2012 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 2012. In total, 5,872 completed questionnaires were collected and tabulated.

Key objectives of the survey include:
- Reporting trip characteristics such as: usage of SamTrans, fare category, trip purpose, access/egress, trip length, etc.
- Assessing the ratings of 11 specific service characteristics.
- Identifying sources used by riders for SamTrans route/schedule information.
- Providing a current user profile of SamTrans riders.

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

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

Questions regarding this project may be directed to: Christiane Kwok, SamTrans, 650-508-7926

Changes in SamTrans Service Since Last Survey
SamTrans has made a number of service-related changes since the last survey was conducted in 2009. Significant changes include:
- The elimination of eight routes in December 2009;
- A fare increase in January 2010;
- Paper Monthly passes replaced with the regional Clipper card in January 2012;
- Introduction of the Day Pass in January 2012; and
- Introduction of the route ECR – a combination of the routes 390 and 391, on weekends – in August 2012.

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, 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:

- <u>77% Completion Rate</u>. This is calculated by dividing the total number of completes (5,872) by the total number of questionnaires distributed to passengers (8,116).
- <u>56% Response Rate.</u> This is calculated by dividing the total number of completes (5,872) by all eligible passengers riding on the sampled buses (10,543).
  (Note: "all eligible passengers" includes everyone except: children under 13, riders who had already participated, those who had a language barrier and those who were sleeping on the bus.)

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

Field interviewing on this project was conducted between Thursday, October 2, and Sunday, October 21, 2012. The bulk of the surveying was conducted between the hours of 6:00 AM and 10:00 PM. The weekday shifts were allocated to allow for surveying during morning and afternoon peak periods, as well as off-peak periods. Specific routes were selected for each surveyor to ensure that interviewing on specific routes was conducted during different times of the day.

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

Sampling
In total, 5,872 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 1.07% (at the 95% confidence level).

The sampling on the study was designed to achieve a cross section of riders utilizing different routes in San Mateo County. Surveys were conducted on weekdays and weekends. We sampled a total of 44 weekday routes and 24 weekend routes.

Each shift was assigned to allow a surveyor to cover multiple scheduled runs on selected routes. Depending on the route, two to ten full runs were covered in each allocated shift. On longer routes, such as the 390, fewer runs were covered in a single shift because the surveyor remained on the bus for the full length of the bus route. In total, approximately 608 individual survey runs were completed on these sampled routes.

Selection of routes was achieved by establishing a protocol which grouped routes by ridership: a) highly traveled routes, b) moderately traveled routes, and c) lightly traveled routes. In addition to ridership volume, geographic location of routes was also taken into account as a secondary consideration when determining which routes to sample. Consideration was given to ensuring that a diverse, and well represented, selection of routes from the Northern, Central and Southern regions of San Mateo County including All-nighter routes and Sunday routes. About 85% of the shifts were assigned to weekday routes, and 15% to weekend routes.

Segmentation groupings are shown in the table below.

SEGMENTATION GROUPINGS			
WEEKDAY			*Approximate*
Route type			*Shift allocation*
	Avg weekday ridership	*# of routes*	*(%)*
Highly traveled routes................................	1,000 or more passengers	12 routes total	35% - 40%
Moderately traveled routes	200 – 999 passengers	20 routes total	25% - 30%
Lightly traveled routes	Fewer than 200 passengers	12 routes total	15% - 20%
WEEKEND			*Approximate*
			Shift allocation
Route type	*Avg weekday ridership*	*# of routes*	*(%)*
Highly traveled routes................................	1,000 or more passengers	5 routes total	5% - 8%
Moderately traveled routes	200 – 999 passengers	12 routes total	4% - 7%
Lightly traveled routes	Less than 200 passengers	7 routes total	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 2012. 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					
SamTrans Ridership vs. Surveys Completed						
	Weekday Peak	Weekday Off-Peak	*TOTAL Weekday*	Weekend	*Unknown*	*Weekly TOTAL*
Surveys completed	2,385	2,751	5,136	729	7	5,872
% of weekly total	40.62%	46.85%	87.47%	12.41%	0.12%	100%
Estimated weekly # of SamTrans riders*	99,705	124,625	224,330	38,927	-	263,257
% of weekly total*	37.87%	47.34%	85.21%	14.79%	-	100%

*Taken from ridership averages for October, 2012.

Statistically Significant Differences

As was mentioned previously, for the <u>total number</u> of respondents (n = 5,872) who participated in the survey, the margin of error is +/- 1.07% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:
- Weekday peak (n = 2,385). +/-1.87% at the 95% confidence level;
- Weekday off-peak (n = 2,751). +/-1.72% at the 95% confidence level;
- Weekend (n = 729). +/-3.56% 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 (24%) of riders have been riding SamTrans for less than a year. This is a slight increase (3%) from 2009; however, nearly all of this increase stems from those riding 6 months or less.
- Half of riders (53%) have been using SamTrans for more than 3 years.

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 is up from 2009 (26%), but down from 32% in 2006.
- Most riders (77%) say the primary reason they use SamTrans is because they don't have a car or don't drive.
- Most riders (84%) use SamTrans at least 3 days per week, with two-thirds (66%) 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. 73% walk to their bus stop, and 62% walk from the bus stop to their final destination.
- Half of all riders (50%) pay for their trip with cash, while 27% use a SamTrans Monthly Pass. Weekday peak period riders were slightly more likely to use a SamTrans Monthly Pass compared to weekday off-peak and Saturday riders.
- More than two-thirds (70%) of riders are making a round trip on SamTrans. While slightly higher than 2009, this percentage is still down slightly from 74% in 2006.
- While 58% use only one SamTrans bus for their one-way trip, 30% use 2 SamTrans buses, and 10% use 3 or more SamTrans buses for the trip.

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

- Overall, slightly less than half of riders (44%) are traveling to or from work, and 29% are traveling to or from school, when using SamTrans.
- Work is the primary trip purpose for all time periods – with 48% of Weekday Peak riders, 40% of Weekday Off-Peak riders, and 49% of Weekend riders going to or from work.
- School is the second most common trip purpose among Weekday Peak (37%) and Weekday Off-Peak (29%) riders; however, among weekend riders, shopping is the second most common trip purpose (23%).

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EXECUTIVE SUMMARY (continued)

Overall, SamTrans is generally well regarded by its customers.
- About three-fourths of riders (76%) 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 4.21.
- SamTrans achieved relatively consistent satisfaction ratings among major demographic and use sub-groups. A mean score of 4.05 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.
- An interesting result is in ratings vs. use/tenure. The normal trend in a system is for riders to become less satisfied the more they use a system. Riders who use a system more, or have been using a system longer, tend to become less satisfied with the system. This is due to riders becoming more familiar with the system and becoming better able to see the flaws. In this study, generally, this is not the case.
  - Riders who ride SamTrans 5 or more days a week rate SamTrans higher 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…	**2012** mean score	**2009** mean score
5 or more days/week	4.21	4.22
3 – 4 days/week	4.17	4.18
1 – 2 days/week	4.21	4.17
Less than once a week	4.31	4.23

  - Riders who have been riding SamTrans longer rate the experience higher than newer riders. This has been consistent since 2006.

Have been riding…	**2012** mean score	**2009** mean score	**2006** mean score
Less than one year	4.20	4.18	4.07
1 – 3 years	4.15	4.17	4.12
More than 3 years	4.24	4.24	4.17

- 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 2009.

Geographic type of route…	**2012** mean score	**2009** mean score
South	4.25	4.30
Trunk (Multiple Regions)	4.20	4.24
North	4.22	4.18
Central	4.18	4.14

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

	2012 mean score
Spanish language questionnaire	4.47
English language questionnaire	4.19

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

Among specific service attributes, SamTrans scored highest on availability of information on buses and cleanliness of the bus. It rated lowest on frequency of buses (among the 11 attributes rated).
- Attributes seeing the highest increases since 2009 included "Value for the money" (3.96, an increase of 0.14); "Communication of bus changes" (3.99, an increase of 0.12); and "Cleanliness of bus" (4.32, an increase of 0.09).
- The only attribute with a significant decrease in ratings was "On-time performance," which dropped in 2012 to 3.78 (down 0.09 from 2009).

Most riders would prefer to get SamTrans information (such as route schedules, changes, and special services) on the bus itself.
- "On the bus" was selected by nearly three quarters of riders (71%) as the place that they would most like to get SamTrans information, but 52% of riders would like to get information at bus stops, and 27% would like to get information from the SamTrans website. As mobile media has expanded significantly since the 2009 study, respondents may be requesting information 'on the bus' in paper, real-time signage, mobile site/application, or other forms.

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, 15% 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 308 Chinese-language barriers and 88 Tagalog-language barriers documented during fieldwork, or about 3.7% of all respondents on sampled buses.

CHARTS – KEY FINDINGS

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OVERALL SATISFACTION

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

11k. Overall experience with SamTrans?

