2015 SAMTRANS TRIENNIAL CUSTOMER SURVEY
Systemwide On-Board Bus Survey

SUMMARY REPORT

CONTENTS

COREY, CANAPARY & GALANIS

INTRODUCTION

This report details the findings of an onboard survey of SamTrans bus riders. The fieldwork on this study was conducted in October 2015. In total, 6,430 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: Patrick Thompson, 650-508-6245

Changes in SamTrans Service Since Last Survey
SamTrans made a number of service-related changes since the last survey was conducted in 2012. Significant changes include:
- In August 2013, SamTrans combined mainline Routes 390 and 391 into Route ECR on weekdays, which travels from Palo Alto to Daly City and operates every 15 minutes. Weekend service was introduced in 2012 and operates every 20 minutes.
- In January 2014, SamTrans implemented system-wide service changes as part of the SamTrans Service Plan. Improvements included increased frequency on a number of core routes, addition of new routes and discontinuation of inefficient routes. This included a redesign of all bus stop signs and additional information for accessing real-time departures. In addition, the Day Pass decreased from three to two and one-half times the one-way fare.

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:

- 80% Completion Rate. This is calculated by dividing the total number of completes (6,430) by the total number of questionnaires distributed to passengers (7,995).
- 67% Response Rate. This is calculated by dividing the total number of completes (6,430) by all eligible passengers riding on the sampled buses (9,495).
  (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 Thursday, October 1, through Saturday, October 31, 2015. 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, 6,430 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 1.21% (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 74 weekday routes in operation (including lightly traveled school and community routes), and surveys were collected on 50 of these routes (including all heavily traveled and medium traveled routes). Surveys were also conducted and collected on board all 24 weekend routes in operation.

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 971 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 taken into account as a secondary consideration when determining which routes to sample. Consideration was given to ensuring that a diverse, and well

represented, selection of routes from the Northern, Central, and Southern regions of San Mateo County. 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	11	35%-40%
Moderately traveled routes	200-999 Passengers	17	25%-30%
Lightly traveled routes	Fewer than 200 Passengers	46	15%-20%

WEEKEND			
Route Type	Average Daily Weekend Ridership	# of Routes	Approximate Shift Allocation (%)
Highly traveled routes	1,000+ Passengers	4	5%-8%
Moderately traveled routes	200-999 Passengers	14	4%-7%
Lightly traveled routes	Fewer than 200 Passengers	6	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 2015. This comparison showed that weighting the data was unnecessary, as the percentage of completed surveys (compared to the weekly total) for each ridership segment was already nearly identical to the estimated percentage of riders for each ridership segment. The following chart shows the actual number of surveys by ridership segment and the segment's percentage of the weekly total of surveys.

	Weekday Peak	Weekday Off-Peak	*TOTAL Weekday**	Weekend*	*Weekly TOTAL*
		Weekday			
Surveys completed	2,320	3,139	5,495	971	6,430
% of weekly total	36%	49%	85%	15%	100%
Estimated weekly # of SamTrans riders*			1,006,564	188,334	1,194,898
% of weekly total*			84%	16%	100%

SamTrans Ridership vs. Surveys Completed

*Taken from ridership numbers October, 2015. Since SamTrans routes were largely reconfigured in Fall 2014 and mid-2015, a weekday peak/off-peak breakdown from prior to October 2015 may not be valid. In addition, the peak/off-peak breakdown may be impacted by the fact that this study was not conducted among passengers who appeared to be younger than 12 years of age.

Statistically Significant Differences

As was mentioned previously, for the total number of respondents (n = 6,430) who participated in the survey, the margin of error is +/- 1.21% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:

- Weekday peak (n = 2,320). +/-2.02% at the 95% confidence level;
- Weekday off-peak (n = 3,139). +/-1.74% at the 95% confidence level;
- Weekend (n = 971). +/-3.11% at the 95% confidence level.

EXECUTIVE SUMMARY

Half of SamTrans riders are long-time users, but there is a substantial share of new riders who have started using the system within the past year.
- Almost one-quarter (27%) of riders have been riding SamTrans for less than a year. This is a slight increase (3%) from 2012; all of this increase stems from those riding 6 months or less. Most of these newest riders (75%) pay an Adult fare, while 18% pay a Youth fare.
- However, the share of relatively new riders (e.g. those riding less than three years) declined between the 2012 and 2015 surveys. The number of new Senior riders rose slightly between 2012 and 2015.
- Half of riders (49%) have been using SamTrans for more than 3 years. This is a slight decrease from 2012 when 53% of riders indicated that they had been riding three or more years.
- Ridership across fare categories remains generally consistent with the 2012 survey, with Adult riders dropping from 65% in the 2012 survey to 64% in the 2015 survey; Youth riders staying flat at 19%; and Senior riders up 1% in 2015, for a total of 10% of all riders.

Most SamTrans riders rely on the system as their primary mode of transportation.
- Just over one-fourth (28%) of SamTrans riders own or have access to a car; this the same as in 2012, is up from 2009 (26%), but down from 32% in 2006.
- Most riders (78%) say the primary reason they use SamTrans is because they don't have a car or don't drive.
- Most riders (82%) use SamTrans at least 3 days per week, with two-thirds (63%) 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 number of riders take more than one SamTrans bus to their destination.
- Walking is the primary mode in getting to and from SamTrans. 68% walk to their bus stop, and 58% walk from the bus stop to their final destination.
- Over a third of all riders (60%) pay for their trip with cash, while 23% use a SamTrans Monthly Pass. Those using cash value on Clipper nearly tripled since 2012, rising from 8% in 2012 to 21% in 2015. Day Pass use doubled, from 3% in 2012 to 6% in 2015, although this growth may have been a result of the price drop for a Day Pass, from the equivalent of 3 one-way trips to 2.5 one-way trips.
- More than two-thirds (69%) of riders are making a round trip on SamTrans. This is the same as in 2012, is slightly higher than 2009, this percentage is still down slightly from 74% in 2006.
- While 56% use only one SamTrans bus for their one-way trip, 31% use 2 SamTrans buses, and 11% use 3 or more SamTrans buses for the trip.

Limited vendors, consumer choice, and lack of information are the main barriers to Clipper Card use.
- Overall, 46% of riders indicated that they used a Clipper Card. Although most of those who use a Clipper card say there are no barriers to use (72%), 9% of those who use a Clipper card say vendors are limited, making it the highest barrier mentioned among Clipper card users.

EXECUTIVE SUMMARY (continued)

- Notably, more than one third of those who do not use a Clipper card (34%) say there are no barriers, suggesting their non-use is a matter of choice, while 23% of non-users say they prefer to pay as they go. However, among those not using a Clipper card, lack of information is a key factor: 13% of them say they don't know enough about it, while 9% say they don't understand how to use it.

SamTrans is used for a wide variety of purposes by its riders.
- Overall, slightly less than half of riders (44%) are traveling to or from work, and 28% are traveling to or from school, when using SamTrans. This is similar to the 2012 survey, when 44% traveled for work and 29% were traveling to/from school, as well as to 2009, when 47% traveled for work and 27% were traveling to/from school.
- Work is the primary trip purpose for all time periods – with 46% of Weekday Peak riders, 42% of Weekday Off-Peak riders, and 44% of Weekend riders going to or from work.
- School is the second most common trip purpose among Weekday Peak (38%) and Weekday Off-Peak (27%) riders; however, among weekend riders, shopping (24%) and social/recreational (23%) trips are the second most common trip purposes.

Overall, SamTrans is generally well regarded by its customers.
- About three-fourths of riders (73%) 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.
- 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 SamTrans 5 or more days a week rate SamTrans lower than those who ride only 3-4 days a week. Those who ride SamTrans 1-2 days/week rate the service on par with those who ride five or more days a week.

Ride…	2015 mean score	2012 mean score	2009 mean score
5 or more days/week	4.22	4.21	4.22
3 – 4 days/week	4.25	4.17	4.18
1 – 2 days/week	4.23	4.21	4.17
Less than once a week	4.31	4.31	4.23

- Riders who have been riding SamTrans longer rate the experience higher than newer riders.

Have been riding…	2015 mean score	2012 mean score	2009 mean score
Less than one year	4.22	4.20	4.18
1 – 3 years	4.21	4.15	4.17
More than 3 years	4.25	4.24	4.24

- Those using southern SamTrans routes are more satisfied than riders on other routes. However, riders on Central and Northern routes are more satisfied than they were in 2012.

Geographic type of route...	2015 mean score	2012 mean score	2009 mean score
South	4.28	4.25	4.30
Trunk (Multiple Regions)	4.17	4.20	4.24
North	4.27	4.22	4.18
Central	4.21	4.18	4.14

- 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.)

	2015 mean score	2012 mean score
Spanish language questionnaire	4.46	4.47
English language questionnaire	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 personal security, courtesy of operators, and cleanliness of the bus. It rated lowest on frequency of buses (among the 11 attributes rated).

- Riders rated most attributes of SamTrans higher or about the same compared to 2012.
- Attributes that continue to score the lowest in spite of recent gains include real time data access, on-time performance, and frequency.
- Attributes seeing the highest increases since 2012 included Frequency (+0.15), Value for the money (+0.15), and On-time performance (+0.12).
- The attribute with the largest decrease in ratings was Cleanliness of Bus, which dropped in 2015 to 4.27 (down 0.05 from 2012). Part of this drop may have been the result of reduced bus washing in 2015 as a result of the California drought.
- Real-time departure prediction at transit centers and 511, which was a new rating introduced in 2015, garnered a 3.93 (out of 5.00) rating. This places the rating for this attribute near the bottom of attribute-specific ratings, which mostly garnered an average score of 4.00.
- Those completing the survey in Spanish rated their overall satisfaction, and every attribute, more highly than those completing an English survey did.

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

- The SamTrans website (www.samtrans.com) was selected by a third of riders (35%) as the place that they would most likely go to get SamTrans schedule and/or real time update information. An equal percentage (35%) said they get scheduled information from the printed timetable. Google maps was the next most cited resource at 15%.

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

- English, Spanish, and Tagalog are the top languages spoken at home by SamTrans riders, followed by Cantonese and Mandarin.
- In total, 16% of respondents indicate that English is <u>not</u> spoken well or <u>not</u> spoken at all in their household.

^Note, however, that these percentages may be lower than reported. Where possible, language barriers were tracked and, if language spoken was readily available, noted. This resulted in 473 language barriers documented during fieldwork, or about 5% of all eligible passengers on sampled buses. Tagalog and Chinese languages appeared to be the most commonly spoken languages among those experiencing a language barrier. A Language Line option was also offered for those who could not complete a survey in English or Spanish due to language barriers. However, this option was not used by any respondents.

*The question this is based on asked about both advance schedule and real-time information in the same question. Not all sources listed can provide real-time SamTrans information.

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?
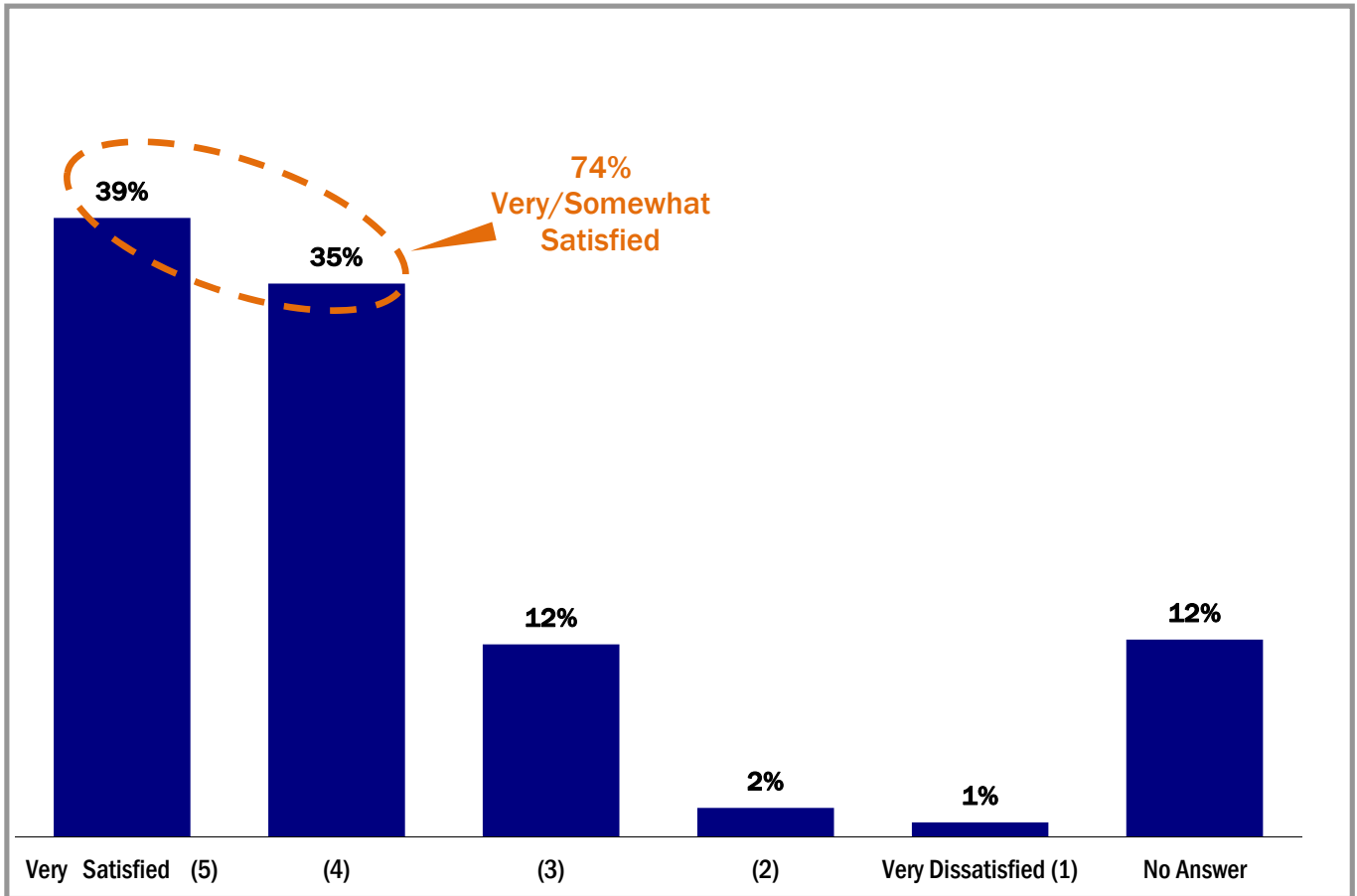
Base: Total (6,430)   (See Statistical Table 23)

OVERALL SATISFACTION – SUB-GROUP MEAN SCORE RATINGS

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

10L. Overall experience with SamTrans?

Satisfaction Rating by…	Mean Score (5 point scale) ▼
Total (n = 6,430)	4.23
Ridership Segment	
Weekday Peak (n = 2,320)	4.20
Weekday Off-Peak (n = 3,139)	4.25
Weekend (n = 971)	4.25
Language of Questionnaire	
English (n =5,745)	4.21
Spanish (n =685)	4.46
How Long Riding SamTrans	
Less than 1 year (n = 1,714)	4.22
1 – 3 years (n = 1,519)	4.21
More than 3 years (n =3,124)	4.25

(See Statistical Table 23)

COREY, CANAPARY & GALANIS

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?

