they are objecting to, if you can, and offer a solution. **If they say 'no' again, you will need to stop there in most cases – we want to be assertive, but not overbearing.**

- J **Use positive language to overcome resistance.** Some passengers may ask, "Is this survey required??" Do not go on the defensive, but instead, respond in a positive manner: "No, but we greatly value your input and hope you will participate anyway."
- J **Use the "domino effect" in your favor.** If you start at one end of the bus, and get a refusal, do not stay in that area – move to another area and ask other passengers. Passengers who hear other passengers participating are more likely to participate themselves. Passengers who hear other passengers refuse are more likely to refuse. Get and keep the positive responses going!
- J **Offer solutions to "I have no time."** Some passengers are doing something else on their trip (working, sleeping, "me time") and do not want to do the survey just then. Other passengers may be taking a very short trip, and they do not feel they have enough time to complete the survey. Point out to them that they may complete it later and mailing it in – just by folding it and affixing tape where indicated. (No postage is necessary.) **But use this as a last resort -- most people who say they will mail it in . . . never do.**
- J **Do NOT assume they will refuse because they are using a tablet, phone, or other device.** If they are in a conversation on their phone, you can hand the survey to them. If they are working, politely explain they can complete it later – and repeat the options above.
- J **Briefly address questions/concerns.** If a passenger is concerned about privacy, let them know that they do not have to provide the contact information on page 5, and the survey results are viewed together (as data), not as individual responses. You may also let them know we are conducting this **and we are a market research company – we NEVER participate in sales-related activities. We ONLY do market research.** Thus, the results will be used to help improve SamTrans – nothing else.
- J **For patrons who speak a language other than English or Spanish, who are blind, or who are otherwise unable to fill out the survey,** ask the person if they are able to have someone help them with the survey at home, and point out the mail-back panel. **You may also provide them with a postcard with the telephone number as well. Although the cards have a description in English, Spanish, Chinese, and Tagalog - they can participate in this manner even if they speak some other language. This number is also helpful if they speak English or Spanish, but have difficulty in reading/writing on the questionnaire.**
- J **You may need to (quickly) decide whether to take an incomplete survey or encourage them to participate via return mail.** A survey will not be considered complete unless at least half of the questions have been answered (e.g. about 2.5 of the 5 pages of the questionnaire). If the passenger has filled out at least half the survey, it is better to accept the survey with skipped questions than to risk losing that survey (which is very unlikely to be mailed in).

### Survey Quality Assurance - Completeness

- J Be sure to **tell the patrons to fill in all pages** of the survey.
- J **Some respondents may not realize there are questions inside – do a quick check to be sure they have not missed the inside pages of the survey.** Handing patrons the survey with the survey opened will help them see there are inside pages.

### Tracking Completes and Non-Responses

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

### At the Start of Each Run, Enter:

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

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

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

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

- ] Location where you exited the bus.
- ] The time that the run ended.
- ] The total number of questionnaires DISTRIBUTED for both English and Spanish.
- ] The total number of questionnaires RETURNED. RETURNED QUESTIONNAIRES ARE DEFINED AS ALL QUESTIONNAIRES COLLECTED ON THIS PARTICULAR RUN.
- ] All returned surveys and the completed survey control sheet should be rubber banded together and placed in the “Completed Questionnaire” envelope. Please IMMEDIATELY complete the information on the front of this envelope for that run (e.g. RUN ID, # of Questionnaires Distributed, etc.)
- ] For unused questionnaires with RUN IDs written on them:
  - \*Cross out the RUN IDs of the run you just finished
  - \*Write in the new RUN ID (number and letter)
  - \*You will then reuse these questionnaires on the next run

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

### Non-Response Definitions

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

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

**Language Barrier** - Spanish-speaking passengers who refuse a questionnaire are tallied as “refusals” since we have a Spanish instrument. **Only passengers who speak a language other than English or Spanish count as a Language Barrier.** Write the language spoken/apparently spoken – particularly if you have more than one or two Language Barrier non-responses. **Be sure to offer them a multi-lingual post card so they can participate – and note the card distribution on the survey control sheet and packet envelope.**

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

**Already Participated** – This is someone who has already completed a survey – either on the current route or another route.

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

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

### At the End of Each Bus Shift

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

### Important Information About This Project

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

1. A system map will be provided to you today, which will help you understand the general travel direction of the routes you survey. **However, you may also want to look up maps for specific start, transfer, and end locations.**
2. SamTrans travels throughout San Mateo County. All bus routes serve San Mateo county, with a few heading north into San Francisco and a few heading south into Palo Alto (Santa Clara County).
3. Many streets cross multiple cities (El Camino Real, Hillsdale Boulevard, etc.).
4. SamTrans schedules often do NOT specify which side of a street your bus stop is on – the same cross-streets are often used in the same order – e.g. Airport/Linden (as an intersection) is often used