76%
Very/Somewhat
Satisfied

Very Satisfied (5)	(4)	(3)	(2)	Very Dissatisfied (1)	No Answer
40%	36%	13%	2%	1%	8%
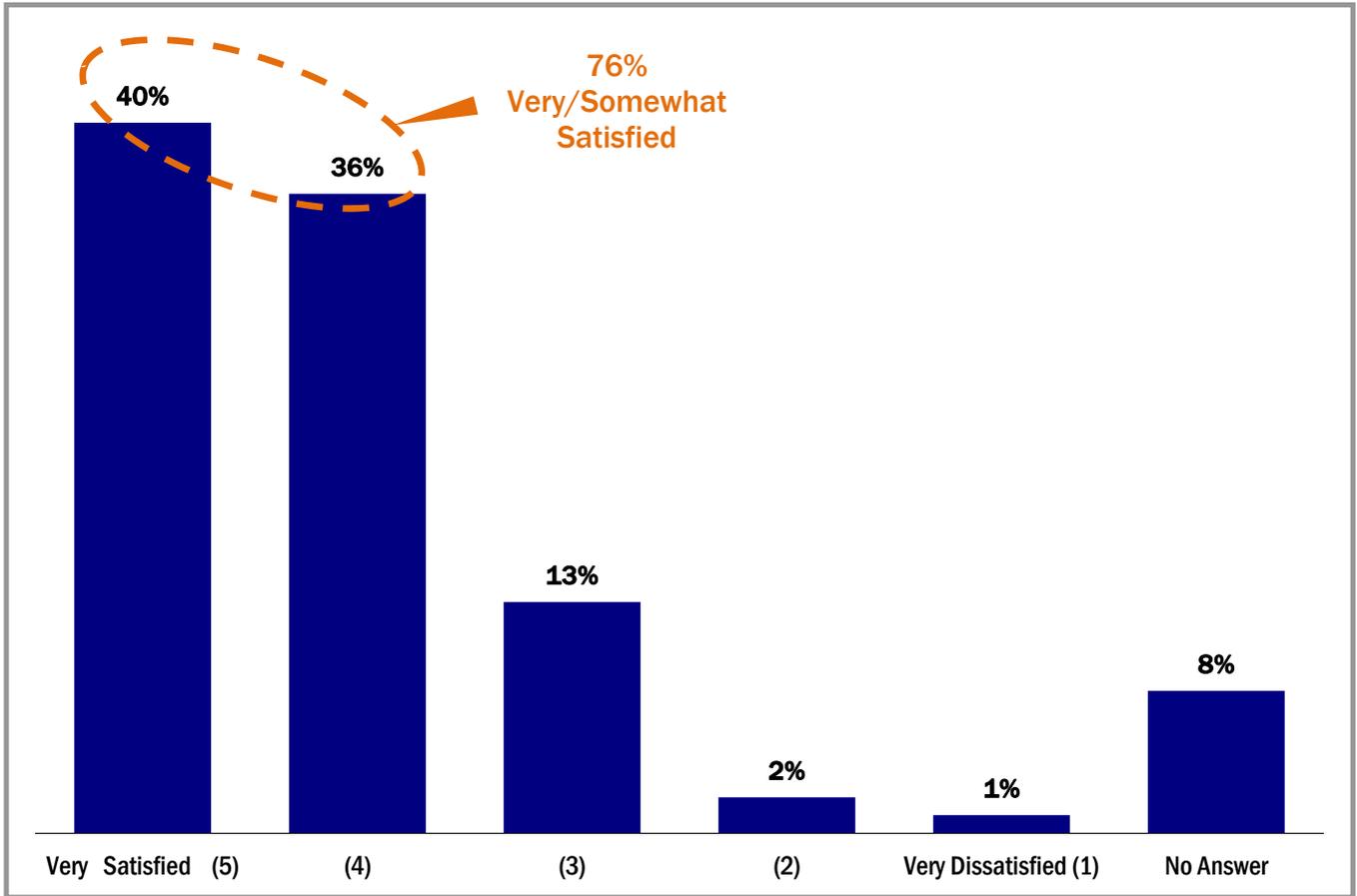
Base: Total (5,872)   (See Statistical Table 23)

OVERALL SATISFACTION – SUB-GROUP MEAN SCORE RATINGS

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 1= Very Dissatisfied and 5 = Very Satisfied.
11k. Overall experience with SamTrans?

Satisfaction Rating by…	Mean Score (5 point scale) ▼
Total (n = 5,872)	**4.21**
Ridership Segment	
Weekday Peak (n = 2,385)	4.18
Weekday Off-Peak (n = 2,751)	4.23
Weekend (n = 729)	4.25
Language of Questionnaire	
English (n = 5,259)	4.19
Spanish (n = 613)	4.47
How Long Riding SamTrans	
Less than 1 year (n = 1,389)	4.20
1 – 3 years (n = 1,289)	4.15
More than 3 years (n =3,137)	4.24

(See Statistical Table 23)

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ON-TIME PERFORMANCE

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 1= Very Dissatisfied and 5 = Very Satisfied.
11e. On-Time Performance?
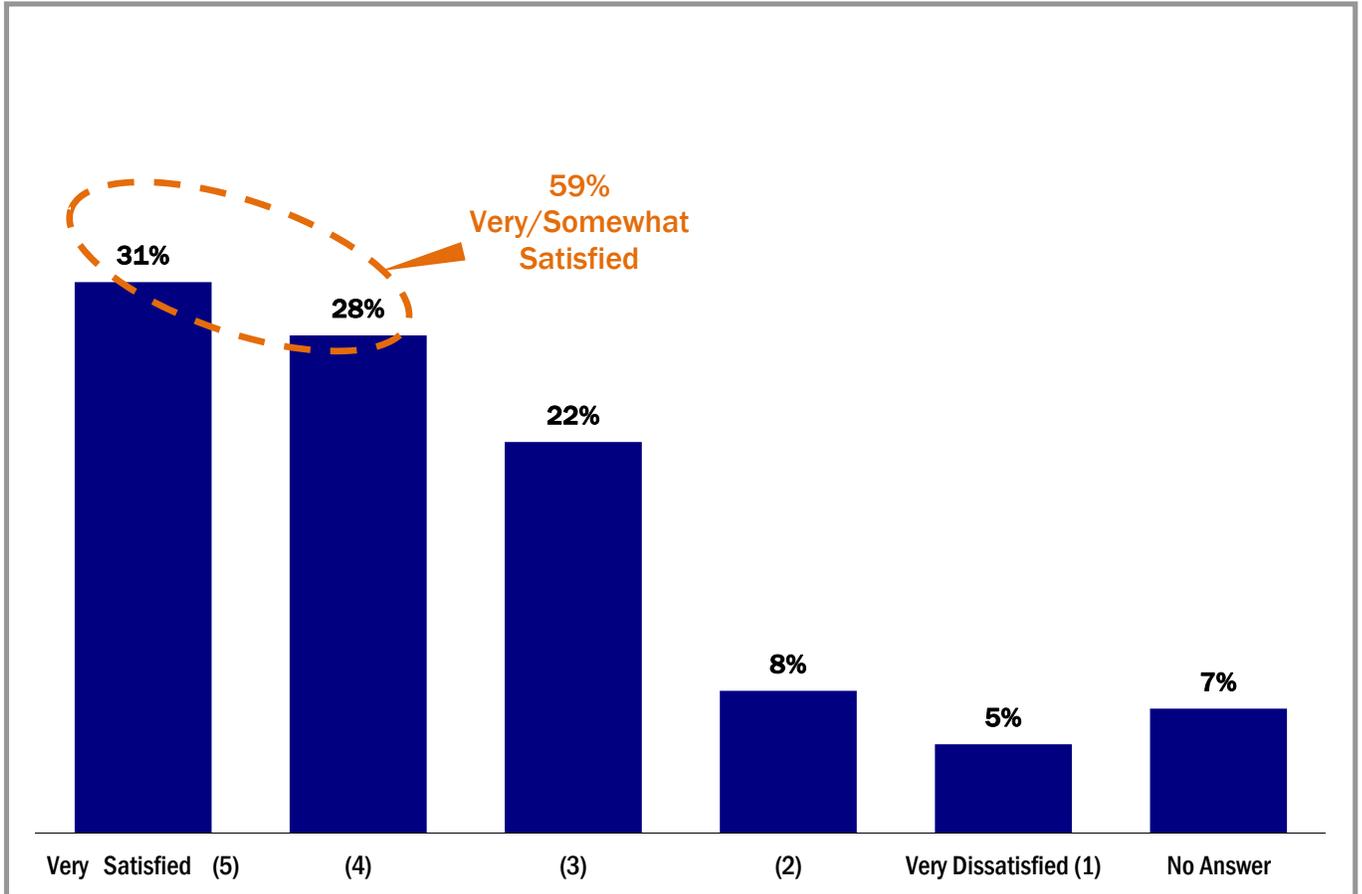
Base: Total (5,872)   (See Statistical Table 17)

RATING OF SERVICE ATTRIBUTES (MEAN SCORES)

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

	Mean Score (5 point scale)
▸ OVERALL EXPERIENCE WITH SAMTRANS	4.21 ◂
Availability of Information on Buses	4.33
Cleanliness of Bus	4.32
Feeling of Personal Security on Bus	4.30
Courtesy of Bus Operators	4.24
Helpfulness/Courtesy of Customer Service ...	4.22
Convenience of Routes	4.15
Communication of Bus Changes	3.99
Value for the Money	3.96
On-Time Performance	3.78
Frequency (how often buses run)	3.64

Base: Total (5,872)   (See Statistical Table 12)

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

RIDERSHIP TENURE

1. How long have you been riding SamTrans?
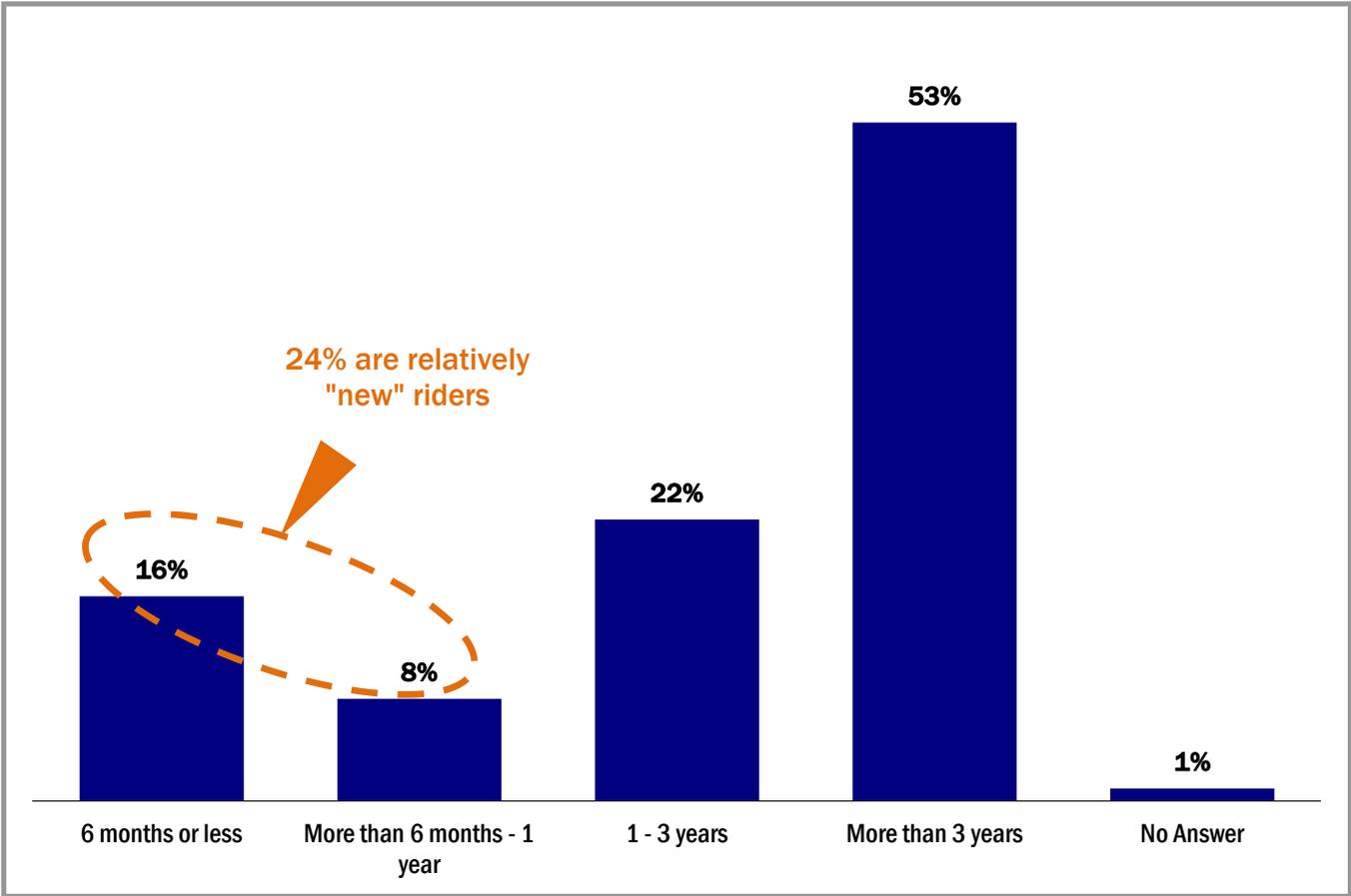
Base: Total (5,872)   (See Statistical Table 1)