**61%
Very/Somewhat
Satisfied**

Very Satisfied (5)	(4)	(3)	(2)	Very Dissatisfied (1)	No Answer
31%	30%	19%	6%	3%	11%
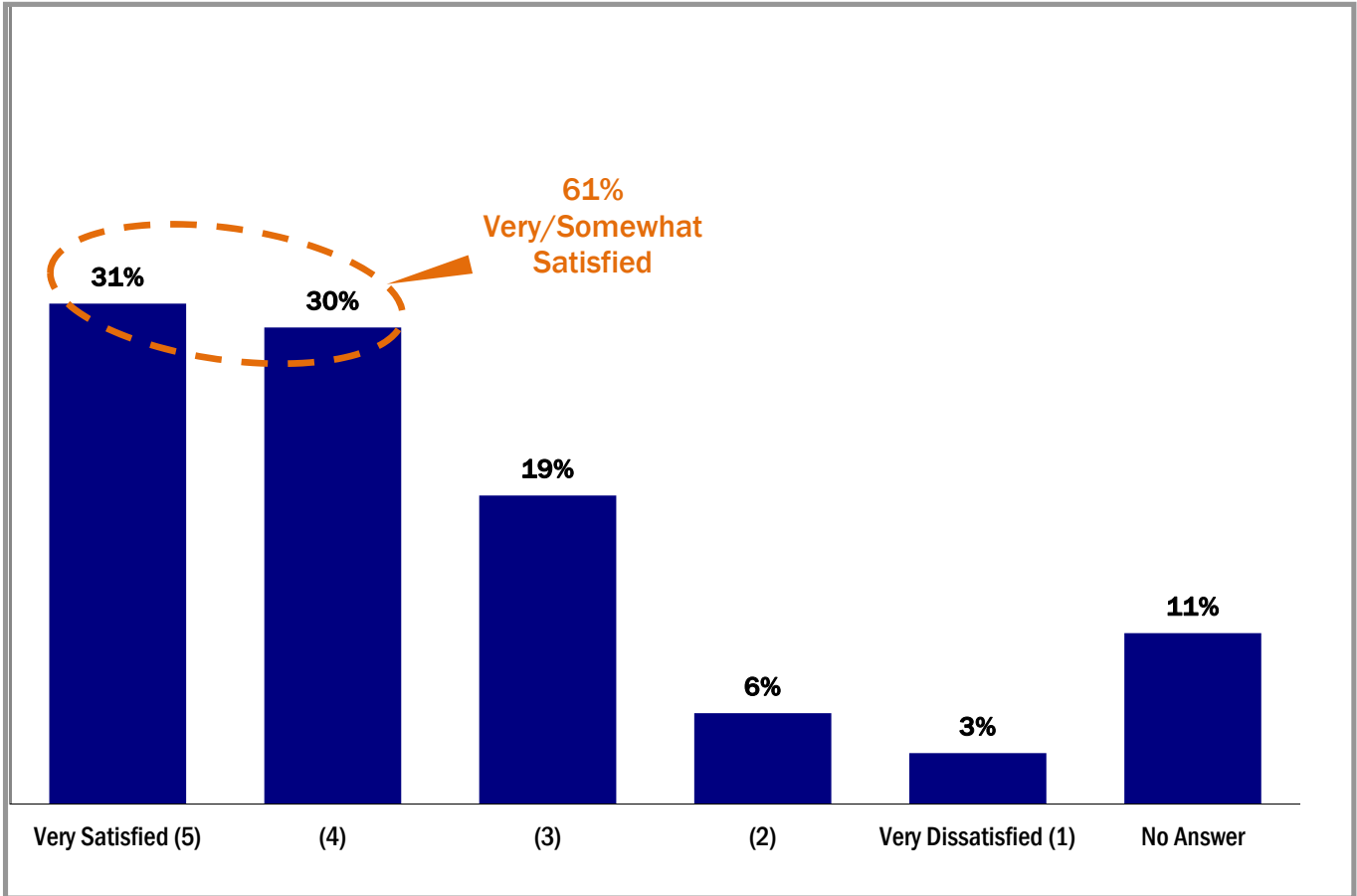
Base: Total (6,430)   (See Statistical Table 17)

OVERALL SATISFACTION - 2015 vs. 2012

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?

	2015	2012
Very Satisfied (5)	39%	40%
(4)	35%	36%
(3)	12%	13%
(2)	2%	2%
Very Dissatisfied (1)	1%	1%
No Answer	12%	8%

Base: Total (6,430)   (See Statistical Table 23)

COREY, CANAPARY & GALANIS
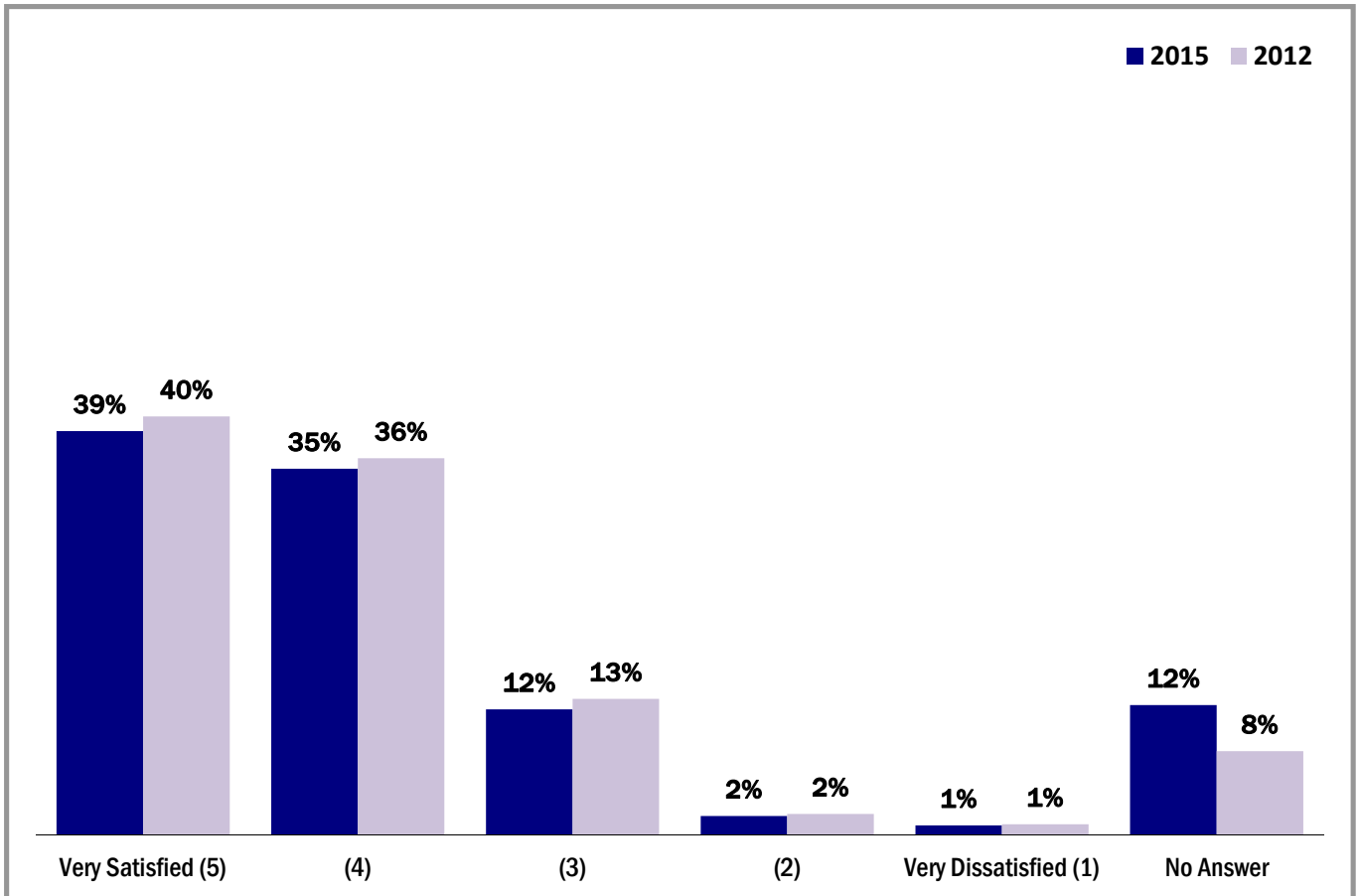
RATING OF SERVICE ATTRIBUTES (MEAN SCORES)

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 ◂
Availability of Information on Buses	4.31
Feeling of Personal Security on Bus	4.31
Courtesy of Bus Operators............................	4.29
Cleanliness of Bus	4.27
Helpfulness/Courtesy of Customer Service ...	4.23
Convenience of Routes	4.15
Value for the Money	4.11
Communication of Bus Changes	4.00
Real-Time Departure Prediction	3.93
On-Time Performance	3.90
Frequency (how often buses run)	3.79

Base: Total (6,430)   (See Statistical Table 11)

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

RATING OF SERVICE ATTRIBUTES (MEAN SCORES) - 2015 vs. 2012
(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.

	2015	2012	Change
Overall Experience with SamTrans	**4.23**	**4.21**	**0.02**
Availability of information on buses	4.31	4.33	-0.02
Feeling of Personal Security on Bus	4.31	4.30	-0.01
Courtesy of Bus Operators	4.29	4.24	0.05
Cleanliness of Bus	4.27	4.32	-0.05
Helpfulness/Courtesy of Customer Service	4.23	4.22	0.01
Convenience of Routes	4.15	4.15	-0-
Value for the Money	4.11	3.96	0.15
Communication of Bus Changes	4.00	3.99	0.01
On-Time Performance	3.90	3.78	0.12
Frequency (how often buses run)	3.79	3.64	0.15

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 (6,430)   (See Statistical Table 12)

COREY, CANAPARY & GALANIS

RIDERSHIP TENURE

1. How long have you been riding SamTrans?
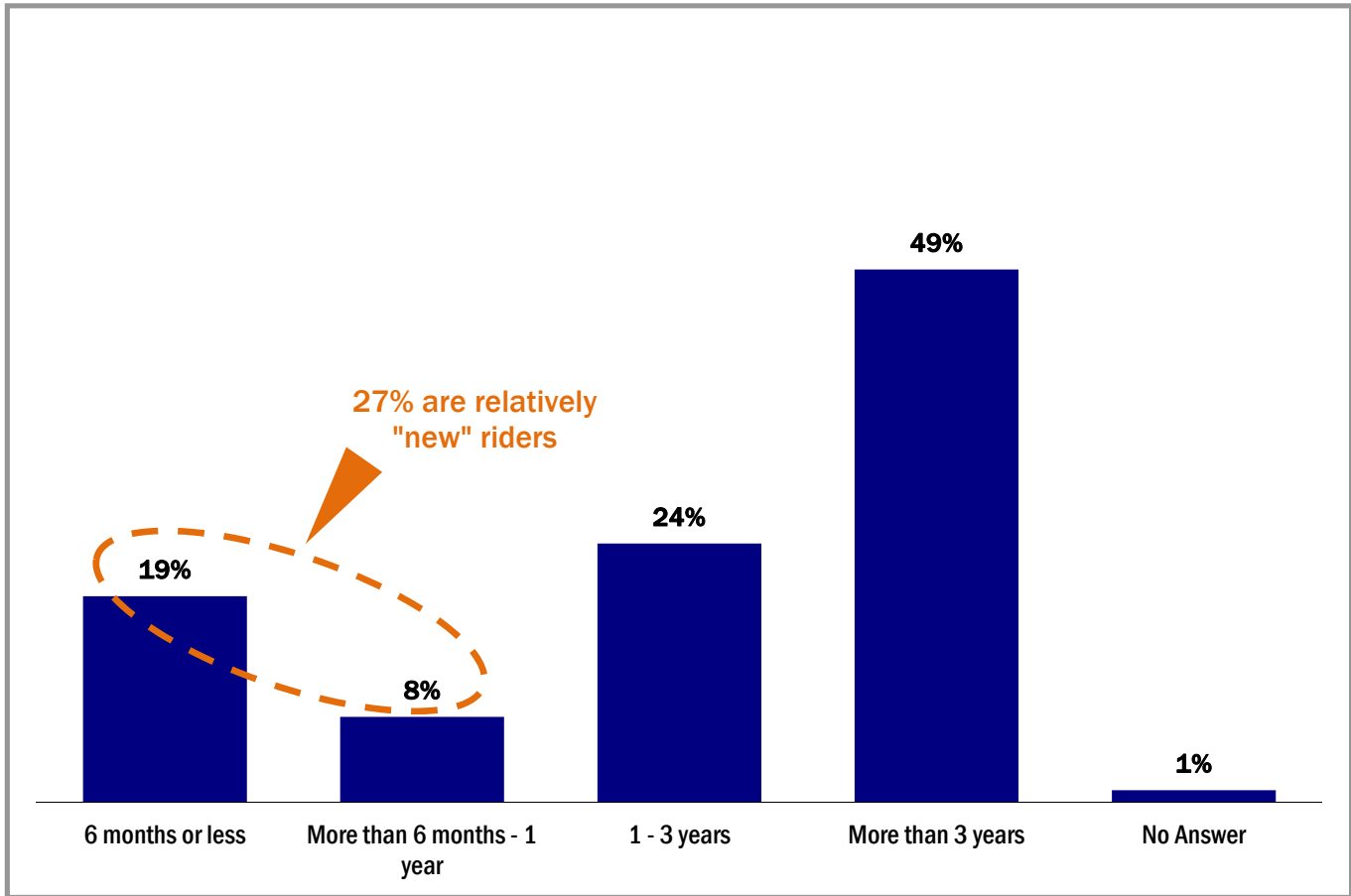
Base: Total (6,430)

(See Statistical Table 1)