- regardless of the direction you are going. Thus, take extra time to find your correct bus stop and be sure you are going the correct direction you need to go.
5. The main non-freeway road in San Mateo County is El Camino Real – usually shortened to "El Camino." Two of the system's routes – ECR and ECR Rapid – are named after the fact that much of these routes go up and down El Camino Real in San Mateo County.
  6. A meal break is included in full survey shifts to maximize survey time.
    - a. **The routes scheduled before your meal break are ALMOST always a higher priority than the routes scheduled after your meal break.** The Coastside area (Pacifica/Half Moon Bay) is the exception to this – generally, your runs in Pacifica and Half Moon Bay are the priority, and other runs being used to get you to/from that area are of lesser priority.
    - b. **Note that the 'meal break' portion of the time period is 30 minutes.** Often, more than 30 minutes is provided – as this allows for late bus arrivals. It also provides a chance for you to catch up on any paperwork and be ready for the remainder of your shift, as well as making sure you are at the correct bus stop in time for the next run.
  7. A number of bus stops are not right at a Caltrain station, but within 1-3 blocks of a Caltrain station. This makes looking at a map prior to your shift extremely important.
  8. **NEVER take an earlier bus or board at a different stop – unless the schedule specifies it is OK to do so.**

## Conduct and Communication

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

- ] Always act professionally.
- ] **Be punctual.** You should be **in place, at your starting point** at the time indicated in red type (bright yellow background), which is **15 minutes prior to the time your first bus is due**. *Failing to adhere to the published schedule, and/or starting shifts late, will lead to dismissal.*
- ] **Dress in business casual attire.** This is typically long trousers and collared shirts for men, and a pair of slacks and blouse/top for women. **Wear comfortable, closed-toed shoes which allow you to walk quickly and easily maintain your balance.**
- ] **Note that 'business casual' DOES NOT include t-shirts, 'sweats', workout wear, yoga pants, shorts, sandals, flip-flops, and ANY clothing with prominent brand names, logos, or slogans.**
- ] All surveyors must wear their ID badges and have a valid photo ID at all times while surveying.
- ] **Your surveyor badge and survey access letter permit you to ride on SamTrans SOLELY for the purposes of this study. Any other use is prohibited and cause for immediate dismissal.**
- ] **You must wear your surveyor badge for every shift. If your badge is lost or stolen, you must report it to CC&G immediately.**
- ] **Look ahead on the schedule.** It is part of your job to ask questions if you are unsure how you will travel there, to ask for additional maps or directions if needed, etc.
- ] **Adhere to check-ins and work return deadlines.** You will be expected to check in at the beginning of the project, and there may be other check-ins announced.
  - o **Check-ins will occur for EVERYONE after you have completed your first 1 to 3 shifts.** Everyone will check in (in-depth) 1 to 3 times. For AM shifts, plan to check in IMMEDIATELY AFTER your shift. For PM Shifts, plan to check in ABOUT 45 MINUTES PRIOR to the time you need to leave for the start of your shift the next day. **If you are planning to check in at other times, you MUST contact CC&G and make those arrangements!**
  - o **Return completed work within 24 hours after the end of your shift.**
- ] **Communication is part of the job.** Questions which arise, changes to protocols, updated schedules – all of these things require constant communication during the project.

- **Check your email daily.** With many people in the field from early morning to late at night, this is the best way to communicate timely (but not urgent) information so everyone is aware of it.
- **Schedules will generally be both emailed and printed. These are based on the availability you have noted in ScheduleBase and discussed with CC&G. Your availability on ScheduleBase should be accurate at least 2-4 weeks beyond the current day.**
- If for any reason you CANNOT make a shift – and it is 5 or more days away – email Carol at carolc@ccgresearch.com.
- If for any reason you CANNOT make a shift – **and the shift is less than 5 calendar days away – use the urgent notification numbers below and let CC&G know AS SOON AS POSSIBLE.**

**CONTACT INFORMATION – This is also being given to you to place on your lanyard (*behind* your badge)**

Corey, Canapary & Galanis – main number is (415) 397-1200

**ONLY call this number for urgent matters from 8 am to 4 pm, Monday through Friday**

**For all other times/days:**

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

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

**Client Contact**

Julian Jest. Market Research & Development.

650-508-6245

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

## Preparing For Your Shift

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

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

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

1. Backpack
2. SamTrans system map
3. Your *personal* interviewer schedule
4. System authorization letter (from SamTrans – to be shown to driver as you board)
5. Your personal survey badge
6. Apron
7. Pencils
8. SamTrans questionnaires (150 English and 50 Spanish per shift)
9. Multi-lingual postcards (pack of 10)
10. Completed Questionnaire Envelope(s) – take 1 for each run in your shift
11. Survey control sheets
12. Rubber bands
13. Interviewer Instructions (this document)
14. Clipboard
15. A watch (**NOT** a phone – if you do not have a watch – ask for one before you leave)
16. Your time sheet
17. A CC&G Clipper card (specifically issued to you)
18. Caltrain day passes (specifically issued to you)
19. Your personal identification with photo ID (provided by you)

# Appendix E: SAMTRANS ROUTES SELECTED TO SAMPLE

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

Route #	Route Geography	WEEKDAY CLASSIFICATION	WEEKEND CLASSIFICATION
80	South	Light	
79	Central	Light	
78	Central	Light	
73	Central	Light	
72	Central	Light	
68	Central	Moderate	
67	Central	Moderate	
62	Central	Light	
61	Central	Moderate	
60	Central	Moderate	
59	Central	Light	
58	Central	Light	
57	Central	Light	
56	Central	Light	
55	Central	Light	
54	Central	Light	
53	Central	Light	
49	North	Light	
46	North	Moderate	
39	North	Light	
38	North	Light	Light
37	North	Light	
35	North	Light	
29	North	Light	
28	North	Light	
25	North	Light	
24	North	Light	
19	Coastside	Light	
18	Coastside	Light	
17	Coastside	Moderate	Moderate
16	Coastside	Light	
14	Coastside	Light	Light