FREQUENCY OF RIDING SAMTRANS

2. How often do you usually ride SamTrans?
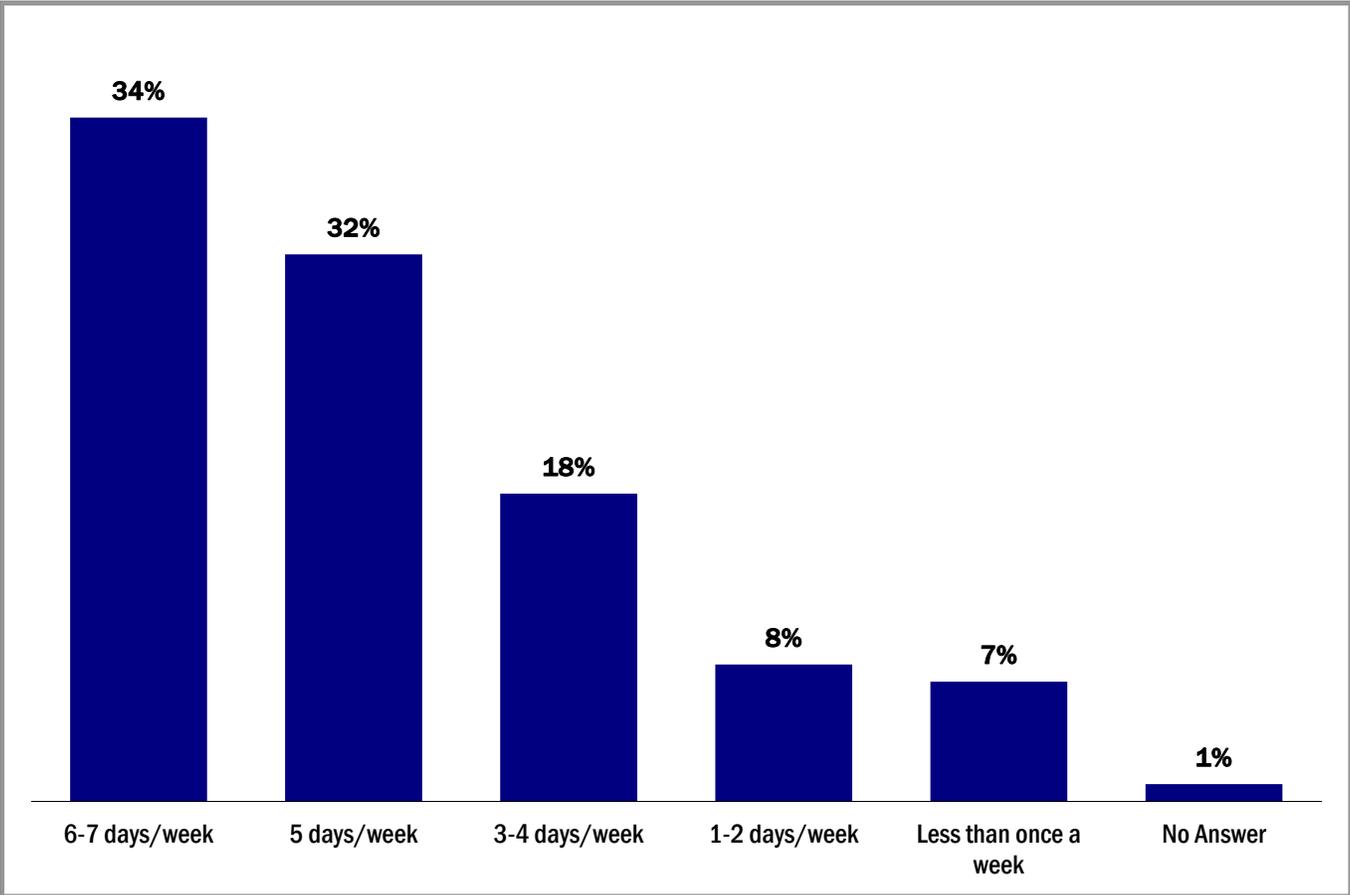
PAYMENT TYPE

5. How did you pay for this trip?

Payment Type	%
Cash	50%
SamTrans Monthly Pass	27%
Token	5%
BART Plus Ticket	4%
Clipper Unspecified	4%
Caltrain Monthly Pass	3%
Day Pass	3%
Other Payment Method	1%
Blank/Multiple Answers	5%

Base: Total (5,872)   (See Statistical Table 5)