FREQUENCY OF RIDING SAMTRANS

2. How often do you usually ride SamTrans?
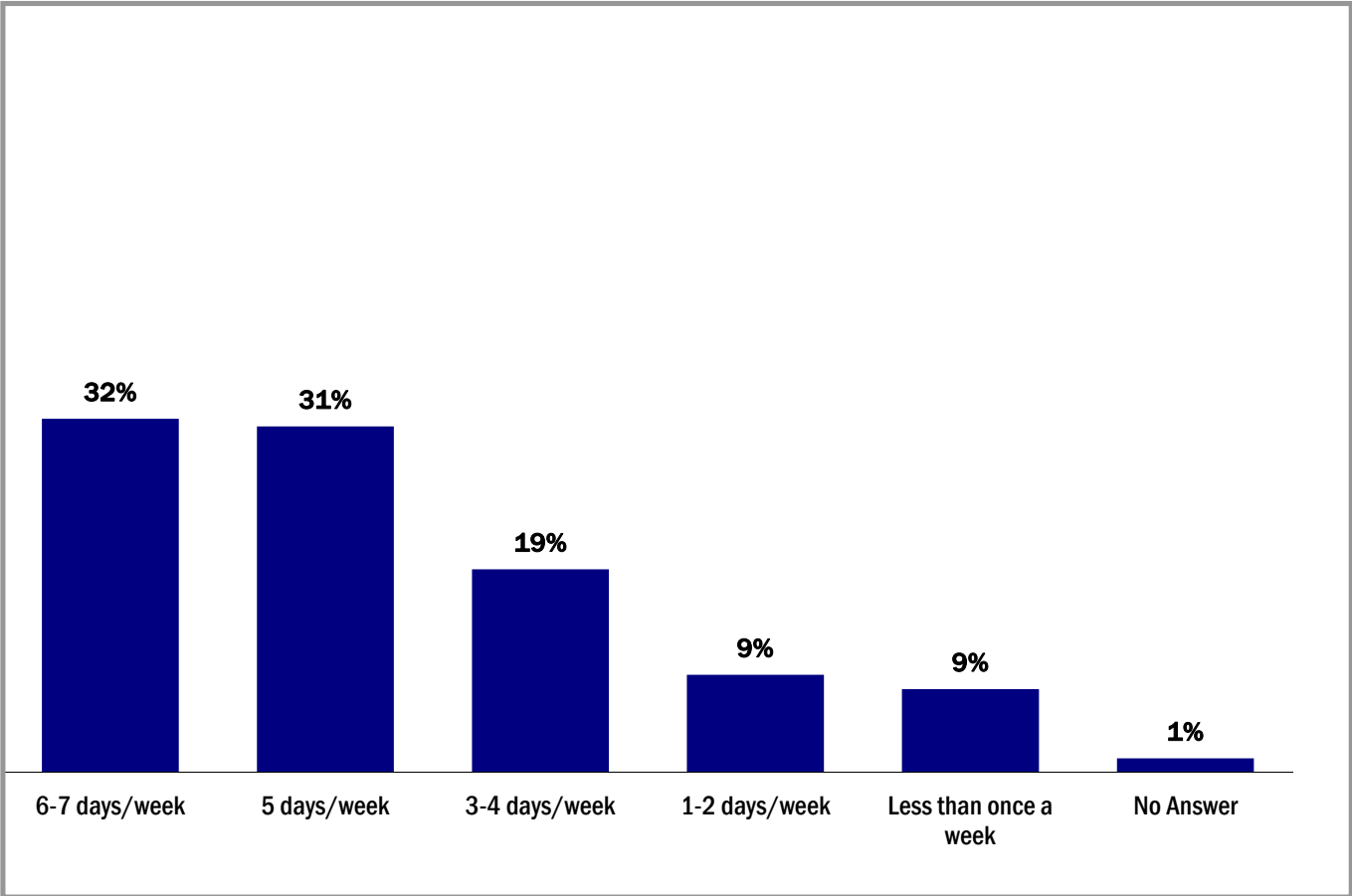
Base: Total (6,430)   (See Statistical Table 2)

REASONS FOR RIDING SAMTRANS

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

Reason	Percentage
Don't have a car/don't drive	78%
Save money (gas, wear/tear on car)	15%
Relax or reduce stress	8%
Help the environment	8%
Avoid traffic	7%
Ability to do other things	5%
Faster than other options	5%
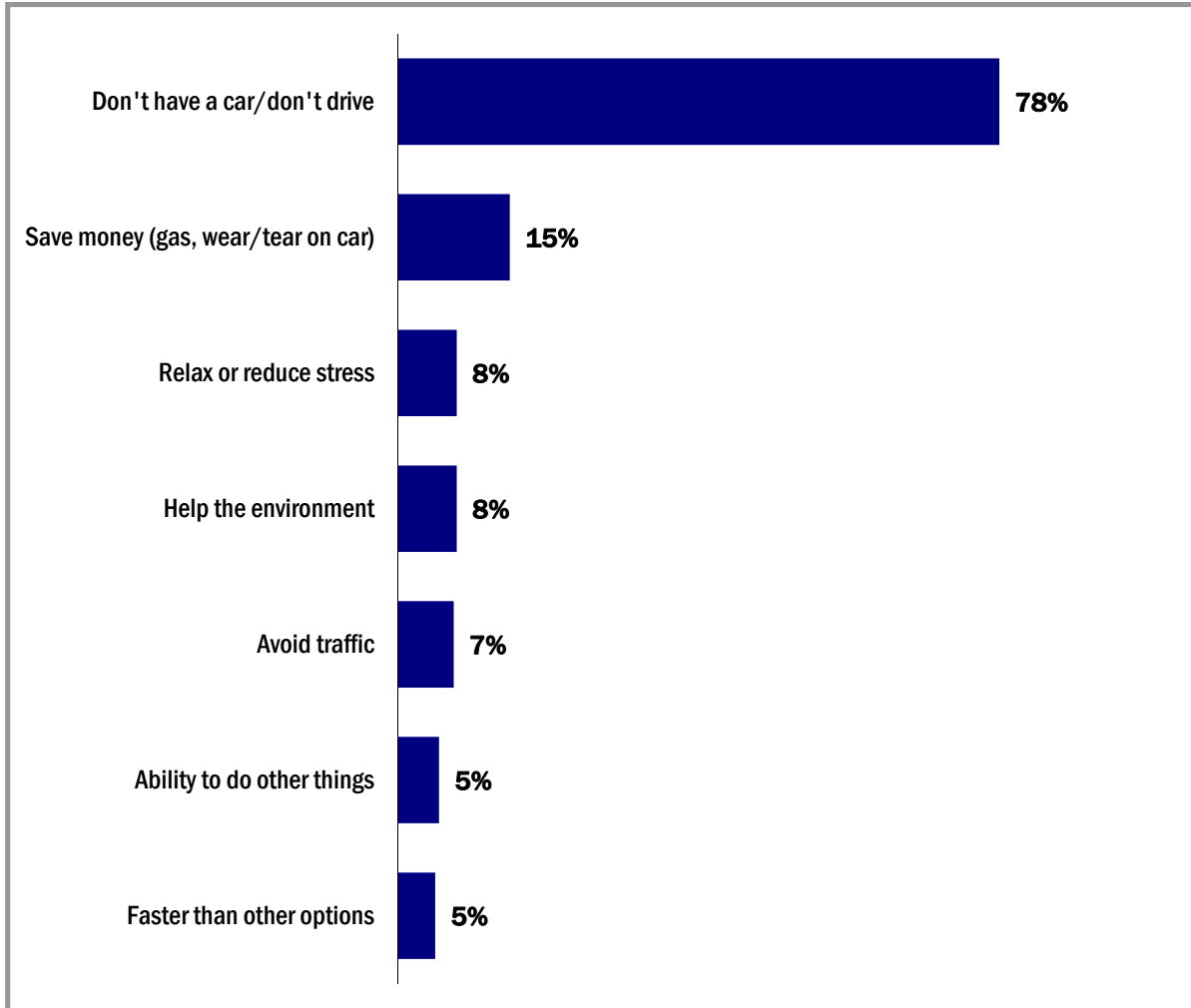
Only the top responses provided by 5% or more of respondents are shown above; see tables for a complete list.

Base: Total (6,430)   (See Statistical Table 3)

PAYMENT TYPE
4. How did you pay for this bus trip?
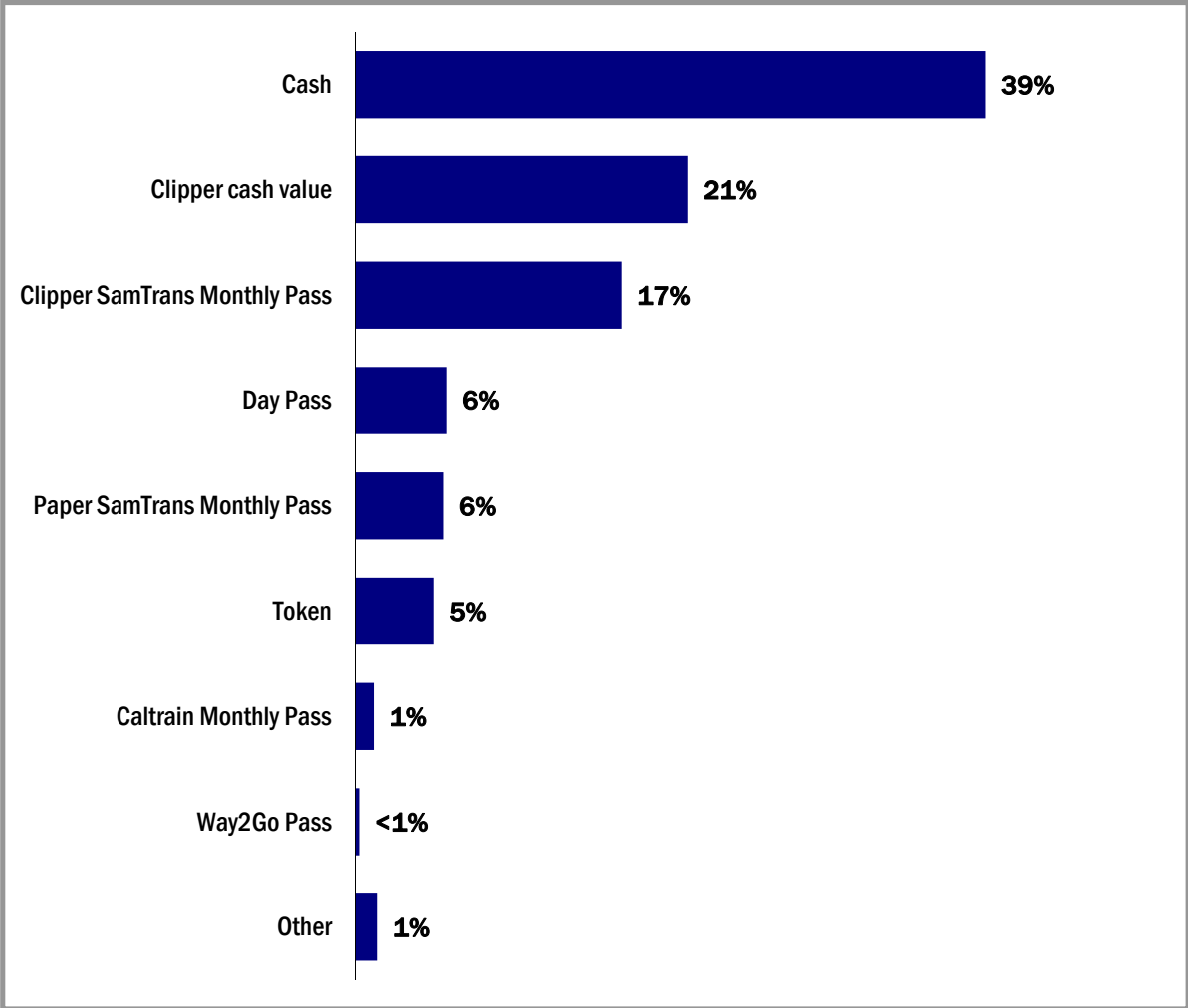
Base: Total (6,430)   (See Statistical Table 4)

COREY, CANAPARY & GALANIS

FARE CATEGORY

5. What is your fare category?
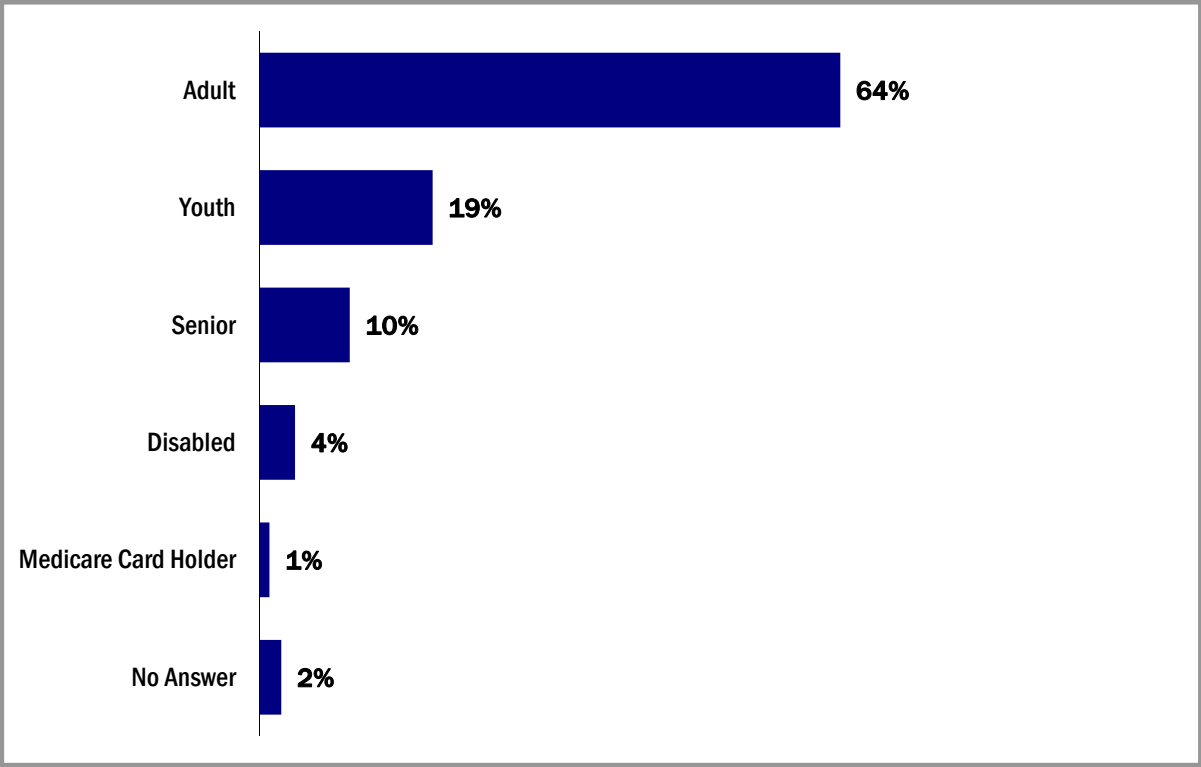
Base: Total (6,430)   (See Statistical Table 5)

Note: Targeted respondents were 13 years and older.