COREY, CANAPARY & GALANIS
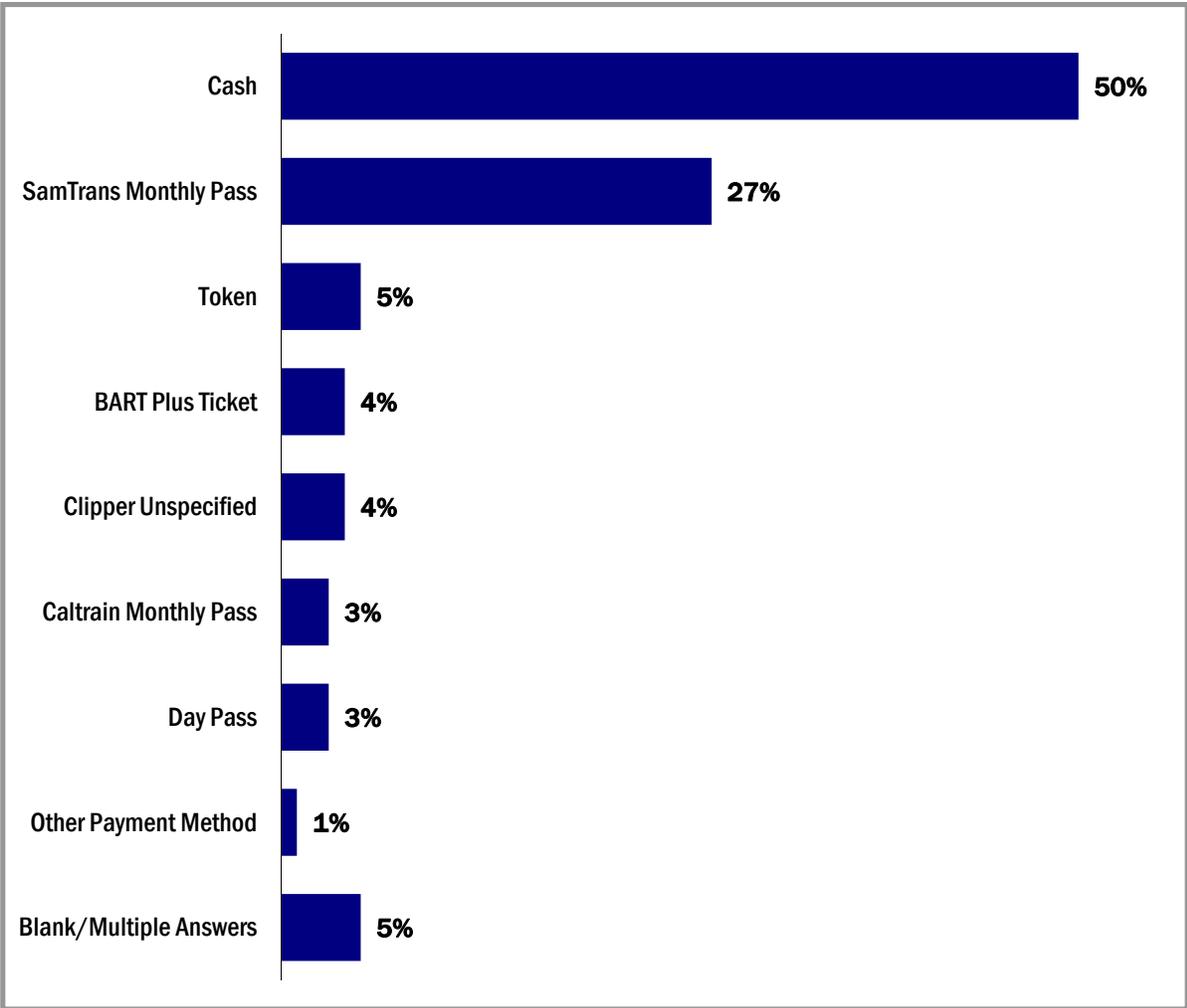
FARE CATEGORY

6. What is your fare category?
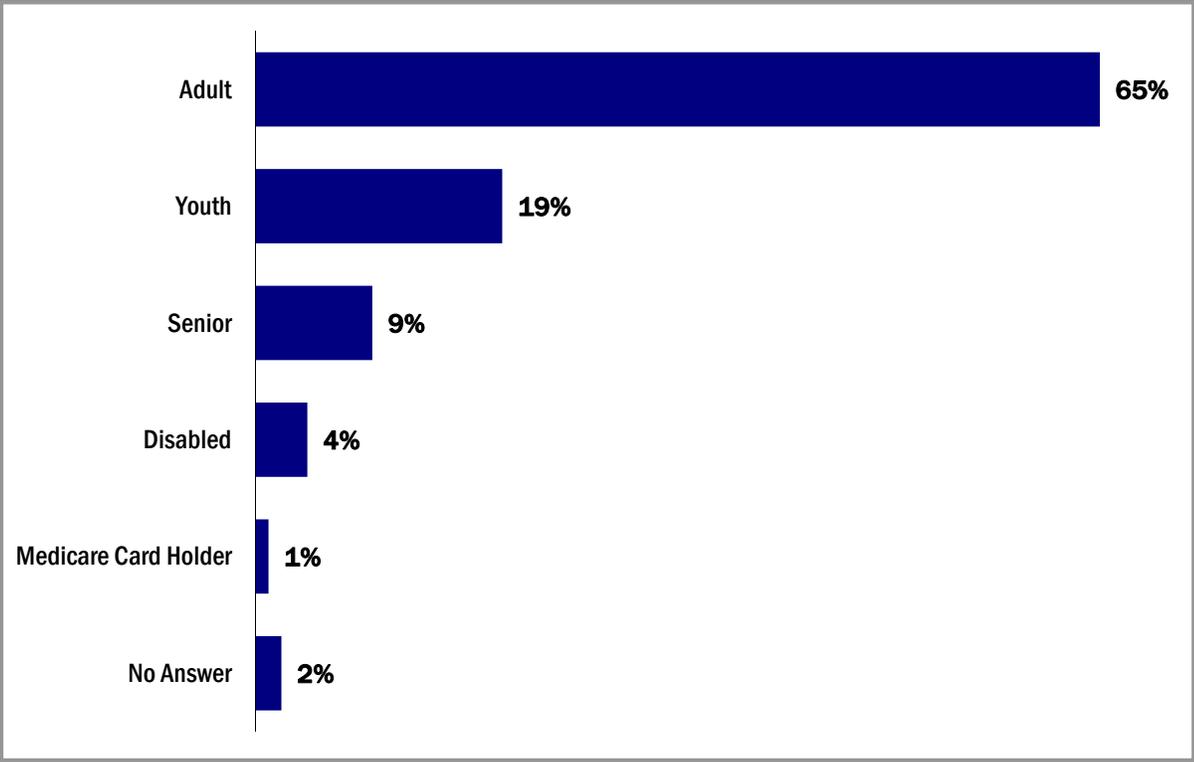
Base: Total (5,872)   (See Statistical Table 6)

Note: Targeted respondents were 13 years and older.

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PURPOSE OF TRIP

7. What is the purpose of your trip today?
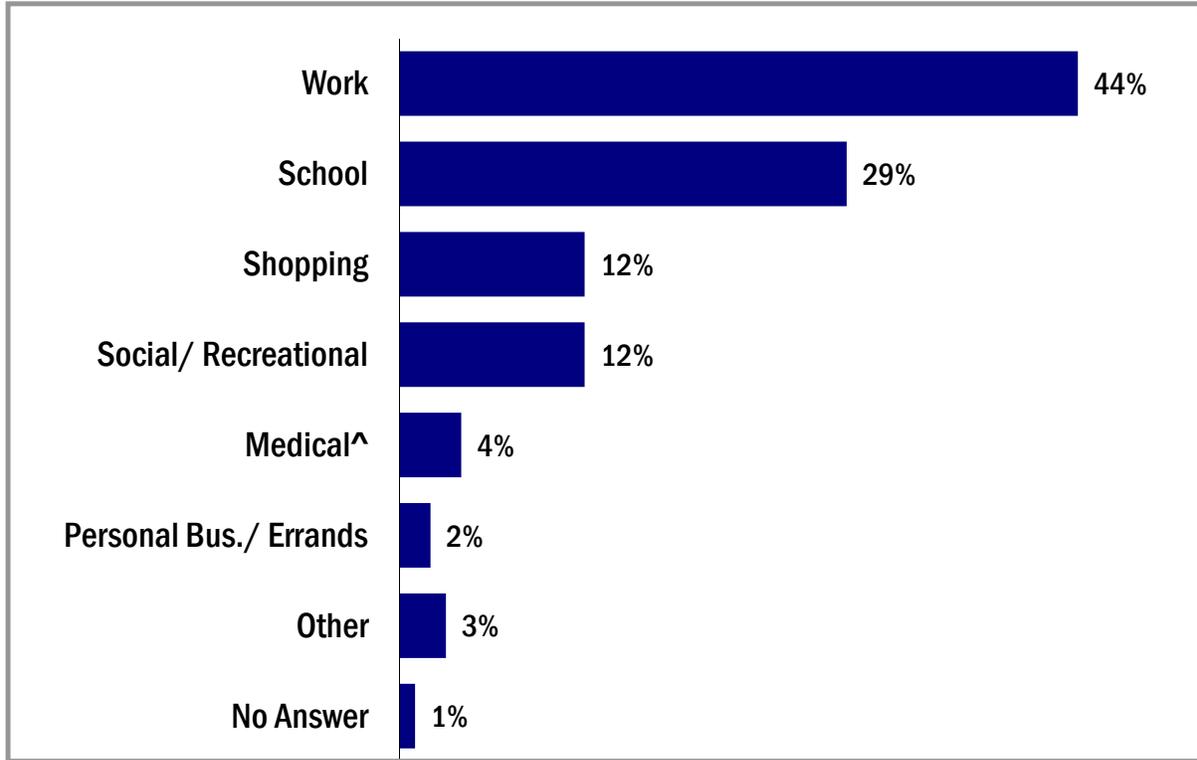
Work 44%
School 29%
Shopping 12%
Social/ Recreational 12%
Medical^ 4%
Personal Bus./ Errands 2%
Other 3%
No Answer 1%

Multiple responses accepted

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

Base: Total (5,872)   (See Statistical Table 7)

ACCESS

8a. How did you get to the bus stop where you BOARDED this bus?

Walked all the way	73%
Another SamTrans bus	10%
BART	6%
Muni	4%
Bicycled	3%
Dropped off by car	2%
Caltrain	2%
Drove car	1%
VTA	1%
Free Shuttle	1%
AC Transit	<1%
Other	1%
No Answer	2%
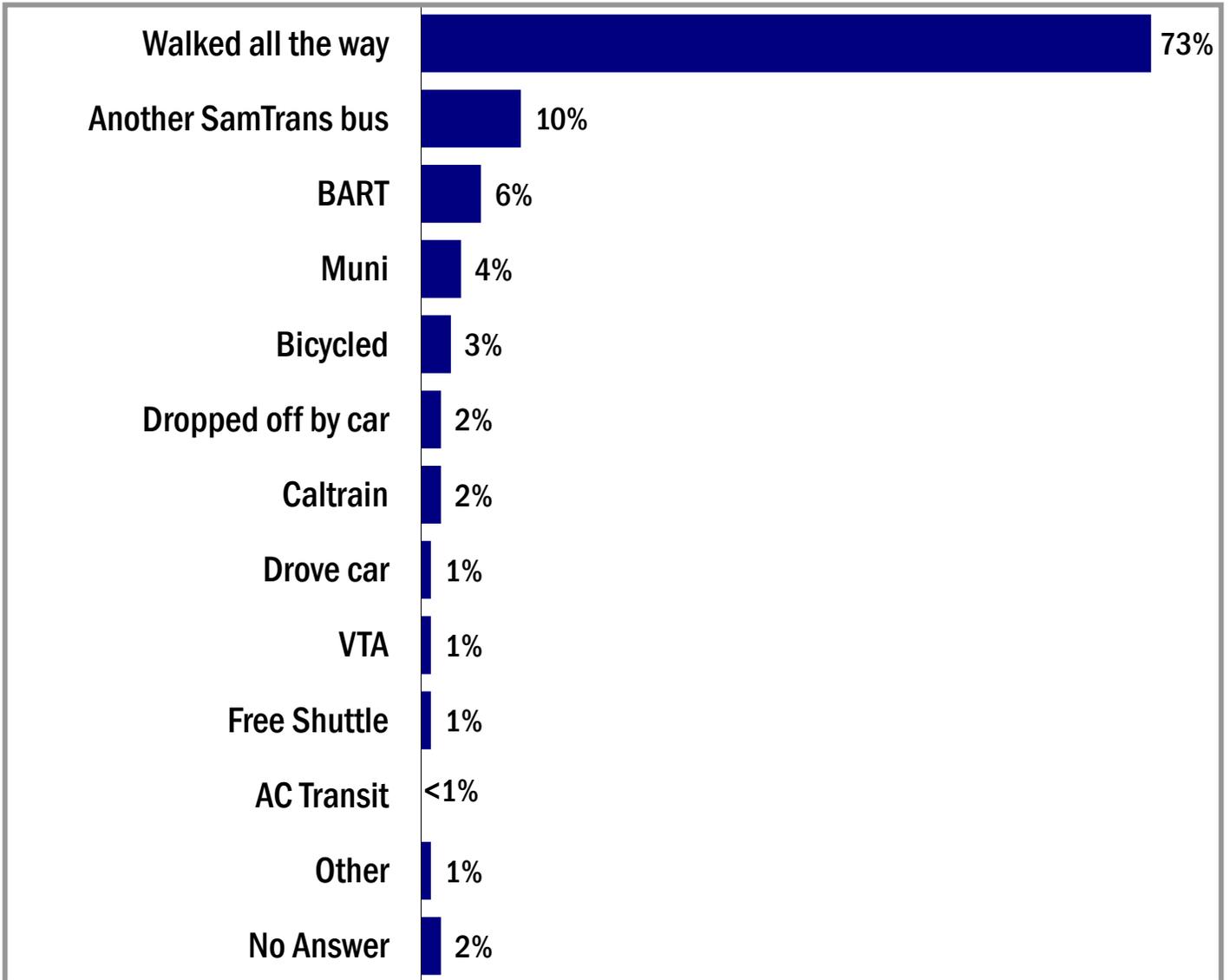
Multiple responses accepted

Base: Total (5,872)   (See Statistical Table 8)

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ROUND TRIP

10. Are you making a round trip on SamTrans today?
   o   Yes (rode SamTrans earlier today or will ride later today).
   o   No

Base: Total (5,872)   (See Statistical Table 10)

COREY, CANAPARY & GALANIS
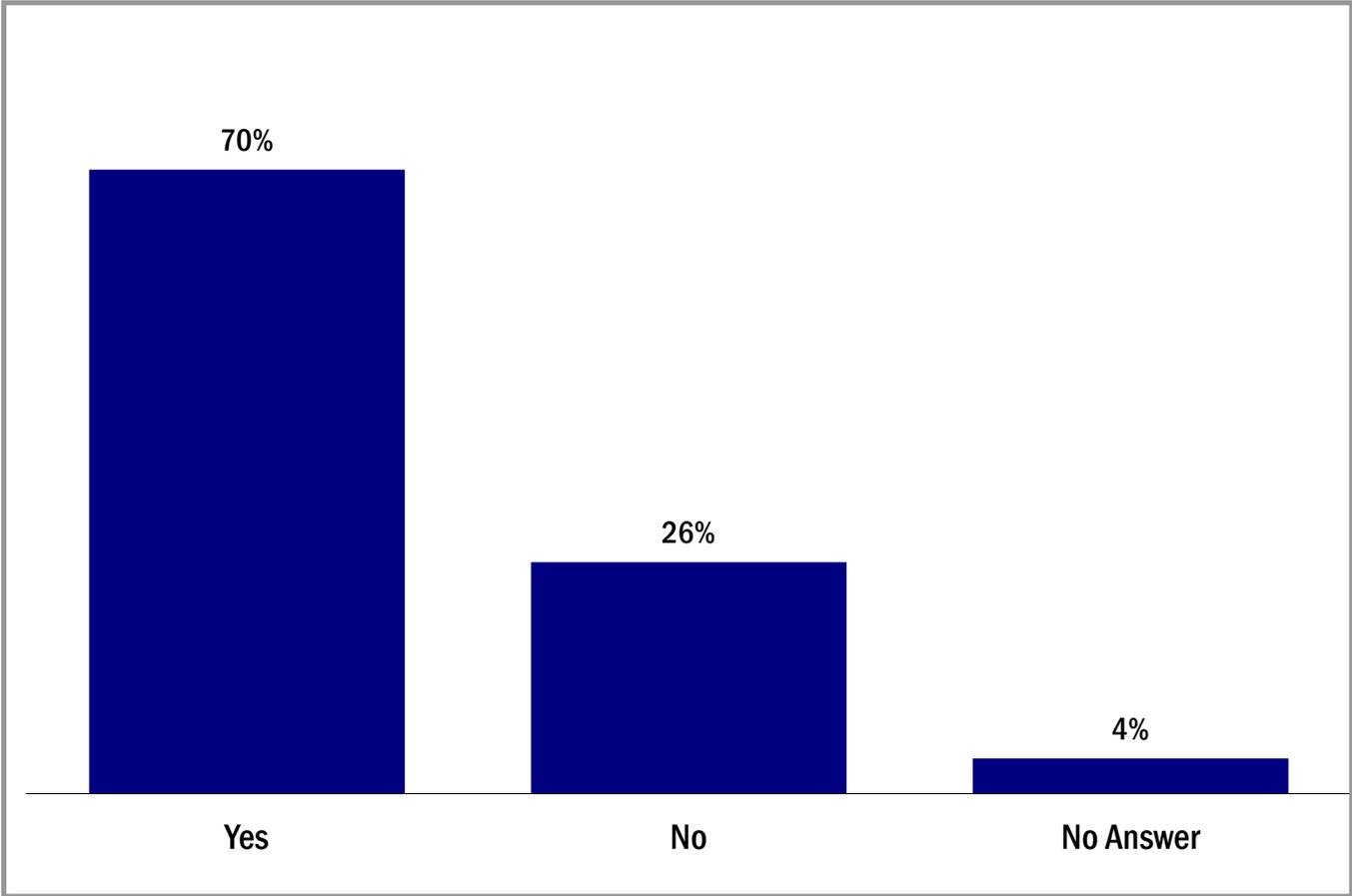
REASON FOR CHOOSING SAMTRANS

3. What is your main reason for riding SamTrans? (Check up to two)

Multiple responses accepted

Reason	Percentage
Don't have a car/Don't drive	77%
Save money (gas, wear/tear on vehicle)	19%
Relax or reduce stress	10%
Helps the environment	10%
Avoid traffic	8%
Ability to do other things	7%
Faster than other options	6%
Lack of/cost of parking	5%
Employer pays for transit pass	3%
Other	2%
No Answer or Other Vague/Non-Response (e.g. 'Go to work/school')	5%

Base: Total (5,872)   (See Statistical Table 3)

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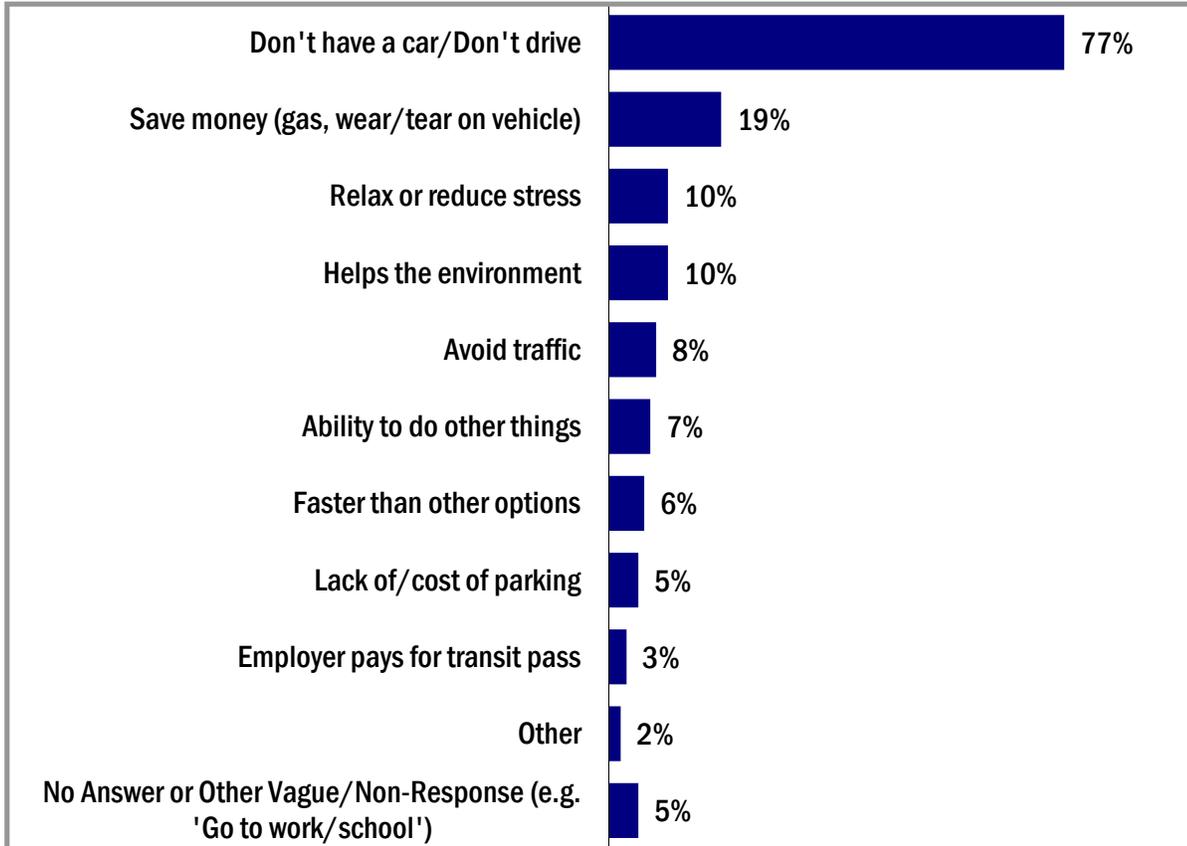
ACCESS TO A CAR

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

Base: Total (5,872)   (See Statistical Table 32)

SOURCES FOR SAMTRANS INFORMATION

12. How would you like to receive **SamTrans information**, such as route schedules, changes, and special service? (Check up to three)
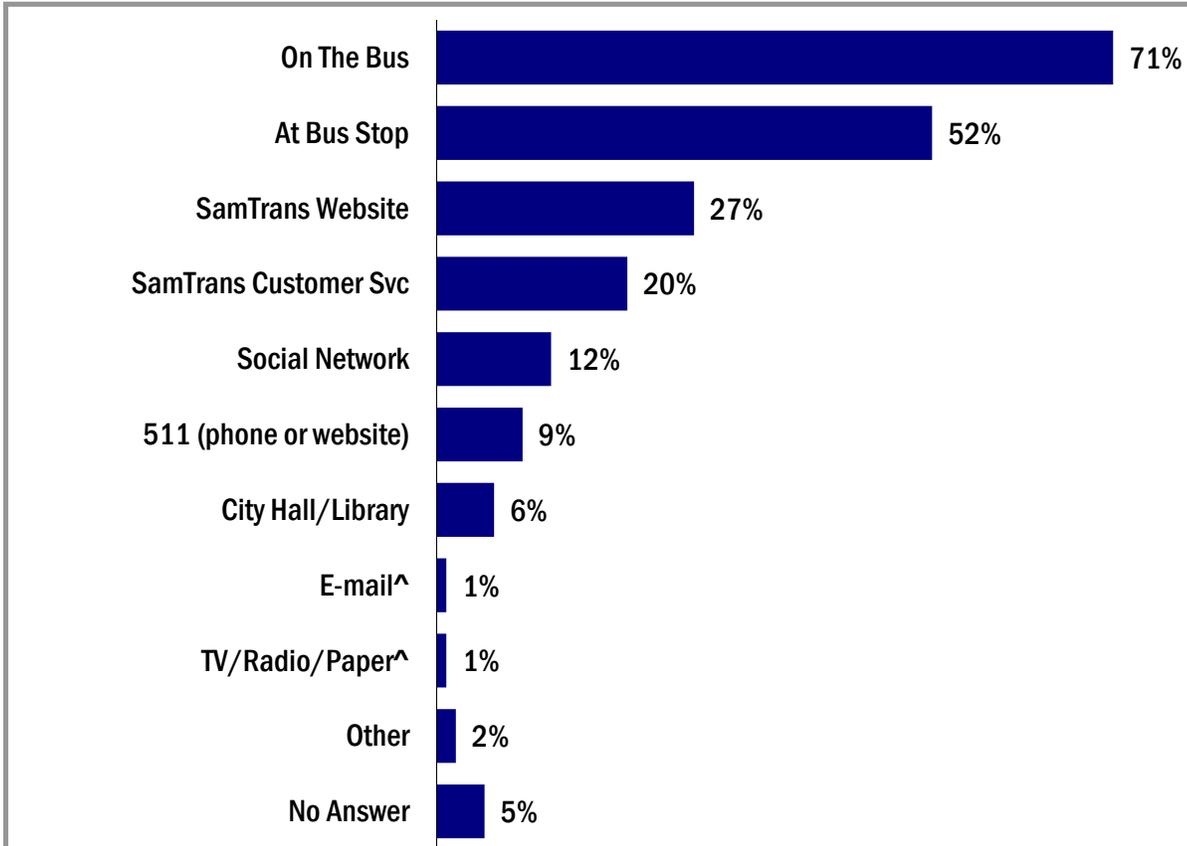
Source	Percentage
On The Bus	71%
At Bus Stop	52%
SamTrans Website	27%
SamTrans Customer Svc	20%
Social Network	12%
511 (phone or website)	9%
City Hall/Library	6%
E-mail^	1%
TV/Radio/Paper^	1%
Other	2%
No Answer	5%