PURPOSE OF TRIP

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

Purpose	Percentage
Work	44%
School	28%
Shopping	13%
Social/ Recreational	12%
Personal Business/ Errands^	2%
Medical^	2%
Other	1%
No Answer	4%
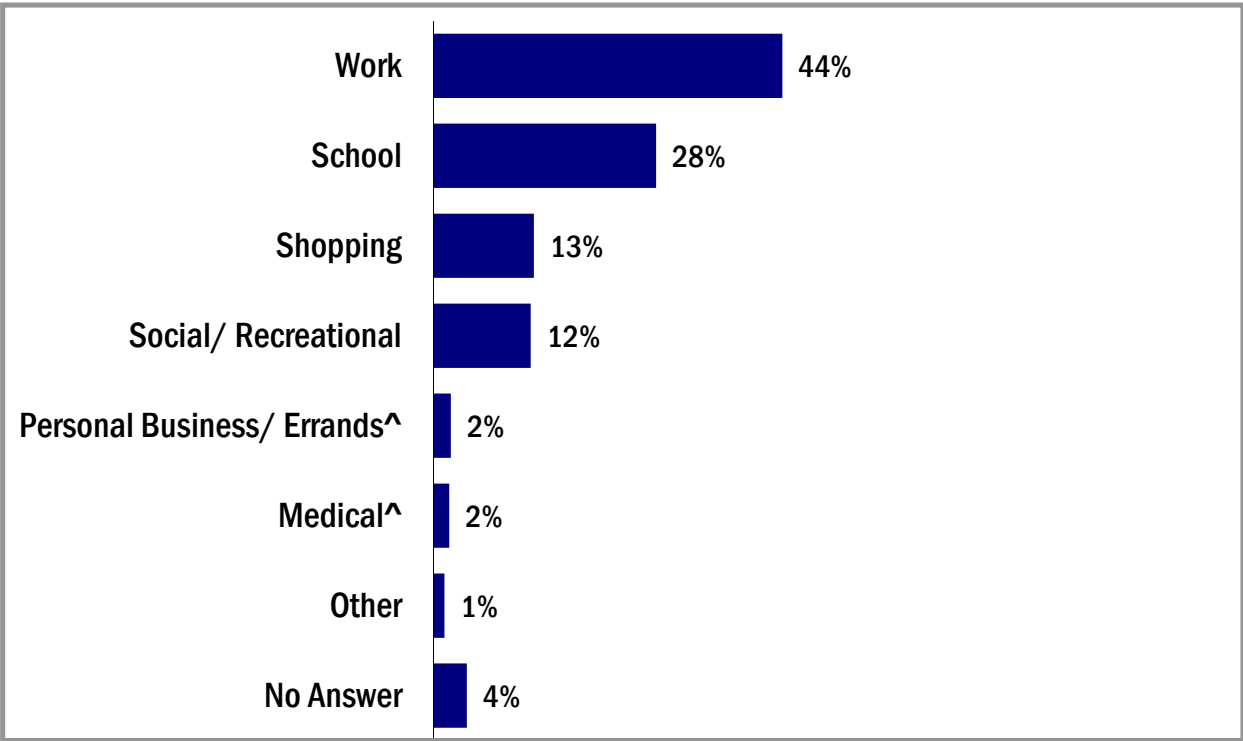
Multiple responses accepted

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

Base: Total (6,430)   (See Statistical Table 6)

ACCESS

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

Walked all the way	68%
Another SamTrans bus	11%
BART	7%
Caltrain	3%
Muni	3%
Bicycle	2%
Dropped off	2%
Drove	1%
Free shuttle	1%
VTA	1%
Other	<1%
No Answer	3%
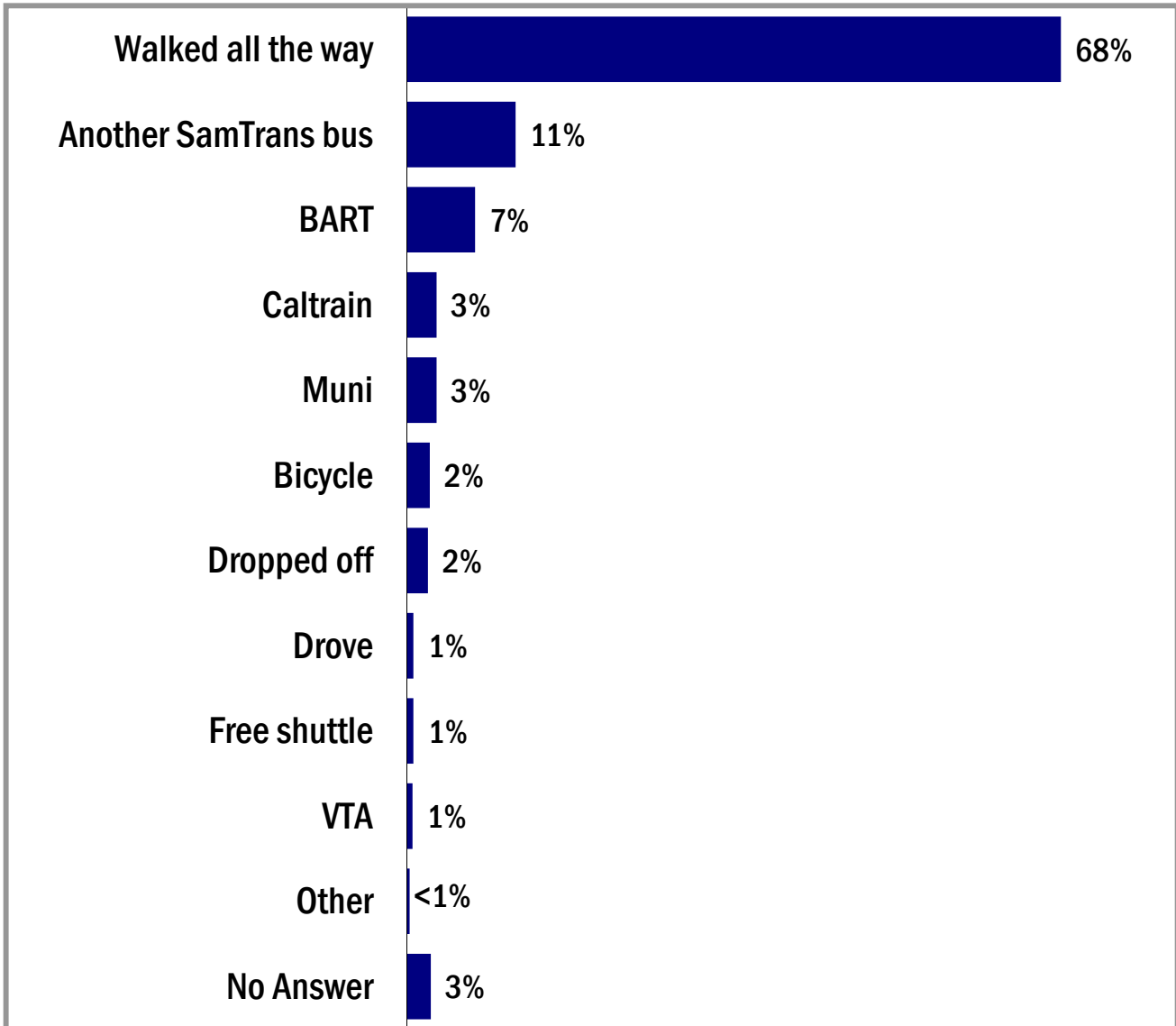
Multiple responses accepted

Base: Total (6,430)   (See Statistical Table 7)

COREY, CANAPARY & GALANIS

BUSES PER TRIP

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

1 bus	56%
2 buses	31%
3 buses	7%
4 or more buses	4%
Blank	2%
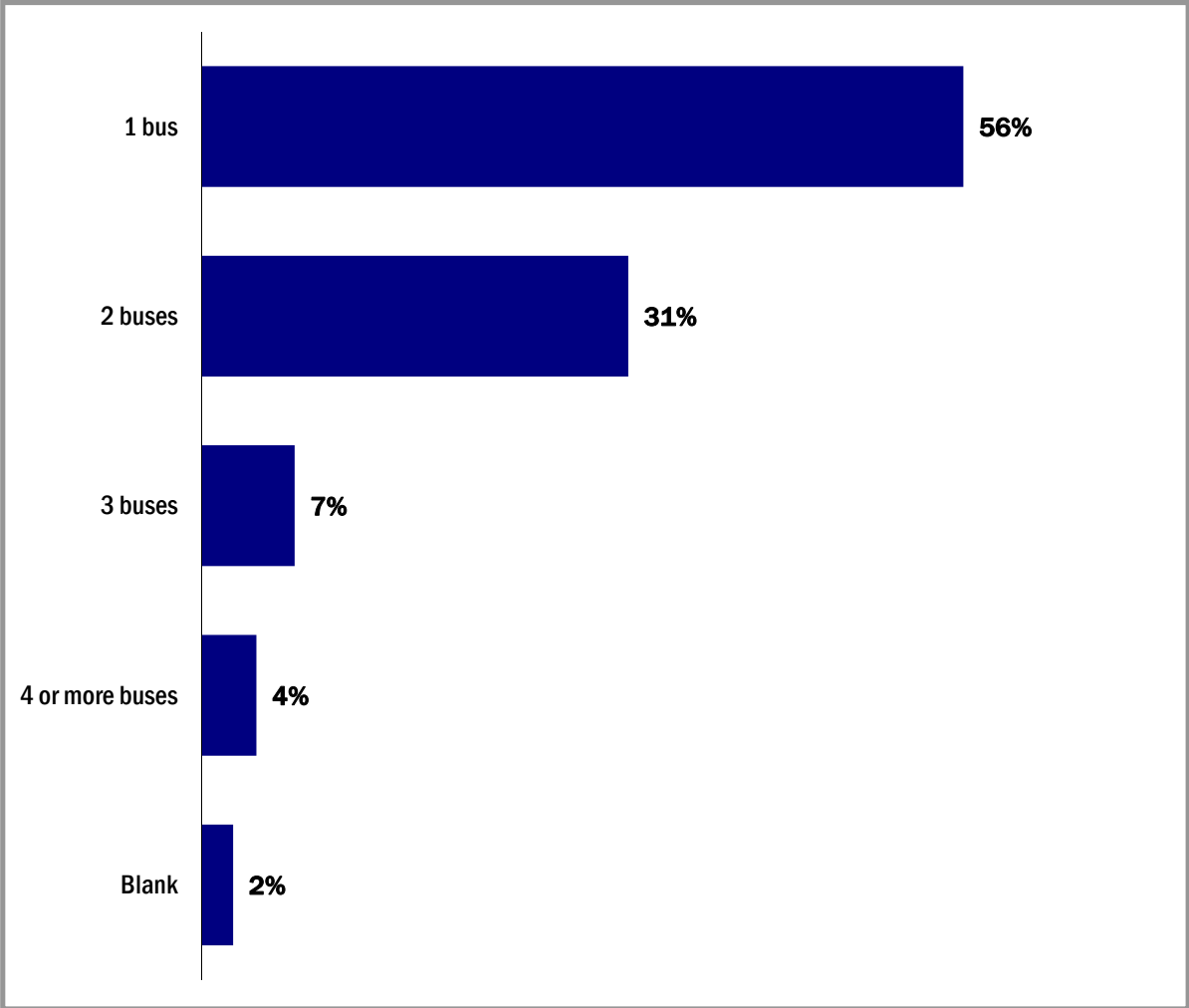
Base: Total (6,430)   (See Statistical Table 9)

ROUND TRIP

9. Are you making a round trip on SamTrans today?
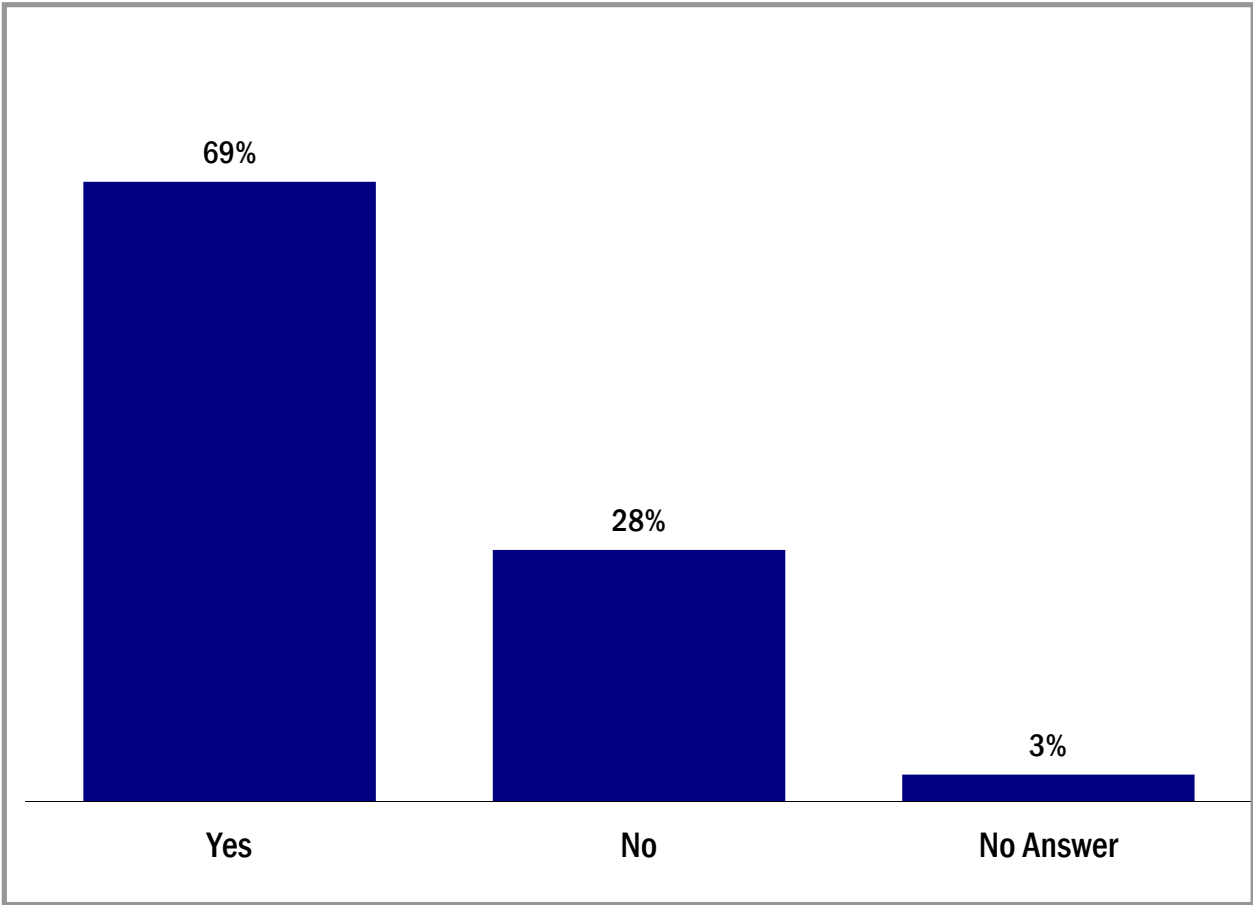
Base: Total (6,430)   (See Statistical Table 10)