Multiple responses accepted

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

Base: Total (5,872)   (See Statistical Table 24)

SATISFACTION RATINGS COMPARISON
2012 vs. 2009

OVERALL SATISFACTION
2012 vs. 2009

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.
11k. Overall experience with SamTrans?
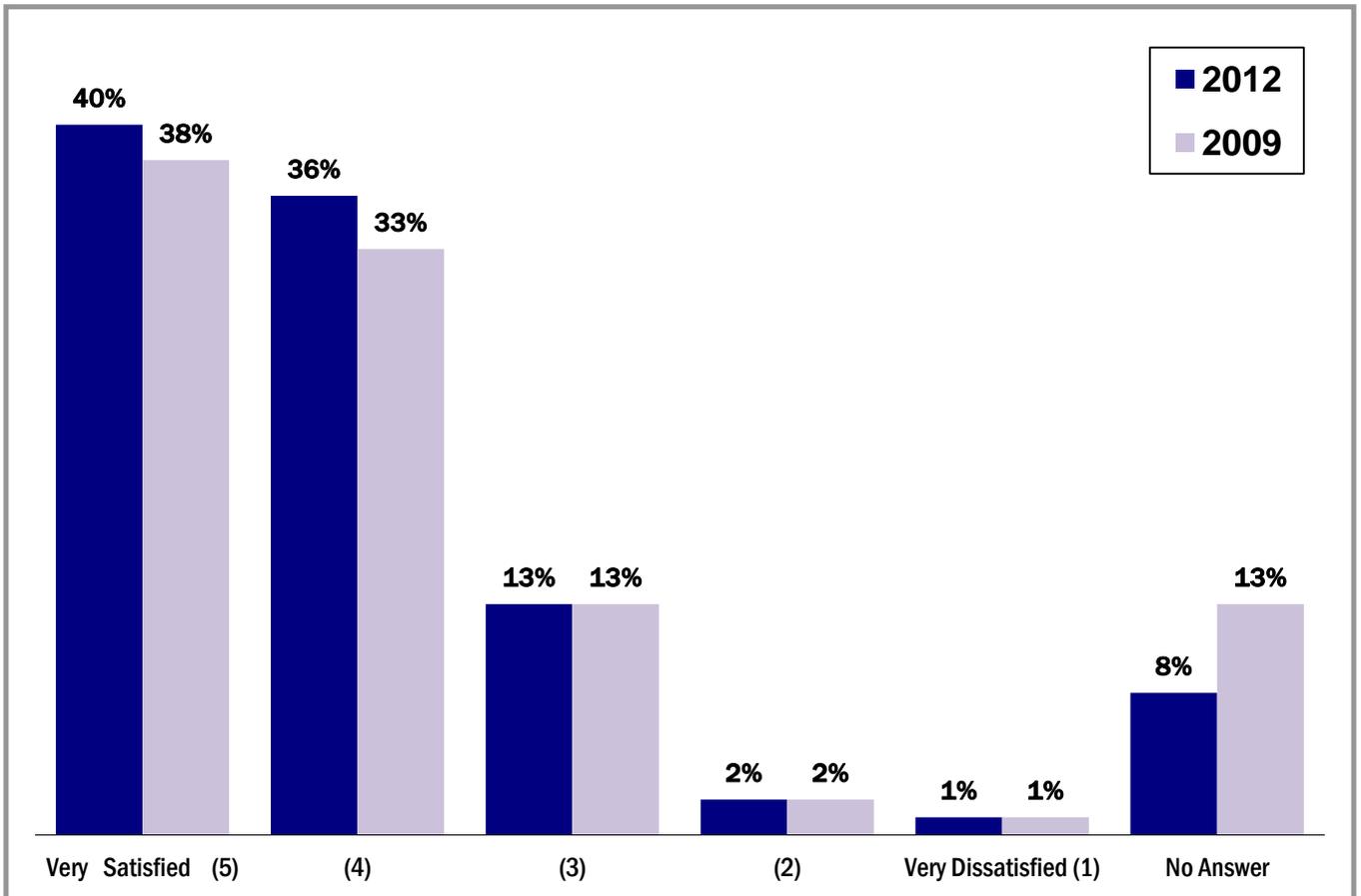
Base: Total (5,872)   (See Statistical Table 23)

RATING OF SERVICE ATTRIBUTES (MEAN SCORES)
2012 vs. 2009

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.

	2012	2009	Change
▸ OVERALL EXPERIENCE WITH SAMTRANS	4.21	4.21	0.00
Availability of information on buses	4.33	4.32	0.01
Cleanliness of Bus	4.32	4.23	0.09
Feeling of Personal Security on Bus	4.30	4.25	0.05
Courtesy of Bus Operators..........................	4.24	4.20	0.04
Helpfulness/Courtesy of Customer Service^	4.22	4.15	-
Convenience of Routes	4.15	4.13	0.02
Communication of Bus Changes	3.99	3.87	0.12
Value for the Money...................................	3.96	3.82	0.14
On-Time Performance	3.78	3.87	- 0.09
Frequency (how often buses run)...............	3.64	3.67	- 0.03

Note: Mean score based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.
^ In 2009, this attribute was worded, "Responsiveness of Customer Service."

Base: Total (5,872)   (See Statistical Table 12)

DETAILED RESULTS

USAGE OF SAMTRANS

HOW LONG RIDING SAMTRANS

> 1. How long have you been riding SamTrans?

- Nearly one-fourth of respondents have been riding SamTrans less than one year (24%) – a slight increase from 2009 which is almost exclusively an increase in those riding 6 months or less. However, about three-fourths of riders (75%) have been riding more than one year.
- This breakdown is fairly consistent among Weekday Peak, Weekday Off-Peak, and Weekend riders.

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
6 months or less..................................	16	13
More than 6 months – less than 1 year	8	8
1 – 3 years	22	23
More than 3 years................................	53	51
No Answer	1	6
	100	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
Less than 6 months	16	16	16	15
More than 6 months – less than 1 year	8	8	7	8
1 – 3 years	22	23	21	21
More than 3 years	53	52	55	55
No Answer	1	1	1	1
	100	100	100	100

(See Statistical Table 1)

HOW OFTEN RIDE

2. How often do you usually ride SamTrans?

- Most riders (84%) use SamTrans at least 3 days per week.
- There has been a notable drop in those using SamTrans 6-7 days per week between 2009 (40%) and 2012 (34%).
- In 2012, Weekend riders were most likely to use SamTrans 6-7 days per week (39%), with Weekday Off-Peak riders the least likely to do so (32%).

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
6 – 7 days a week	34	40
5 days a week	32	31
4 days a week	10	8
3 days a week	8	7
2 days a week	6	5
1 day a week	2	2
1 – 3 days a month	4	3
Less than once a month	3	3
No Answer	1	1
	100	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
6 – 7 days a week	34	35	32	39
5 days a week	32	38	29	22
4 days a week	10	8	11	11
3 days a week	8	7	10	7
2 days a week	6	4	8	8
1 day a week	2	2	2	3
1– 3 days a month	4	3	4	5
Less than once a month	3	3	4	5
No Answer	1	1	1	2
	100	100	100	100

(See Statistical Table 2)

COREY, CANAPARY & GALANIS

REASON FOR USING SAMTRANS

> 3. What is your main reason for riding SamTrans?

- More than three-quarters (77%) of SamTrans riders said they primarily use SamTrans because they don't have a car or don't drive. Weekday Off-Peak riders were slightly more likely (80%) to indicate this was true than Weekday Peak (75%) or Weekend (74%) riders.
- Other common reasons for using SamTrans include saving money (gas, wear and tear on car) (19%), relaxing/reducing stress (10%), and helping the environment (10%).

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

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
Don't have a car/Don't drive	77	75	80	74
Save money (gas, wear/tear)	19	19	19	18
Relax or reduce stress	10	10	10	12
Help the environment	10	10	10	9
Avoid traffic	8	8	8	9
Ability to do other things	7	7	7	6
Faster than other options	6	6	5	5
Lack of/Cost of parking	5	5	4	5
Employer helps pay for transit pass	3	3	2	3

(Multiple answers accepted)   (See Statistical Table 3)

Note: This question was not asked in 2009.
Responses with less than 1% are not shown; for a complete list, see Statistical Tables.

COREY, CANAPARY & GALANIS

TRIP SPECIFIC INFORMATION
CLIPPER CARD USE

4. Did you use a Clipper card on this trip?

- Just over one-third of riders (37%) said they were using a Clipper card on the surveyed trip.
- Weekday Peak riders were slightly more likely to use a Clipper card (39%), while Weekend riders were least likely to use one (33%).

	2012 Total
Base: (All Respondents)	5,872
	%
Yes...	37
No..	55
No Answer	9
	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
Yes	37	39	36	33
No	55	53	56	57
No Answer	9	9	8	10

(See Statistical Table 4)

Note: This question was not asked in 2009.

PAYMENT TYPE

5. How did you pay for this bus trip?

- Half of all SamTrans riders (50%) paid for their trip with cash.
- While 40% of respondents paid for their trip with a SamTrans Monthly Pass in 2009, only 27% of respondents in 2012 paid for their trip this way.
- Among 2012 respondents, Weekday Peak riders were somewhat less likely to use cash (45%) and somewhat more likely to use a SamTrans Monthly Pass (30%) than other riders.

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
Cash (NET)	50	47
Cash loaded on Clipper card	*8*	*
NOT on Clipper card	*38*	*
Unknown if on a Clipper card	*4*	*
SamTrans Monthly Pass (NET)	27	40
Pass loaded on a Clipper card	*19*	*
NOT on a Clipper card	*6*	*
Unknown if on a Clipper card	*2*	*
Token	5	5
BART Plus ticket	4	4
Caltrain Monthly Pass	3	2
Day Pass	3	*
RediWheels/Disabled Pass^	1	1
Multiple responses***	2	*
Other	1	**1
No Answer	4	1
	100	100

*These categories not included in 2009.
**This includes 2009 categories of "Other," "VTA/Yearly Pass," and "Non-Paying Passenger."
***For this question, "Clipper" (as a write-in) and one fare method were accepted. However, multiple response categories (e.g. someone checking both 'Day Pass' and 'Caltrain Monthly Pass') were not included.
^These categories were not on the questionnaire, but written in by respondents.