ACCESS TO A CAR
15. Do you own or have access to a car?
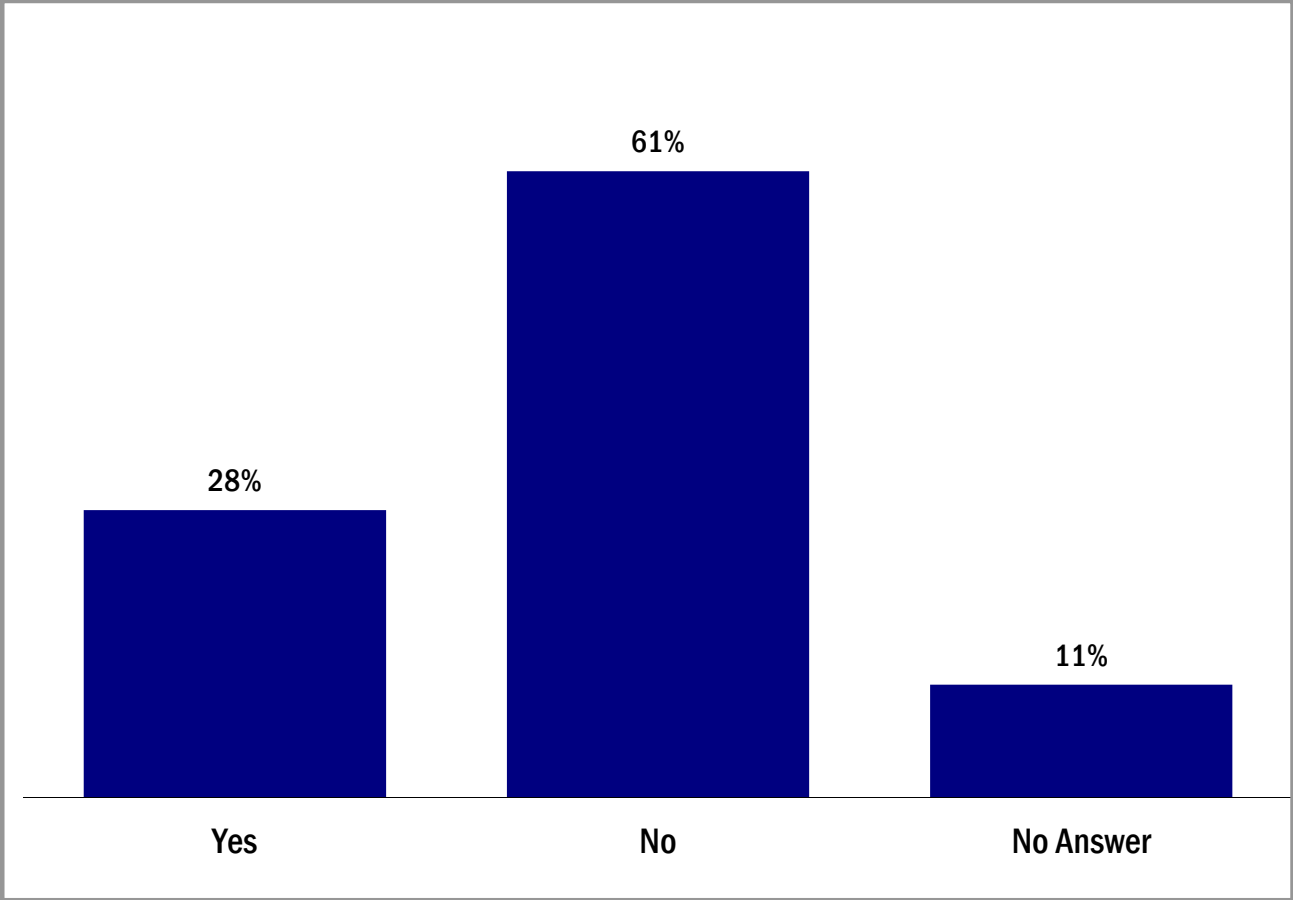
Base: Total (6,430)   (See Statistical Table 28)

SOURCES FOR SAMTRANS INFORMATION

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

Source	Percentage
www.SamTrans.com	35%
Printed timetable	35%
Google Maps	15%
511.org	6%
SamTrans Customer Service	6%
Call or text 511 for real-time departure	6%
511.org real-time departure	5%
Smartphone app	3%
Other	1%
Ask someone (driver/friend/etc.)	1%
I don't - just wait for next bus	1%
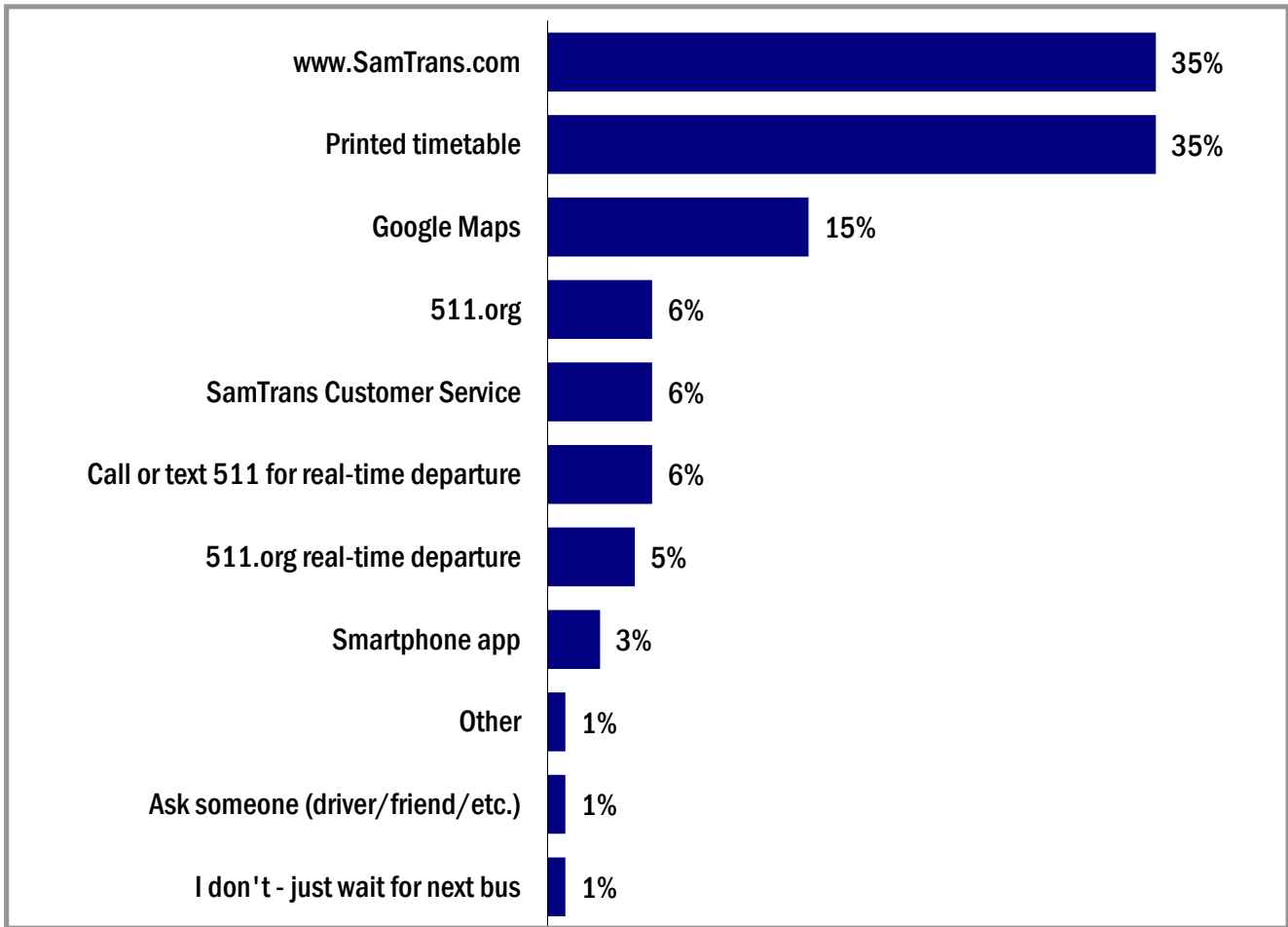
Multiple responses accepted

Base: Total (6,430)   (See Statistical Table 24)

DETAILED RESULTS

COREY, CANAPARY & GALANIS

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%) – a slight increase from 2012, which is almost exclusively an increase in those riding 6 months or less (as it was in 2009). However, about three-fourths of riders (72%) have been riding more than one year.

- This breakdown is fairly 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.

	2015 Total	**2012 Total**
Base (All Respondents)	6,430	5,872
	(%)	(%)
6 months or less	19	16
More than 6 months but less than 1 year	8	8
1 to 3 years	24	22
More than 3 years	49	53
No answer	1	1
TOTAL	100	100

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
6 months or less	19	20	18	18
More than 6 months but less than 1 year	8	8	8	8
1 to 3 years	24	26	23	21
More than 3 years	49	46	50	51
No answer	1	1	1	2
TOTAL	100	100	100	100

(See Statistical Table 1)

HOW OFTEN RIDE

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

- Most riders (82%) use SamTrans at least 3 days per week.
- In 2015, Weekend riders were most likely to use SamTrans 6-7 days per week (38%), with Weekday Peak and Weekday Off-Peak riders less likely to do so (31% each).

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

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
6-7 days/week	32	31	31	38
5 days/week	31	37	30	22
4 days/week	10	9	11	7
3 days/week	9	9	10	7
2 days/week	6	5	6	9
1 day/week	3	2	3	4
1-3 days/month	4	3	4	5
Less than once a month	4	3	4	6
No answer	1	1	1	1
TOTAL	100	100	100	100

(See Statistical Table 2)

COREY, CANAPARY & GALANIS

REASON FOR USING SAMTRANS

Q3. What is your main reason for riding SamTrans?

- More than three-quarters (78%) of SamTrans riders said they primarily use SamTrans because they don't have a car or don't drive.
- Other common reasons for using SamTrans include saving money (gas, wear and tear on car) (15%), relaxing/reducing stress (8%), and helping the environment (8%).

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

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Don't have a car/don't drive	78	77	79	80
Save money (gas, wear & tear on car)	15	15	14	15
Relax or reduce stress	8	7	8	8
Help the environment	8	8	8	7
Avoid traffic	7	8	8	6
Ability to do other things	5	6	5	4
Faster than other options	5	5	5	4
Lack of/cost of parking	4	4	4	3
Employer helps pay for transit pass	2	3	2	3

(Multiple answers accepted)   (See Statistical Table 3)

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?

- Those using cash value on Clipper nearly tripled since 2012, rising from 8% in 2012 to 21% in 2015.
- Day Pass use doubled, from 3% in 2012 to 6% in 2015.
- In 2015, Weekday Off-Peak riders were nearly twice as likely to use a Day Pass (7%) as Weekday Peak riders (4%).
- In 2015, Weekend riders and Weekday Off-Peak riders were more likely to use cash (45% and 41% respectively) than Weekday Peak riders (35%).

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

*For cash, this includes both those who indicated they paid cash as well as those who said they paid cash but did not indicate whether they used a Clipper card or cash/paper. For SamTrans monthly passes, this includes those who did not specify whether they had the pass loaded onto a Clipper card, but simply wrote "monthly pass" or similar.
**Not part of 2012 survey (Way2Go was not an option in 2012).

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Cash	39	35	41	45
Clipper – cash value	21	21	20	21
SamTrans (Clipper) Monthly Pass	17	17	17	15
Day Pass	6	4	7	5
SamTrans (paper) Monthly Pass	6	8	4	3
Token	5	7	4	3
Caltrain Monthly Pass	1	2	1	1
Way2Go Pass	<1	<1	<1	<1
Other	1	1	2	2
Blank/multiple responses	4	4	4	6
TOTAL	100	100	100	100

FARE CATEGORY

Q5. What is your fare category? *

- Nearly two-thirds of riders fall into the Adult fare category (64%) in 2015. This is fairly consistent with 2012 ridership.
- In 2015, those paying a Youth fare account for nearly one third (29%) of Weekday Peak riders.

	2015 Total	2012 Total
Base (All Respondents)	6,430	5,872
	(%)	(%)
Adult	64	65
Youth	19	19
Senior	10	9
Disabled	4	4
Medicare Cardholder	1	1
Blank/multiple responses	2	2
TOTAL	100	100

	2015			
	Total	**Weekday Peak**	**Weekday Off-Peak**	**Weekend**
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Adult	64	58	67	68
Youth	19	29	14	12
Senior	10	8	11	11
Disabled	4	2	5	6
Medicare Cardholder	1	1	1	2
Blank/multiple responses	2	2	3	3
TOTAL	100	100	100	100

(See Statistical Table 5)

*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?

- Nearly half of all respondents were using SamTrans to go to/from work (44%), while 28% said they used SamTrans to go to school.
- While those traveling for work purposes was 42%-46% during every time period, those traveling to go to school varied widely, most likely to be traveling during the Weekday Peak (38%), and least likely to be traveling on the weekend (6%).
- Weekend riders were more likely to be traveling to go to church/temple (2%) than riders at other times (<1%).

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

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Work	44	46	42	44
School	28	38	27	6
Shopping	13	7	13	24
Social/recreational	12	7	13	23
Personal business/errands^	2	1	3	2
Medical^	2	1	3	1
Other	1	1	1	1
Church/Temple^	1	<1	<1	2
Blank/non-response ('go home')	4	3	5	4
TOTAL	100	100	100	100

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

(See Statistical Table 6)

COREY, CANAPARY & GALANIS

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?

- More than two-thirds (68%) of riders walked all the way to the bus stop where they boarded the bus.
- More than half (58%) will walk from the end point of their current bus trip to their final destination.
- 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.

	2015 Access	2015 Egress
Base (All Respondents)	6,430	6,430
	(%)	(%)
Walk all the way	68	58
Another SamTrans bus	11	11
BART	7	6
Caltrain	3	2
Muni	3	2
Bicycle	2	2
Dropped off/picked up by car	2	1
Drive car	1	1
Free shuttle	1	1
VTA	1	1
AC Transit	<1	<1
Other	<1	<1
Blank/no answer	3	18

	2015 - ACCESS			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Walk all the way	68	69	68	67
Another SamTrans bus	11	10	12	11
BART	7	8	7	6
Caltrain	3	3	3	3
Muni	3	2	4	4
Bicycle	2	2	2	3
Dropped off/picked up by car	2	3	2	3
Drive car	1	1	1	1
Free shuttle	1	1	1	<1
VTA	1	1	<1	1
AC Transit	<1	<1	<1	<1
Other	<1	<1	<1	<1
Blank/no answer	3	2	2	4

	2015 - EGRESS			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Walk all the way	58	61	57	55
Another SamTrans bus	11	10	11	9
BART	6	5	6	6
Caltrain	2	2	2	3
Muni	2	2	2	4
Bicycle	2	2	2	3
Dropped off/picked up by car	1	2	1	1
Drive car	1	1	1	1
Free shuttle	1	1	1	1
VTA	1	1	1	1
AC Transit	<1	<1	<1	<1
Other	<1	<1	<1	<1
Blank/no answer	18	16	18	20

(Multiple answers accepted)   (See Statistical Tables 7 & 8)

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 3 buses or more are more likely to have used SamTrans 3 or more years; more likely to use SamTrans 6-7 days per week; and are slightly more likely to indicate they encounter at least one barrier to Clipper use. They also tend to be lower income and are more likely to say they do not have Internet access.

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

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
One (1) bus	56	59	53	55
Two (2) buses	31	29	33	32
Three (3) buses	7	7	7	6
Four or more (4+) buses	4	3	5	4
Blank/unknown	2	2	2	3
TOTAL	100	100	100	100

(See Statistical Table 9)

MAKING A ROUND TRIP

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

- More than one-fourth of all riders (28%) did **not** make a round trip on SamTrans.
- Weekend riders were slightly more likely to be making a round trip on SamTrans than weekday riders (peak or off-peak).
- Notably, the fewer buses a person rides per trip, the LESS likely they are to be making a round trip. While slightly more than a third (34%) of those riding 1 bus said they were **not** making a round trip, only 12% of those riding 4+ buses said they were *not* making a round trip.

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

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Yes – making a round trip	69	69	69	71
No	28	29	28	24
Blank/no answer	3	3	3	4
TOTAL	100	100	100	100

(See Statistical Table 10)

COREY, CANAPARY & GALANIS

SATISFACTION RATINGS

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

- Riders rated SamTrans service overall an average of 4.23 out of 5.00 in 2015 (with 5 being "very satisfied" and 1 being "very dissatisfied"), a very slight increase over 2012.
- Riders rated most attributes of SamTrans higher or about the same compared to 2012.
- Attributes seeing the highest increases since 2012 included Frequency (+0.15), Value for the money (+0.15), and On-time performance (+0.12).
- The attribute with the largest decrease in ratings was Cleanliness of Bus, which dropped in 2015 to 4.27 (down 0.05 from 2012).
- Real-time prediction, which was a new rating introduced in 2015, garnered a 3.93 (out of 5.00) rating.
- Those completing the survey in Spanish rated their overall satisfaction, and every attribute, more highly than those completing an English survey did.

	2015			
Base (All Respondents): 6,430	**Overall Mean Score**	Satisfied (5 or 4 rating)	Dissatisfied (1 or 2 rating)	Neutral/NA/ Blank
	(5-point scale)	(%)	(%)	(%)
Availability of information on buses	4.31	73	4	23
Feeling of personal security on bus	4.31	75	3	22
Courtesy of bus operators	4.29	74	4	22
Cleanliness of bus	4.27	75	3	22
Helpfulness/courtesy of customer service	4.23	56	4	40
Convenience of routes	4.15	69	6	25
Value for the money	4.11	65	7	28
Communication of bus changes	4.00	60	7	33
Real time departure prediction	3.93	60	8	32
On-time performance	3.90	61	9	30
Frequency	3.79	56	12	32

(See Statistical Tables 11-22)

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

RATING OF SURVEY ATTRIBUTES (continued)
Survey Attributes – 2015 vs. 2012

(5-point scale)	2015	2012	Change
Base (All Respondents)	(6,430)	(5,872)	
Overall experience with SamTrans	4.23	4.21	+0.02
Availability of information on buses	4.31	4.33	-0.02
Feeling of personal security on bus	4.31	4.30	+0.01
Courtesy of bus operators	4.29	4.24	+0.05
Cleanliness of bus	4.27	4.32	-0.05
Helpfulness/courtesy of customer service	4.23	4.22	+0.01
Convenience of routes	4.15	4.15	-0-
Value for the money	4.11	3.96	+0.15
Communication of bus changes	4.00	3.99	+0.01
Real time departure prediction	3.93	Not asked	NA
On-time performance	3.90	3.78	+0.12
Frequency	3.79	3.64	+0.15

Survey Attributes – Home Location of Riders

	Mean Score by Home Location of Riders (2015)				
(5-point scale)	Overall Mean	San Mateo County	San Francisco County	Santa Clara County	East Bay Region
Base (All Respondents)	(6,430)	(4,212)	(406)	(433)	(117)
Overall experience with SamTrans	4.23	4.23	4.25	4.26	4.29
Availability of information on buses	4.31	4.34	4.28	4.36	4.38
Feeling of personal security on bus	4.31	4.31	4.40	4.34	4.41
Courtesy of bus operators	4.29	4.29	4.38	4.28	4.36
Cleanliness of bus	4.27	4.25	4.46	4.30	4.35
Helpfulness/courtesy of customer service	4.23	4.22	4.31	4.29	4.33
Convenience of routes	4.15	4.14	4.18	4.24	4.35
Value for the money	4.11	4.12	4.03	4.14	4.28
Communication of bus changes	4.00	4.00	3.97	4.01	4.18
Real time departure prediction	3.93	3.91	4.00	3.96	4.06
On-time performance	3.90	3.88	3.99	3.87	4.08
Frequency	3.79	3.79	3.61	3.79	4.06

(See Statistical Tables 11-23)

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

RATING OF SURVEY ATTRIBUTES (continued)
Survey Attributes - Language of Questionnaire

Mean Score by Language of Questionnaire (2015)			
(5-point scale)	**Overall Mean**	**English**	**Spanish**
Base (All Respondents)	(6,430)	(5,745)	(685)
Overall experience with SamTrans	4.23	4.21	4.46
Availability of information on buses	4.31	4.30	4.48
Feeling of personal security on bus	4.31	4.29	4.47
Courtesy of bus operators	4.29	4.29	4.31
Cleanliness of bus	4.27	4.26	4.44
Helpfulness/courtesy of customer service	4.23	4.22	4.31
Convenience of routes	4.15	4.12	4.40
Value for the money	4.11	4.09	4.35
Communication of bus changes	4.00	3.97	4.29
Real time departure prediction	3.93	3.90	4.23
On-time performance	3.90	3.87	4.22
Frequency	3.79	3.75	4.23

Survey Attributes – Geographic Region of Routes

	Mean Score by Geographic Region of Route (2015)				
(5-point scale)	**Overall Mean**	**Multiple Regions**	**Northern Routes**	**Central Routes**	**Southern Routes**
Base (All Respondents)	(6,430)	(1,632)	(2,906)	(1,262)	(630)
Overall experience with SamTrans	4.23	4.17	4.27	4.21	4.28
Availability of information on buses	4.31	4.22	4.35	4.34	4.35
Feeling of personal security on bus	4.31	4.18	4.36	4.35	4.30
Courtesy of bus operators	4.29	4.25	4.31	4.31	4.26
Cleanliness of bus	4.27	4.08	4.36	4.30	4.30
Helpfulness/courtesy of customer service	4.23	4.18	4.26	4.19	4.29
Convenience of routes	4.15	4.15	4.15	4.09	4.22
Value for the money	4.11	4.15	4.07	4.13	4.17
Communication of bus changes	4.00	4.00	4.01	3.98	4.05
Real time departure prediction	3.93	3.94	3.95	3.89	3.93
On-time performance	3.90	3.91	3.92	3.86	3.87
Frequency	3.79	3.86	3.76	3.71	3.94

(See Statistical Tables 11 – 23)

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

Multiple Region routes are Routes 292, 294, 397, 398, KX, ECR
Northern routes are Routes 11, 14, 16, 17, 19, 24, 25, 28, 29, 35, 37, 38, 39, 43, 46, 49, 110, 112, 118, 120, 121, 122, 130, 131, 133, 140, 141, FLX Pacifica
Central routes are Routes 53, 54, 55, 57, 58, 59, 60, 62, 67, 68, 72, 73, 79, 95, 250, 251, 252, 256, 260, 270, 273, 274, 275, 276, 295, FLX San Carlos
South routes are Routes 80, 82, 83, 84, 85, 86, 87, 88, 89, 280, 281, 286, 296, 297

OVERALL SATISFACTION WITH SAMTRANS

Q10L. Overall experience with SamTrans

- Overall, 73% of SamTrans riders are satisfied with their experience on the system.
- While the mean score has increased slightly between 2012 and 2015, this may be the result of a lower "No Answer" percentage in 2012.
- Weekday Peak riders have a slightly lower overall satisfaction score (4.20) than Weekday Off-Peak and Weekend riders (4.25 each).

	2015 Total	2012 Total
Base (All Respondents)	6,430	5,872
	(%)	(%)
(5) Very satisfied	39	40
(4)	35	36
(3)	12	13
(2)	2	2
(1) Very dissatisfied	1	1
No answer	12	8
	100	100
Recap:		
Satisfied (4 or 5)	73	76
Neutral (3)	12	13
Dissatisfied (1 or 2)	3	3
Mean	**4.23**	**4.21**

	2015			
	Total	**Weekday Peak**	**Weekday Off-Peak**	**Weekend**
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
(5) Very satisfied	39	37	39	40
(4)	35	36	34	32
(3)	12	13	12	12
(2)	2	2	2	2
(1) Very dissatisfied	1	1	1	1
No answer	12	12	13	14
	100	100	100	100
Mean	**4.23**	**4.20**	**4.25**	**4.25**

(See Statistical Table 23)

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

OVERALL SATISFACTION WITH SAMTRANS – BY SUB-GROUPS

	BASE	MEAN	VERY SATISFIED (5)	SATISFIED (4)	DISSATISFIED (1 OR 2)	NEUTRAL/NA/ BLANK
	#	5-PT SCALE	%	%	%	%
TOTAL	6,430	4.23	39	35	3	24
BY RIDERSHIP SEGMENT						
WEEKDAY PEAK	2,320	4.20	37	36	3	24
WEEKDAY OFF-PEAK	3,139	4.25	39	34	3	24
WEEKEND	971	4.25	40	32	3	25
BY USE OF SAMTRANS						
5+ DAYS/WEEK	4,090	4.22	38	35	3	25
3-4 DAYS/WEEK	1,191	4.25	39	37	2	22
1-2 DAYS/WEEK	577	4.23	39	33	2	26
LESS THAN 1/WEEK	487	4.31	43	32	2	23
BY HOW LONG RIDING SAMTRANS						
LESS THAN ONE YEAR	1,714	4.22	37	37	2	24
1 TO 3 YEARS	1,519	4.21	38	37	2	23
MORE THAN 3 YEARS	3,124	4.25	40	32	3	24
BY TRIP PURPOSE						
WORK/SCHOOL	4,457	4.21	37	37	3	24
OTHER	1,918	4.32	44	31	2	23
BY ACCESS TO A VEHICLE						
YES	1,766	4.20	39	40	3	18
NO	3,929	4.25	41	36	3	20
GENDER						
MALE	2,760	4.24	41	36	3	20
FEMALE	2,960	4.23	40	38	2	20
BY GEOGRAPHIC REGION OF ROUTE						
MULTIPLE REGIONS	1,632	4.17	36	31	4	29
NORTH	2,906	4.27	40	35	2	23
CENTRAL	1,262	4.21	37	40	3	20
SOUTH	630	4.28	41	29	2	29
BY FARE CATEGORY						
ADULT	4,113	4.22	38	35	3	24
SENIOR/MED/DISABLED	960	4.36	46	25	3	25
YOUTH	1,202	4.18	35	41	2	22

	BASE	MEAN	VERY SATISFIED (5)	SATISFIED (4)	DISSATISFIED (1 OR 2)	NEUTRAL/NA/ BLANK
	#	5-PT SCALE	%	%	%	%
BY LANGUAGE OF QUESTIONNAIRE						
ENGLISH	5,745	4.21	38	37	3	23
SPANISH	685	4.46	44	16	2	38
BY AGE						
13 TO 17	1,073	4.19	37	43	2	18
18 TO 24	1,283	4.18	36	43	2	19
25 TO 34	934	4.17	38	38	3	22
35 TO 44	642	4.25	43	34	3	21
45 TO 54	703	4.26	43	31	3	22
55 TO 64	652	4.32	46	31	3	20
65 AND OLDER	631	4.39	49	25	3	23
BY INCOME						
UNDER $10,000	1,146	4.36	46	26	2	26
$10,000 TO $24,999	1,235	4.27	43	33	3	21
$25,000 TO $49,999	1,113	4.21	38	38	3	21
$50,000 TO $74,999	632	4.14	34	42	3	21
$75,000 TO $99,999	355	4.11	32	46	3	19
$100,000 AND OVER	427	4.17	35	43	3	19
BY CLIPPER USE						
USE CLIPPER	2,942	4.19	38	40	3	20
DO NOT USE CLIPPER	2,891	4.28	44	35	2	19
BY FARE PAYMENT						
CASH	2,521	4.29	41	32	3	24
CLIPPER CASH VALUE	1,331	4.21	37	37	3	23
TOKEN	318	4.16	33	43	2	22
DAY PASS	368	4.24	40	30	3	27
SAMTRANS PAPER MONTHLY PASS	355	4.14	36	34	2	28
SAMTRANS CLIPPER MONTHLY PASS	1,069	4.16	36	39	3	23

(See Statistical Table 23)

COMMUNICATION

SOURCES FOR SAMTRANS INFORMATION

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

- Riders are most likely to get bus schedule and real-time departure information from the SamTrans website (35%) and printed timetables (35%). Google maps and various 511 services are also commonly used.
- Weekend riders were slightly more likely to use some form of 511 resource, Weekday Peak riders were somewhat more likely to use the SamTrans website, while Weekday Off-Peak riders were slightly more likely to use printed timetables.

	2015 Total
Base (All Respondents)	6,430
	(%)
www.SamTrans.com	35
Printed Timetable	35
Google maps	15
511.org schedule information	6
SamTrans customer service	6
Call or text 511.org for real-time departure	6
511.org real-time departure	5
Smartphone app	3
Other	1
Ask someone (driver/friend/family)^	1
I don't – I just wait for the next bus/ride same bus all the time^	1
No answer	10

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
www.SamTrans.com	35	39	34	31
Printed Timetable	35	33	36	34
Google maps	15	15	15	17
511.org schedule information	6	6	6	7
SamTrans customer service	6	6	6	5
Call or text 511.org for real-time departure	6	5	6	7
511.org real-time departure	5	4	5	5
Smartphone app	3	3	3	3
Other	1	1	1	1
Ask someone (driver/friend/family)^	1	1	<1	1
I don't – I just wait for the next bus/ride same bus all the time^	1	1	<1	<1
No answer	10	10	10	11

*This question was not asked in 2012.

RIDER CHARACTERISTICS
CLIPPER CARDS
Q12. Do you use a Clipper card?
Q13. Are there any barriers to using a Clipper card? (multiple responses accepted)

- Overall, 46% of riders use a Clipper card. Weekend Riders (42%) are less likely to do so than Weekday Peak (46%) and Weekday Off-Peak riders (47%).
- Although most of those who use a Clipper card say there are no barriers to use (72%), 9% of those who use a Clipper card say vendors are limited, making it the highest barrier mentioned among Clipper card users.
- Notably, more than one third of those who do not use a Clipper card (34%) say there are no barriers, suggesting their non-use is a matter of choice, while 23% of non-users say they prefer to pay as they go.
- However, among those not using a Clipper card, lack of information is a key factor: 13% of them say they don't know enough about it, while 9% say they don't understand how to use it.

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Yes (use a Clipper card)	46	46	47	42
No (do not use a Clipper card)	45	45	44	46
No answer	9	9	9	11

	2015		
	Total	Use Clipper	Do Not Use Clipper
Base (All Respondents)	6,430	2,942	2,891
	(%)	(%)	(%)
No – there are no barriers	50	72	34
Prefer to pay as I go	13	4	23
Don't use it enough/don't need it	7	2	14
Don't know about it/have never used it	7	1	13
Limited vendors	6	9	5
Don't understand how to use it	5	1	9
Had a bad experience with Clipper	2	2	2
Cannot use with my discount/pass	1	1	1
Expensive/cannot afford it	1	<1	1
Other (unspecified)	1	1	1

Only responses received from at least 1% of respondents are shown above. For a full list, see Tables 25 and 26.

ACCESS TO THE INTERNET
Where do you access the Internet?

- Only 10% 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.

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Cell/mobile	54	54	54	52
Home	45	50	44	38
Work	13	16	12	13
I do not have access to the Internet*	10	8	12	12
Library or other public area	9	9	9	8
Other mobile device	7	7	7	6
Other	<1	<1	<1	<1
No answer	9	9	8	10

*Exclusive answer

(Multiple answers accepted)   (See Statistical Table 27)

This topic was asked in a different, two-part question in 2012.

ACCESS TO A CAR

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

Slightly more than a quarter (28%) of respondents have access to a car. Those with higher incomes and Weekday Peak riders are more likely to have vehicle access.