Payment Type (continued)

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
Cash	50	45	53	54
SamTrans Monthly Pass	27	30	25	25
Token	5	6	4	3
BART Plus ticket	4	4	3	4
Caltrain Monthly Pass	3	3	3	2
Day Pass	3	3	3	2
RediWheels/Disabled Pass^	1	1	1	1
Multiple responses***	2	2	2	3
Other	1	2	3	3
No Answer	4	4	3	3
	100	100	100	100

(See Statistical Table 5)

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

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

***For this question, "Clipper" (as a write-in) and one fare method were accepted. However, multiple response categories (e.g. someone checking both 'Day Pass' and 'Caltrain Monthly Pass') were not included.

FARE CATEGORY

6. What is your fare category?

- Nearly two-thirds of riders fall into the Adult fare category (65%) in 2012. This is fairly consistent with 2009 ridership.
- Among 2012 riders overall, Youth riders accounted for a larger share of Peak riders (25% vs. 19% of riders overall), while Seniors accounted for a slightly higher share of Weekend riders (13% vs. 9% overall).

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
Adult...	65	65
Youth..	19	20
Senior	9	8
Disabled	4	5
Medicare cardholder	1	1
Multiple responses	1	-
No Answer	1	1
	100	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
Adult	65	62	68	67
Youth	19	25	16	11
Senior	9	7	9	13
Disabled	4	4	4	5
Medicare Cardholder	1	1	1	1
Multiple responses	1	1	1	1
No Answer	1	1	1	2
	100	100	100	100

(See Statistical Table 6)

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

COREY, CANAPARY & GALANIS

TRIP PURPOSE

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

- Nearly half of all respondents were using SamTrans to go to/from work (44%), while 30% said they used it to go to school.
- Weekend riders (49%) and Weekday Peak (48%) riders both accounted for a higher share of those traveling to/from work compared to Weekday Off-Peak riders (40%).
- Weekend riders had a higher share of shopping and social/recreational trip purposes.

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
Work	44	47
School	30	27
Shopping/Personal errands*	14	16
Shopping	*12*	*
Personal business/errands	*2*	*
Social/Recreational	12	9
Medical**	4	6
Go home^	2	1
Church/Temple^	<1	-
Other	1	1
No Answer	1	3

Base: (All Respondents)	2012 Total 5872	2012 Weekday Peak 2385	2012 Weekday Off-Peak 2751	2012 Weekend 729
	%	%	%	%
Work	44	48	40	49
School	30	37	29	5
Shopping*	12	6	13	23
Social/Recreational	12	8	12	20
Medical**	4	2	6	5
Go home^	2	2	2	1
Personal business/errands*	2	1	2	1
Church/Temple^	<1	<1	<1	1
Other	1	<1	1	2
No Answer	1	1	2	1

(Multiple answers accepted)   (See Statistical Table 7)

Note: As with most on-board bus surveys, the share of those using SamTrans for school trips is likely under-represented in the above table. Two factors contribute to this: a) Selection criteria. Only respondents who appear to be 13 years or older are offered a questionnaire; b) Sampling route selection. School-only routes which primarily serve elementary schools were not covered in this survey effort.

*In 2009, "Shopping/personal errands" was listed as one category on the questionnaire. In 2012, the category was changed to "Shopping," with 'personal business' or 'personal errands' written in by respondents in the "Other" category.
**This option was listed in the 2009 questionnaire, but in 2012, it was not listed but written in by respondents in the "Other" category.
^These responses were written in by respondents in both 2009 and 2012.

COREY, CANAPARY & GALANIS

ACCESS AND EGRESS

8a. How did you get to the stop where you BOARDED this bus?
8b. After you get OFF this bus, how will you get FROM the bus stop to your final destination?

- Nearly three-fourths (73%) of riders walked to the bus stop where they boarded the bus.
- Nearly two-thirds (62%) 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.

Access and Egress Mode – 2012 Total

	ACCESS Total	EGRESS Total
Base: (All Respondents)	**5,872**	**5,872**
	%	%
Walked	73	62
Another SamTrans Bus	10	9
BART...	6	5
Muni...	4	3
Bicycle	3	2
Got dropped off/Picked up by car	2	2
Caltrain..	2	1
VTA...	1	1
Drove/Drive Car	1	1
Free Shuttle......................................	1	1
AC Transit...	<1	<1
Other..	1	1
No Answer	2	17

(Multiple answers accepted)   (See Statistical Tables 5 & 6)

Access Mode – 2012 by period

	Total	Weekday Peak	Weekday Off-peak	Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
Walked	73	74	72	73
Another SamTrans Bus	10	9	11	9
BART	6	6	6	6
Muni	4	3	4	5
Bicycle	3	2	3	4
Dropped off by car	2	3	2	2
Caltrain	2	2	2	2
VTA	1	1	1	2
Drove Car	1	1	1	<1
Free Shuttle	1	1	1	1
AC Transit	<1	<1	<1	<1
Other	1	<1	<1	<1
No Answer	2	1	2	2

Egress Mode – 2012 by period

	Total	Weekday Peak	Weekday Off-peak	Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
Walked	62	64	62	55
Another SamTrans Bus	9	8	10	7
BART	5	6	5	7
Muni	3	4	3	6
Bicycled	2	2	2	3
Caltrain	2	1	2	2
Picked up by car	1	2	1	1
Free Shuttle	1	1	1	1
VTA	1	<1	1	1
Drive Car	1	1	<1	1
AC Transit	<1	<1	<1	<1
Other	1	<1	<1	1
No Answer	17	15	17	22

(Multiple answers accepted on this question)   (See Statistical Tables 8 & 9)

NUMBER OF SAMTRANS BUSES USED

> 9. Including this bus, how many total SamTrans buses will you ride to make this one-way trip?

- About 40% of SamTrans riders use 2 or more buses to make their one-way trip, while 58% of riders overall use only one bus for their trip.
- Riders on Central routes are most likely to take only one bus (63%), while those on Southern routes are least likely to take only one bus (52%).
- Riders using more than one bus are also somewhat more likely to earn less than $25,000 per year and speak a language other than English at home.

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
One (1)	58	58
Two (2)	30	31
Three (3)	5	5
Four or more (4+)	4	3
No Answer	3	3
	100	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
One (1)	58	61	56	56
Two (2)	30	28	32	31
Three (3)	5	5	6	4
Four or more (4+)	4	4	4	5
No Answer	3	3	2	4
	100	100	100	100

(See Statistical Table 10)

COREY, CANAPARY & GALANIS

MAKING A ROUND TRIP

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

- About one-fourth of all riders (26%) did not make a round trip on SamTrans.
- Those who ride SamTrans 1-2 times per week (42%) and Youth riders (40%) are most likely to NOT be making a round trip on SamTrans.
- Notably, the fewer buses a person rides, the LESS likely they are to be making a round trip. While 67% of those using only one bus were making a round trip, 77% of those using 2 buses, 76% of those using 3 buses, and 82% of those using 4 or more buses were making a round trip.

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
Yes – Making round trip..................	70	68
No...	26	24
No Answer	4	7
	100	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
Yes – Making a round trip	70	70	70	68
No	26	27	26	26
No Answer	4	3	4	6
	100	100	100	100

(See Statistical Table 11)

SATISFACTION RATINGS

RATING OF SERVICE ATTRIBUTES

> 11. Please let us know how well SamTrans is meeting your needs by rating each item below?

- Riders rated SamTrans service overall an average of 4.21 out of 5.00 (with 5 being "very satisfied" and 1 being "very dissatisfied"). This is the same rating given by riders in 2009.
- Riders rated most attributes of SamTrans higher or about the same compared to 2009.
- Attributes seeing the highest increases since 2009 included "Value for the money" (3.96, an increase of 0.14); "Communication of bus changes" (3.99, an increase of 0.12); and "Cleanliness of bus" (4.32, an increase of 0.09).
- The only attribute with a significant decrease in ratings was "On-time performance," which dropped in 2012 to 3.78 (down 0.09 from 2009).
- While results by geography were mixed when viewing individual attributes, San Franciscans rated their overall experience slightly higher (4.24), while those in Santa Clara County rated their overall experience slightly lower (4.12) than all riders.
- Those completing the survey in Spanish rated their overall satisfaction, and every attribute, more highly than those completing an English survey did.

- read across ▶ -

(Base = 5,872) (5 point scale)	Overall Mean Score %	Satisfied (5 or 4 rating) %	Dissatisfied (1 or 2 rating) %	Neutral NA/Blank/ %
Overall experience with SamTrans	4.21	76	3	21
Availability of information on buses.....	4.33	78	5	17
Cleanliness of bus	4.32	80	3	17
Feeling of personal security on bus	4.30	78	4	19
Courtesy of bus operators	4.24	76	5	19
Helpfulness/courtesy of Customer Service	4.22	62	5	33
Convenience of routes..........................	4.15	72	7	21
Communication of bus changes	3.99	63	8	29
Value for the money	3.96	64	10	26
On-time performance............................	3.78	59	12	29
Frequency (how often buses run)	3.64	54	16	30

(See Statistical Tables 12 – 23)

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

RATING OF SURVEY ATTRIBUTES (continued)
Survey Attributes – 2012 vs. 2009

(5 point scale) Base: (All Respondents)	2012 (5,872)	2009 (7,003)	Change
Overall experience with SamTrans	4.21	4.21	–
Availability of information on buses.....	4.33	4.32	0.01
Cleanliness of bus	4.32	4.23	0.09
Feeling of personal security on bus	4.30	4.25	0.05
Courtesy of bus operators	4.24	4.20	0.04
Helpfulness/courtesy of Customer Service^	4.22	4.15	-
Convenience of routes..........................	4.15	4.13	0.02
Communication of bus changes	3.99	3.87	0.12
Value for the money	3.96	3.82	0.14
On-time performance............................	3.78	3.87	- 0.09
Frequency (how often buses run)	3.64	3.67	-0.03

(See Statistical Tables 12 – 23)

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

^ In 2009, this attribute was worded, "Responsiveness of Customer Service."