	Total 2015	Total 2012
Base (All Respondents)	6,430	5,872
	(%)	(%)
Yes	28	28
No	61	67
No answer	11	5
	100	100

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Yes	28	32	26	21
No	61	57	63	66
No answer	11	12	11	12
	100	100	100	100

(See Statistical Table 28)

COREY, CANAPARY & GALANIS

LANGUAGES SPOKEN AT HOME

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

Respondents listed 38 languages spoken in their homes. While the percentage of households speaking English at home has dropped from 85% to 70%, English, Spanish, and Tagalog remain the top languages spoken at home by SamTrans riders.

	Total 2015	Total 2012
Base (All Respondents)	6,430	5,872
	(%)	(%)
English	70	85
Spanish	27	31
Tagalog	14	15
Cantonese	3	3
Mandarin	3	2
Hindi/other Indian language	2	2
Vietnamese	1	1
Arabic	1	<1
Russian	1	<1

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
English	70	72	70	67
Spanish	27	27	28	28
Tagalog	14	13	16	14
Cantonese	3	3	3	3
Mandarin	3	2	3	3
Hindi/other Indian language	2	2	2	2
Vietnamese	1	1	1	1
Arabic	1	1	1	<1
Russian	1	<1	1	<1

(Multiple answers accepted on this question)

(See Statistical Table 33)

Note: Partial list; languages listed indicated by 1% or more of respondents. See tables for a complete list.

ENGLISH PROFICIENCY IN HOME

Q21. In your home, is English spoken: Very Well; Well; Not Well; Not at All

In total, about 16% of respondents indicate that English is <u>not</u> spoken well or <u>not</u> spoken at all in their household. This is approximately the same ratio as in 2012.

	Total 2015	Total 2012
Base (All Respondents)	6,430	5,872
	(%)	(%)
Very well	57	55
Well	24	25
Not well	11	11
Not at all	5	4
No answer	4	5
	100	100

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Very well	57	59	56	53
Well	24	24	24	24
Not well	11	9	11	13
Not at all	5	4	6	6
No answer	4	4	4	4
	100	100	100	100

(See Statistical Table 34)

PERSONAL ENGLISH PROFICIENCY

Q22. How well do you speak English?

About 13% of SamTrans riders do not speak English well, or do not speak English at all.

	Total 2015	Total 2012
Base (All Respondents)	6,430	5,872
	(%)	(%)
Very well	63	62
Well	19	20
Not well	10	10
Not at all	3	3
No answer	5	5
	100	100

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Very well	63	67	62	58
Well	19	19	19	21
Not well	10	8	10	11
Not at all	3	2	3	4
No answer	5	4	5	6
	100	100	100	100

(See Statistical Table 35)

ETHNICITY

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

- One third of SamTrans riders (33%) are Hispanic.

	Total 2015	Total 2012
Base (All Respondents)	6,430	5,872
	(%)	(%)
Hispanic/Latino	33	36
White/Caucasian	25	22
Filipino	21	21
Black/African American	9	9
Chinese	8	7
Other Asian	4	4
Pacific Islander	2	1
Vietnamese	1	1
Native American/Alaskan Native	1	1
All other	1	4
No answer	5	5

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Hispanic/Latino	33	33	34	34
White/Caucasian	25	26	25	21
Filipino	21	19	21	21
Black/African American	9	8	8	10
Chinese	8	8	7	9
Other Asian	4	4	3	4
Pacific Islander	2	2	1	2
Vietnamese	1	1	1	1
Native American/Alaskan Native	1	<1	1	1
All other	1	1	1	2
No answer	5	5	5	5

(Multiple answers accepted)   (See Statistical Table 36)

COREY, CANAPARY & GALANIS

HOME COUNTY (BASED ON ZIP CODE)

Q23. What is your home ZIP Code?

- As expected, San Mateo County is home to most of the riders surveyed (66%).
- However, the share of riders living in Santa Clara County has risen from 2% in 2012 to 7% in 2015.

	Total 2015	Total 2012
Base (All Respondents)	6,430	5,872
	(%)	(%)
San Mateo County	66	73
Santa Clara County	7	2
San Francisco County	6	7
Alameda County	1	1
Contra Costa County	1	<1
Solano County	<1	<1
Marin County	<1	<1
Northern California (outside Bay Area)	<1	<1
Southern California	<1	<1
Outside California	1	1
No answer	18	15
	100	100

	2015			
	Total	**Weekday Peak**	**Weekday Off-Peak**	**Weekend**
Base (All Respondents)	**6,430**	**2,320**	**3,139**	**971**
	(%)	(%)	(%)	(%)
SAN MATEO COUNTY (NET)	66%	69%	66%	57%
DALY CITY	19%	18%	20%	21%
SAN MATEO	10%	10%	10%	10%
REDWOOD CITY	9%	12%	9%	4%
SOUTH SAN FRANCISCO	7%	7%	7%	6%
PACIFICA	5%	7%	5%	5%
SAN BRUNO	4%	4%	5%	3%
BELMONT	2%	2%	2%	1%
BURLINGAME	2%	1%	2%	2%
MENLO PARK	1%	2%	1%	2%
HALF MOON BAY	1%	1%	2%	1%
SAN CARLOS	1%	1%	1%	1%
MILLBRAE	1%	1%	1%	<1%
MOSS BEACH	<1%	1%	<1%	-
EL GRANADA	<1%	1%	<1%	<1%
BRISBANE	<1%	<1%	<1%	<1%
MONTARA	<1%	<1%	<1%	<1%
PORTOLA VALLEY	<1%	1%	-	-
PESCADERO	<1%	<1%	<1%	<1%
LA HONDA	<1%	-	<1%	<1%
ATHERTON	<1%	<1%	<1%	-
SAN GREGORIO	<1%	-	-	<1%
SANTA CLARA COUNTY (NET)	7%	6%	5%	12%
PALO ALTO	5%	5%	4%	11%
SAN JOSE	<1%	1%	<1%	<1%
SUNNYVALE	<1%	<1%	<1%	1%
MOUNTAIN VIEW	<1%	<1%	<1%	1%
SANTA CLARA	<1%	<1%	<1%	<1%
STANFORD	<1%	<1%	<1%	<1%
CUPERTINO	<1%	-	<1%	-
LOS GATOS	<1%	<1%	-	-
GILROY	<1%	<1%	-	-
LOS ALTOS	<1%	<1%	-	-
MORGAN HILL	<1%	<1%	-	-
SAN FRANCISCO (CITY AND COUNTY)	6%	4%	8%	7%
ALAMEDA COUNTY (NET)	1%	1%	1%	1%
OAKLAND	1%	1%	<1%	<1%
HAYWARD	<1%	<1%	<1%	<1%
FREMONT	<1%	<1%	<1%	-
BERKELEY	<1%	<1%	<1%	-
SAN LEANDRO	<1%	<1%	<1%	<1%
ALAMEDA	<1%	-	<1%	-
EMERYVILLE	<1%	<1%	<1%	-

	2015			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
NEWARK	<1%	<1%	<1%	-
SAN LORENZO	<1%	-	<1%	-
ALBANY	<1%	-	<1%	-
LIVERMORE	<1%	-	<1%	-
PLEASANTON	<1%	-	<1%	-
UNION CITY	<1%	<1%	-	-
OUTSIDE CALIFORNIA	1%	1%	1%	1%
CONTRA COSTA COUNTY (NET)	1%	<1%	1%	1%
RICHMOND	<1%	<1%	<1%	<1%
EL SOBRANTE	<1%	<1%	<1%	
PITTSBURG	<1%	<1%	<1%	<1%
WALNUT CREEK	<1%	<1%	<1%	
SAN PABLO	<1%	-	<1%	<1%
CONCORD	<1%	-	<1%	-
HERCULES	<1%	<1%	<1%	-
ANTIOCH	<1%	<1%	-	-
BETHEL ISLAND	<1%	-	<1%	-
BRENTWOOD	<1%	-	<1%	-
EL CERRITO	<1%	-	<1%	-
LAFAYETTE	<1%	-	<1%	-
MARTINEZ	<1%	-	<1%	-
PINOLE	<1%	<1%	-	-
PLEASANT HILL	<1%	<1%	-	-
RODEO	<1%	-	<1%	-
NORTHERN CALIFORNIA (OUTSIDE BAY AREA)	<1%	<1%	<1%	1%
SOUTHERN CALIFORNIA	<1%	<1%	<1%	<1%
SOLANO COUNTY (NET)	<1%	<1%	<1%	<1%
VALLEJO	<1%	<1%	<1%	<1%
VACAVILLE	<1%	<1%	-	-
MARIN COUNTY (NET)	<1%	-	<1%	-
BELVEDERE TIBURON	<1%	-	<1%	-
SAN RAFAEL	<1%	-	<1%	-
NOVATO	<1%	-	<1%	-
BLANK/UNKNOWN	18%	18%	18%	20%

(See Statistical Table 37)

^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.

	2015			
	Total	**Weekday Peak**	**Weekday Off-Peak**	**Weekend**
Base (All Respondents)	6,430	2,320	3,139	971
	(%)	(%)	(%)	(%)
Gender				
Male	43	43	43	42
Female	46	46	46	46
No answer	11	11	11	13
Employment Status				
Employed Full Time	31	31	29	35
Student	22	29	20	13
Employed Part Time	18	16	20	20
Unemployed	8	7	9	8
Retired	7	4	9	8
Homemaker	2	2	2	3
Disabled	<1	<1	<1	<1
No answer/multiple responses	12	12	12	13
Age				
13 to 17 years old	17	26	12	11
18 to 24 years old	20	16	24	16
25 to 34 years old	15	13	15	17
35 to 44 years old	10	9	10	12
45 to 54 years old	11	10	11	12
55 to 64 years old	10	9	10	13
65 years or older	10	8	11	11
No answer	8	9	7	9
Average (Mean)	**36.3**	**33.5**	**37.4**	**39.6**
Education				
Some high school or less	18	24	14	17
High school graduate	24	22	27	21
Some college or technical school	21	17	24	22
College graduate	19	18	20	20
Post-graduate	6	6	5	8
Blank	12	13	11	13
Questionnaire Language				
English	89	91	89	87
Spanish	11	9	11	13

	2015			
	Total	**Weekday Peak**	**Weekday Off-Peak**	**Weekend**
Base (All Respondents)	**6,430**	**2,320**	**3,139**	**971**
	(%)	(%)	(%)	(%)
Income				
Less than $10,000/year	18	16	19	18
$10,000 to $24,999/year	19	16	21	23
$25,000 to $49,999/year	17	17	17	19
$50,000 to $74,999/year	10	10	10	8
$75,000 to $99,999/year	6	7	5	5
$100,000 or more/year	7	9	5	6
Average (Mean)	**$40,000**	**$45,900**	**$36,900**	**$37,100**
Ridership Segment				
Weekday Peak	36	100	-	-
Weekday Off-Peak	49	-	100	-
Weekend	15	-	-	100

(See Statistical Tables 29-40)

Appendix A:
QUESTIONNAIRE

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

22. How well do **you** speak English?
☐ 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. What is your **household's** total yearly income *(before taxes)?*
☐ Less than $10,000 ☐ $50,000 - $74,999
☐ $10,000 - $24,999 ☐ $75,000 - $99,999
☐ $25,000 - $49,999 ☐ $100,000 or more

Comments or Suggestions for SamTrans?

Additional comments:

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

Thank you for completing this survey! Please return it to a surveyor on the bus or mail it to us by **Nov. 13, 2015.** *(No postage necessary. Please fold, then tape the side where indicated; no staples.)*

Name
Phone number ( )
e-mail

May we contact you in the future about a focus group?
☐ Yes ☐ No

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

[5]   10/15-12.5K-E-PBT

samTrans

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA
POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

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

---

samTrans

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 or drop in any U.S. mailbox (no postage necessary).

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 but less than 1 year ☐ More than 3 years

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
☐ Avoid traffic
☐ Lack of or cost of parking
☐ Ability to do other things (read, sleep, etc.)
☐ Relax or reduce stress
☐ Faster than other options
☐ Save money (gas, wear and tear on car)
☐ Employer helps pay for transit pass
☐ Help the environment
☐ Other - specify:

(Please tape closed here)

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
☐ Other - specify:

Route ID _____   [1]   Please open →

COREY, CANAPARY & GALANIS

5. What is your fare category?

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

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

- ☐ Work
- ☐ School
- ☐ Social or recreational
- ☐ Shopping
- ☐ Other - specify: _____

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

- ☐ Walked all the way
- ☐ Bicycled
- ☐ Another SamTrans bus
- ☐ BART
- ☐ Caltrain
- ☐ Muni
- ☐ VTA
- ☐ AC Transit
- ☐ Free shuttle
- ☐ Drove car
- ☐ Got dropped off by car
- ☐ Other - specify: _____

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

- ☐ Walk all the way
- ☐ Bicycle
- ☐ Another SamTrans bus
- ☐ BART
- ☐ Caltrain
- ☐ Muni
- ☐ VTA
- ☐ AC Transit
- ☐ Free shuttle
- ☐ Drive car
- ☐ Get picked up by car
- ☐ Other - specify: _____

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

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4+

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

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

[2]   Open →

How are we doing?

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

	Very Satisfied				Very Dissatisfied	
a. Cleanliness of bus (exteriors and interiors)	5	4	3	2	1	NA
b. Courtesy of bus operators	5	4	3	2	1	NA
c. Feeling of personal security on bus	5	4	3	2	1	NA
d. Availability of information on buses (schedules, brochures, notices, audio)	5	4	3	2	1	NA
e. Bus real-time departure prediction (At transit centers and 511)	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 expereience 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?

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

[3]

---

12. Do you use a Clipper® card? ☐ Yes   ☐ No

13. Are there any barriers to using a Clipper® card? (Check up to THREE)

- ☐ No, there are no barriers
- ☐ I don't know about Clipper/never heard of it
- ☐ I don't understand how to use it
- ☐ I had a bad experience with Clipper
- ☐ I prefer to pay as I go
- ☐ I don't use it enough/don't need it
- ☐ Limited vendors (to get and load card)
- ☐ Other - specify: _____

14. Where do you access the internet?

- ☐ I don't have access to Internet
- ☐ Home
- ☐ Work
- ☐ Cell/mobile
- ☐ Other mobile device (e.g., tablet, e-reader)
- ☐ 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
- ☐ High school graduate
- ☐ Some college or technical school
- ☐ College graduate
- ☐ Post graduate

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
- ☐ Retired
- ☐ Homemaker
- ☐ Unemployed

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

- ☐ Under 13
- ☐ 13-17
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 or older

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

- ☐ English
- ☐ Spanish
- ☐ Mandarin
- ☐ Cantonese
- ☐ Tagalog
- ☐ Vietnamese
- ☐ Hindi or other Indian language
- ☐ Other - specify: _____

[4]   Continued on back →

COREY, CANAPARY & GALANIS

21. En su casa, el inglés se habla:
☐ Muy bien ☐ Bien ☐ No muy bien ☐ No se habla

22. ¿Qué tan bien habla **usted** el inglés?
☐ Muy bien ☐ Bien ☐ No muy bien ☐ No lo hablo

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

¿Comentarios o sugerencias para SamTrans?

Comentarios adicionales: _____

¡Gracias por completar esta encuesta! Por favor regrésela al encuestador en el autobús o envíenos por correo antes de **Noviembre 13, 2015.** *(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!*
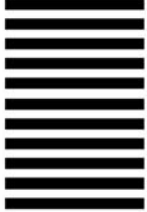
Nombre _____

Número de Teléfono
( ) _____

Correo electrónico _____

Podemos comunicarnos con Usted en el futuro para un grupo de enfoque? ☐ Sí ☐ No

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

[5]   10/15-3K-S-PBT

samTrans

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

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

---

samTrans

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. Regrese su encuesta completa al encuestador abordo o deposítela en cualquier buzón de correo de U.S. (no necesita estampilla).

Por favor díganos 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. ¿Qué **a menudo** viaja usted con SamTrans?
☐ 6-7 días/semana ☐ 2 días/semana
☐ 5 días/semana ☐ 1 día/semana
☐ 4 días/semana ☐ 1-3 días/mes
☐ 3 días/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
☐ Evitar el tráfico
☐ No hay parqueo o costo de parqueo
☐ Habilidad para hacer otras cosas (leer, dormir, etc.)
☐ Relajarse o reducir el estrés
☐ Más rápido que otras opciones
☐ Ahorrar dinero (gasolina, desgasto del carro)
☐ El empleador ayuda a pagar por el pase de tránsito
☐ Ayudar al medio ambiente
☐ Otro – especifique: _____

Por favor díganos acerca de ESTE viaje

4. ¿Cómo pagaste para **este viaje en autobús**?
☐ Efectivo ☐ Pase mensual SamTrans
☐ Clipper valor en ☐ Pase mensual SamTrans en Clipper
   efectivo ☐ Pase mensual de Caltrain (2+ zonas)
☐ Ficha ☐ Pase Way2Go
☐ Pase Diario ☐ Otro - especifique: _____

Route ID _____   [1]

Por favor abra →

(Por favor cierre aquí con cinta adhesiva)

5. ¿Cuál es la categoría de su tarifa?

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

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

- ☐ Trabajo
- ☐ Escuela
- ☐ Social o recreacional
- ☐ Compras
- ☐ Otro - *especifique:*

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

- ☐ Caminé
- ☐ Viajé en bicleta
- ☐ Otro autobús de SamTrans
- ☐ BART
- ☐ Caltrain
- ☐ Muni
- ☐ VTA
- ☐ AC Transit
- ☐ Autobús gratis
- ☐ Manejé el carro
- ☐ Me trajeron en carro
- ☐ Otro - *especifique:*

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

- ☐ Caminaré
- ☐ Viajaré en bicleta
- ☐ Otro autobús de SamTrans
- ☐ BART
- ☐ Caltrain
- ☐ Muni
- ☐ VTA
- ☐ AC Transit
- ☐ Autobús gratis
- ☐ Manejaré el carro
- ☐ Me recogerán en carro
- ☐ Otro - *especifique:*

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

- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4+

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

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

[2]   Abra →

¿Cómo lo estamos haciendo?

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

	Muy Satisfecho				Muy Insatisfecho	
a. Limpieza del autobús *(exterior y interior)*	5	4	3	2	1	NA
b. Cortesía de los operadores del autobús	5	4	3	2	1	NA
c. Sentimiento de seguridad en los autobuses	5	4	3	2	1	NA
d. Disponibilidad de información en los autobuses *(horarios, folletos, 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 a el horario de los buses y del salida en tiempo real?

- ☐ Tablas de horario impreso
- ☐ www.samtrans.com
- ☐ SamTrans Servicio al Cliente *(1-800-660-4287)*
- ☐ Mapas de Google
- ☐ Otro - *especificar:*
- ☐ 511.org información de horario
- ☐ 511.org horario de salida en tiempo real
- ☐ Llamada o texto al 511 para salida en tiempo real

[3]

---

12. ¿Usa una tarjeta de Clipper®?   ☐ Sí   ☐ No

13. ¿Existen barreras al uso de una tarjeta Clipper®?
(Marque hasta TRES.)

- ☐ No, no existen barreras
- ☐ No sé sobre Clipper/nunca oído hablar de ello
- ☐ No entiendo como usarlo
- ☐ Tuve una mala experiencia con Clipper
- ☐ Prefiero pagar cada vez que voy
- ☐ No lo uso bastante/no lo necesito
- ☐ Proveedores limitados *(para obtener y cargar tarjeta)*
- ☐ Otro - *especificar:*

14. ¿Donde tienes acceso a internet?

- ☐ No tengo internet
- ☐ Casa
- ☐ Trabajo
- ☐ Celular/móbil
- ☐ Otro dispositivo móvil *(por ej., tableta, lector electrónico)*
- ☐ Biblioteca o otras áreas públicas

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

16. Es usted: ☐ Masculino   ☐ Femenino

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

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

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

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

19. ¿En cuál de las siguientes categorias pertenece su *edad?*

- ☐ Menos de 13
- ☐ 13-17
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 o mayor

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

- ☐ Inglés
- ☐ Español
- ☐ Mandarín
- ☐ Cantonés
- ☐ Tagalo
- ☐ Vietnamita
- ☐ Hindi o otro idioma indio
- ☐ Otro - *especifique:*

[4]   Por favor dele vuelta →

Appendix B:
METHODOLOGY

DESCRIPTION OF METHODOLOGY

FIELD PROCEDURES

In total, 10 interviewers worked on the 2015 study. The training session for interviewers was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Wednesday, September 30, 2015. Field interviewing was conducted between October 1 and October 31, 2015.

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

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

COREY, CANAPARY & GALANIS

DESCRIPTION OF METHODOLOGY (continued)

Segmentation groupings are shown below.

WEEKDAY			
Route Type	Average Weekday Ridership	# of Routes	Approximate Shift Allocation (%)
Highly traveled routes	1,000+ Passengers	11	35%-40%
Moderately traveled routes	200-999 Passengers	17	25%-30%
Lightly traveled routes	Fewer than 200 Passengers	46	15%-20%

WEEKEND			
Route Type	Average Daily Weekend Ridership	# of Routes	Approximate Shift Allocation (%)
Highly traveled routes	1,000+ Passengers	4	5%-8%
Moderately traveled routes	200-999 Passengers	14	4%-7%
Lightly traveled routes	Fewer than 200 Passengers	6	3%-6%

The segments above are based on the daily ridership figures that were provided by SamTrans.

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 2015. This comparison showed that weighting the data was unnecessary, as the percentage of completed surveys (compared to the weekly total) for each ridership segment was already nearly identical to the estimated percentage of riders for each ridership segment. The following chart shows the actual number of surveys by ridership segment and the segment's percentage of the weekly total of surveys.

SamTrans Ridership vs. Surveys Completed					
		Weekday			
	Weekday Peak	Weekday Off-Peak	TOTAL Weekday*	Weekend*	Weekly TOTAL
Surveys completed	2,320	3,139	5,495	971	6,430
% of weekly total	36%	49%	85%	15%	100%
Estimated weekly # of SamTrans riders*			1,006,564	188,334	1,194,898
% of weekly total*			84%	16%	100%

*Taken from ridership numbers October, 2015. Since SamTrans routes were largely reconfigured in Fall 2014 and mid-2015, a weekday peak/off-peak breakdown from prior to October 2015 may not be valid. In addition, the peak/off-peak breakdown may be impacted by the fact that this study was not conducted among passengers who appeared to be younger than 12 years of age.

Appendix C:
EDITING AND CODING PROCEDURES

EDITING AND CODING

This section outlines editing and coding procedures utilized on the 2015 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 an*other – specify* response include: Q3, Q4, Q5, Q6, Q7a, Q7b, Q11, Q13, Q14, Q18, 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.

2015 SamTrans Triennial Customer Survey
Code Sheet – Comment Code Frequencies

	(Base =1595)	
	#	%
Schedules – frequency / weekend / earlier / later	[294]	18%
General Unspecific Compliments	[270]	17%
Personnel – including driving safety, driving skills	[192]	12%
Routes – include additional / extend / more direct / more stops	[188]	12%
On-Time Performance / Reliability / Speed	[174]	11%
Fares and Fare Policy	[135]	8%
Bus Cleanliness – interior and exterior	[60]	4%
Enforcement / Security Issues	[52]	3%
Bus Overall Condition – including amenities, safety and comfort	[39]	2%
Transit Connections – including SamTrans, Caltrain, BART, MUNI	[29]	2%
Disability / Senior Issues	[25]	2%
Bus Stops – shelters condition / state of repair	[23]	1%
Seat Availability / Crowding / Bigger Buses	[22]	1%
Real Time Departure Sign/App	[19]	1%
Clipper..	[16]	1%
Signage / Maps / Printed Schedules / Schedule Change Notices	[15]	1%
Service – other	[13]	1%
Temperature / Ventilation	[13]	1%
SamTrans Phone Information / Website	[10]	1%
Strollers, Bikes, Luggage Issues	[6]	<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 <u>or</u> negative. A compilation of the actual comments has been compiled in a separate report.

Appendix D:
INTERVIEWER TRAINING INSTRUCTIONS

COREY, CANAPARY & GALANIS

SamTrans 2015 On-Board 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 1, 2015, and end by October 31, 2015. 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.**

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 will 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 <u>NOT</u> 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." One of the system's main trunk routes – ECR – is named after the fact that much of the route goes up and down El Camino Real in San Mateo County.
6. A meal break is included in most shifts to maximize survey time.
    a. **The routes scheduled before your meal break <u>are ALMOST always a higher priority</u> 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.** Normally, 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 <u>prior to your shift</u> extremely important.
8. **NEVER board a bus early – NEVER take an earlier bus – unless the schedule specifies it is OK to do so.**

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. In some cases, a shuttle may be arranged, or you may be provided information on arranging a shuttle, if it is impossible to reach your start/end point via public transit. Be sure you know what shuttle arrangements have been made, or make those arrangements.

6. **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) – look for the envelopes with a **pink** cover
11. Survey control sheets (**yellow**)
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)

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. **Look at your interviewer schedule – check the "LEVEL" column for each Run. This shows you the number of questionnaires to pre-number:**

- **HIGH** volume runs – pre-number 50 English questionnaires
- **MED** volume runs – pre-number 30 English questionnaires
- **LOW** volume runs – pre-number 10 English questionnaires

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.

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.

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 most cases, do not take a first 'no' answer as a final one.** When someone refuses, in many cases, they are 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.*

- **Use positive language to overcome resistance.** Some passengers may ask, "Is this survey required??" Do not go on the defensive, but instead, respond in a positive manner: "No, but we greatly value your input and hope you will participate anyway."

- **Use the "domino effect" in your favor.** If you start at one end of the bus, and get a refusal, do not stay in that area – move to another area and ask other passengers. Passengers who hear other passengers participating are more likely to participate themselves. Passengers who hear other passengers refuse are more likely to refuse. Get and keep the positive responses going!

- **Offer solutions to "I have no time."** Some passengers are doing something else on their trip (working, sleeping, "me time") and do not want to do the survey just then. Other passengers may be taking a very short trip, and they do not feel they have enough time to complete the survey. Point out to them that they may complete it later and mailing it in – just by folding it and affixing tape where indicated. (No postage is necessary.) **But use this as a last resort -- most people who say they will mail it in . . . never do.**

- **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.

- **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). 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.

- **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.**

- **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 3 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

- Be sure to **tell the patrons to fill in all pages** of the survey.
- **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 (Yellow 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 'hash marks' (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 <u>rubber banded</u> 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, <u>**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).**</u>

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
- Someone who left the bus before you could reach them (usually due to crowding)
- **Specify which of the "Other" categories the person/people belong to.**

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. *If you are thinking, "Boy, I've got to tell [Jon/Carol/Elizabeth/Steve] all about what happened on this run" – __Put it in the notes on the front of the envelope__. Two weeks from now, the person you tell will not remember – but we will need to revisit those notes to accurately report on the data we collect!!!!*
- **__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 Drop it in the returned work box in Carol's office during office hours; or
    o Drop it in the trunk in the office lobby.

Conduct and Communication
Good conduct and good communication are an essential part of this project and others at CC&G. As representatives of CC&G and our client, SamTrans, the following guidelines should always be followed:
- Always act professionally.
- Always be punctual. You should be at your starting point at least 15 minutes prior to the scheduled departure time. *Failing to adhere to the published schedule, and/or starting shifts late, will lead to dismissal.*
- **Dress in casual business 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.**
- **Note that 'business casual' __DOES NOT include__ blue jeans, 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. <u>Any other use is prohibited and cause for immediate dismissal.</u>**
- **You <u>must</u> wear your surveyor badge <u>for every shift. If your badge is lost or stolen, you must report it to CC&G immediately.</u>**
- **Look ahead at 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.
  - **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!**
  - **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 <u>based on the availability you have noted in ScheduleBase</u> and discussed with CC&G. Your availability on ScheduleBase should be <u>accurate at least 2-4 weeks beyond the current day.</u>**
  - 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 <u>shift is less than 5 calendar days away</u> – 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
Patrick Thompson
Market Research & Development
650-508-6245
If a passenger specifically asks for a contact at the District, provide Mr. Thompson's name and phone number. **If you do give out this information, notify CC&G RIGHT AWAY.**

Appendix E:
SAMTRANS ROUTES SELECTED TO SAMPLE

Route #	Route Geography	WEEKDAY CLASSIFICATION	WEEKEND CLASSIFICATION
FLX San Carlos	Central	Light	
ECR	Express/Multi-City	High	High
KX	Express/Multi-City	Light	
FLX Pacifica	North	Light	
11	North	Light	
14	North	Light	
16	North	Light	
17	North	Moderate	Moderate
19	North	Light	
24	North	Light	
25	North	Light	
28	North	Light	
29	North	Light	
35	North	Light	
37	North	Light	
38	North	Light	Light
39	North	Light	
43	North	Light	
46	North	Moderate	
49	North	Light	
53	Central	Light	
54	Central	Light	
55	Central	Light	
57	Central	Light	
58	Central	Light	
59	Central	Light	
60	Central	Moderate	
62	Central	Light	
67	Central	Moderate	
68	Central	Moderate	
72	Central	Light	
73	Central	Light	
79	Central	Moderate	
80	South	Light	
82	South	Light	
83	South	Light	
84	South	Light	
85	South	Light	
86	South	Light	

Route #	Route Geography	WEEKDAY CLASSIFICATION	WEEKEND CLASSIFICATION
87	South	Light	
88	South	Light	
89	South	Light	
95	Central	Light	
110	North	High	Moderate
112	North	Moderate	Moderate
118	North	Light	
120	North	High	High
121	North	High	Moderate
122	North	High	High
130	North	High	Moderate
131	North	High	Moderate
133	North	Moderate	Moderate
140	North	Moderate	Moderate
141	North	Light	
250	Central	High	Moderate
251	Central	Light	Light
252	Central	Light	
256	Central	Moderate	Light
260	Central	Moderate	
270	Central	Light	Light
273	Central	Light	
274	Central	Moderate	
275	Central	Moderate	
276	Central	Light	
280	South	Moderate	Light
281	South	High	Moderate
286	South	Light	
292	Express/Multi-City	High	High
294	Express/Multi-City	Light	Light
295	Central	Moderate	
296	South	High	Moderate
297	South	Light	Moderate
397	Express/Multi-City	Moderate	Moderate
398	Express/Multi-City	Moderate	Moderate

COREY, CANAPARY & GALANIS