RATING OF SURVEY ATTRIBUTES (continued)
Survey Attributes – Home Location of Riders

			HOME LOCATION		
(5 point scale) Base: (All Respondents)	Overall Mean Score (5,872)	San Mateo County (4276)	San Francisco County (389)	Santa Clara County (117)	East Bay Region (96)
Overall experience with SamTrans 4.21	4.21	4.24	4.12	4.21	
Availability of information on buses......4.33	4.34	4.31	4.28	4.23	
Cleanliness of bus 4.32	4.31	4.41	4.21	4.43	
Feeling of personal security on bus 4.30	4.30	4.31	4.22	4.35	
Courtesy of bus operators 4.24	4.24	4.18	4.20	4.26	
Helpfulness/Courtesy of Customer Service...4.22	4.25	4.13	4.13	4.03	
Convenience of routes...........................4.15	4.15	4.16	4.10	4.13	
Communication of bus changes 3.99	3.99	3.89	3.95	3.91	
Value for the money 3.96	3.94	4.00	4.07	3.86	
On-time performance............................3.78	3.74	3.99	3.86	3.70	
Frequency (how often buses run) 3.64	3.63	3.53	3.60	3.57	

(See Statistical Tables 12 – 23)

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

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

	- - - - - - - - - - - - - - - read across ▸ - - - - - - - - - - - -		
(5 point scale) Base: (All Respondents)	**Overall Mean Score** (5,872)	**English** (5259)	**Spanish** (613)
Overall experience with SamTrans	4.21	4.19	4.47
Availability of information on buses.....	4.33	4.31	4.49
Cleanliness of bus	4.32	4.29	4.55
Feeling of personal security on bus	4.30	4.28	4.53
Courtesy of bus operators	4.24	4.22	4.35
Helpfulness/courtesy of Customer Service	4.22	4.21	4.39
Convenience of routes..........................	4.15	4.12	4.50
Communication of bus changes	3.99	3.95	4.34
Value for the money	3.96	3.92	4.33
On-time performance............................	3.78	3.76	4.05
Frequency (how often buses run)	3.64	3.60	4.04

(See Statistical Tables 12 – 23)

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

COREY, CANAPARY & GALANIS

Survey Attributes – Geographic Region of Routes

- Riders on Southern routes are more satisfied overall compared to other riders.
- However, riders on Northern routes gave the highest ratings to 4 key attributes – availability of information on buses, cleanliness of bus, feeling of personal security on bus, and on-time performance. They also tied with Central route riders on the highest rating given for courtesy of bus operators.

- read across ▶ -

(5 point scale) Base: (All Respondents)	Overall Mean Score (5,872)	Trunk (Multiple Regions) Routes (1,943)	North Routes (2,347)	Central Routes (643)	South Routes (932)
Overall experience with SamTrans 4.21		4.20	4.22	4.18	4.25
Availability of information on buses......4.33		4.30	4.36	4.30	4.31
Cleanliness of bus 4.32		4.23	4.42	4.25	4.29
Feeling of personal security on bus 4.30		4.26	4.36	4.25	4.28
Courtesy of bus operators 4.24		4.22	4.25	4.27	4.20
Helpfulness/courtesy of Customer Service 4.22		4.22	4.21	4.25	4.23
Convenience of routes............................4.15		4.17	4.13	4.11	4.19
Communication of bus changes 3.99		4.04	3.96	3.94	3.99
Value for the money 3.96		4.05	3.84	3.99	4.04
On-time performance..............................3.78		3.74	3.83	3.77	3.76
Frequency (how often buses run) 3.64		3.64	3.59	3.64	3.75

(See Statistical Tables 12 – 23)

Note: Mean score is based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.
    Trunk (Multiple Regions) routes are Routes 292, 294, 390, 391, 397, ECR, KX
    North routes are Routes 14, 16, 17, 24, 35, 36, 43, 110, 112, 118, 120, 121, 122, 123, 130, 132, 133, 140, 141
    Central routes are Routes 46, 54, 55, 58, 250, 251, 260, 262, 359
    South routes are Routes 83, 85, 270, 271, 274, 280, 281, 295, 296, 297

OVERALL SATISFACTION WITH SAMTRANS

11k. Overall experience with SamTrans?

- Overall, 76% of SamTrans riders are satisfied with their experience on the system.
- While the mean score has stayed the same between 2009 and 2012, this may be the result of a lower "No Answer" percentage in 2012.
- Note that in 2012, those who rated SamTrans overall a '4' or '5' increased by 5%. This increase is most noticeable among Weekday Off-Peak riders – in 2009, 71% rated SamTrans overall a '4' or '5,' while in 2012, 77% rated SamTrans a '4' or '5.' Weekday Peak riders' 4-5 ratings increased from 72% to 75%, while Weekend riders' 4-5 ratings increased from 71% to 74%.

Overall Satisfaction - Total

	2012 Total	2009 Total
Base: (All Respondents)	5872	7003
	%	%
Very Satisfied (5)	40	38
(4)	36	33
(3)	13	13
(2)	2	2
Very Dissatisfied (1)	1	1
No Answer	8	13
	100	100

RECAP %:		
Satisfied (5 or 4)	76	71
Neutral (3)	13	13
Dissatisfied (1 or 2)	3	3

MEAN	**4.21**	4.21

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
Very satisfied (5)	40	38	41	40
(4)	36	36	36	34
(3)	13	15	13	12
(2)	2	2	2	2
Very dissatisfied (1)	1	1	1	1
No Answer	8	8	7	12
	100	100	100	100
MEAN	**4.21**	**4.18**	**4.23**	**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 rating)	Satisfied (4 rating)	Dissatisfied (2 or 1 rating)	Neutral/ NA/Blank
	#	(5 pt scale)	%	%	%	%
TOTAL..	(5872)	4.21	40	36	3	22
BY RIDERSHIP SEGMENT						
Weekday Peak	(2385)	4.18	38	36	3	22
Weekday Off-peak	(2751)	4.23	41	36	3	20
Weekend..................................	(729)	4.25	40	34	3	24
BY USAGE OF SAMTRANS						
5 or more days/week.............	(3848)	4.21	41	35	3	21
3 – 4 days/week......................	(1067)	4.17	37	39	3	22
1-2 days/week.........................	(494)	4.21	38	38	3	21
Less than 1 day/week	(411)	4.31	43	35	3	20
BY HOW LONG RIDING SAMTRANS						
Less than 1 year	(1389)	4.20	38	38	3	21
1 – 3 years..............................	(1289)	4.15	35	40	3	22
More than 3 years..................	(3137)	4.24	43	33	3	21
BY TRIP PURPOSE						
Work/School	(4205)	4.17	38	36	3	23
Other.......................................	(1789)	4.30	45	34	3	19
BY ACCESS TO A CAR						
Yes...	(1648)	4.21	39	40	2	19
No..	(3919)	4.22	41	35	3	21
BY GENDER						
Male	(2581)	4.18	38	37	3	22
Female	(2948)	4.24	42	36	3	19
BY GEOGRAPHIC REGION OF ROUTE						
Trunk (Multiple Regions)	(1943)	4.20	39	33	3	25
North.......................................	(2347)	4.22	40	37	3	20
Central....................................	(643)	4.18	37	41	3	20
South	(932)	4.25	43	35	4	19

(See Statistical Table 23)

Overall Satisfaction by Sub-Groups (continued)

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	BASE	MEAN	Very Satisfied (5 rating)	Satisfied (4 rating)	Dissatisfied (2 or 1 rating)	Neutral/ NA/Blank
	#	(5 pt scale)	%	%	%	%
TOTAL...	(5,872)	4.21	40	36	3	22
BY FARE CATEGORY						
Adult..	(3827)	4.19	39	36	3	22
Senior/Med/Disabled	(802)	4.37	47	29	3	21
Youth......................................	(1126)	4.17	39	40	3	18
BY LANGUAGE OF QUESTIONNAIRE						
English....................................	(5334)	4.19	39	38	3	21
Spanish...................................	(613)	4.47	47	21	3	30
BY AGE						
13 to 17..................................	(1043)	4.16	38	41	3	18
18 to 24..................................	(1222)	4.15	37	39	3	22
25 to 34..................................	(845)	4.16	38	36	3	22
35 to 44..................................	(677)	4.24	41	36	3	21
45 to 54..................................	(727)	4.28	42	33	3	22
55 to 64..................................	(619)	4.32	45	33	3	19
65 and older...........................	(490)	4.40	47	28	2	23
BY HOUSEHOLD INCOME						
Under $10,000	(1151)	4.29	46	29	4	22
$10,000 to $24,999................	(1240)	4.28	44	35	3	19
$25,000 to $49,999................	(970)	4.22	40	38	2	20
$50,000 to $74,999................	(541)	4.16	36	43	3	18
$75,000 to $99,999................	(251)	4.09	32	47	3	19
$100,000 and over................	(300)	4.02	33	39	5	23
BY CLIPPER USE						
Use Clipper.............................	(2153)	4.19	38	38	3	21
Do not use Clipper	(3212)	4.24	41	36	3	20

Overall Satisfaction by Sub-Groups (continued)

- - - - - - - - - - - - - - - - - - read across ▶ - - - - - - - - - - - - - - - - - -

	BASE	MEAN	Very Satisfied (5 rating)	Satisfied (4 rating)	Dissatisfied (2 or 1 rating)	Neutral/ NA/Blank
	#	(5 pt scale)	%	%	%	%
TOTAL..	(5,872)	4.21	40	36	3	22
BY FARE PAYMENT						
SamTrans Day Pass	(162)	4.24	44	31	4	20
SamTrans Monthly Pass.........	(1575)	4.20	40	36	3	22
Caltrain Monthly Pass	(170)	4.14	37	36	1	27
Cash..	(2935)	4.23	41	35	3	21
BART Plus	(219)	4.23	37	38	1	25
"Clipper" Unspecified	(204)	4.14	38	43	4	16
Token	(271)	4.19	38	41	2	20
All Other.................................	(197)	4.22	41	36	3	20

(See Statistical Table 23)

COMMUNICATION
SOURCES FOR SAMTRANS INFORMATION

12. How would you like to receive SamTrans information, such as route schedules, changes, and special services?
(check up to three)

- Most riders (71%) prefer to receive SamTrans information on the bus, while 52% would prefer receiving information at bus stops. Many indicated they wish to receive information via the SamTrans website (27%), social networks (20%), and other technology-based options.
- Since this is a multiple response question, the increases in most categories since 2009 suggest more riders may wish to receive information in more than one form.

(Multiple answers accepted on this question)

	2012 Total	2009 Total
Base: (All Respondents)	5872	7003
	%	%
On the Bus	71	59
At Bus Stops	52	36
SamTrans Website	27	18
SamTrans Customer Service	20	15
Social Network (Facebook, Twitter)	12	8
511 (phone number or website)	9	6
Pass Sales Outlet^^	-	5
Retail^^	-	2
City hall or library	6	-
Email^	1	1
Media (TV/Radio/Newspaper)	1	-
Other	2	1
No Answer	5	10

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
On the Bus	71	73	71	65
At Bus Stops	52	52	52	50
SamTrans website	27	27	27	25
SamTrans Customer Service	20	19	21	22
Social Network	12	12	12	10
511	9	9	9	8
City hall or library^	6	6	6	6
Email^	1	1	1	<1
Media (TV/Radio/Newspaper)	1	<1	1	<1
Other	1	1	1	2
No Answer	5	4	5	7

Note: Partial list - methods listed were indicated by 1% or more of responses. For a full list, see statistical table 24. ^This option was not included in the survey instrument, but was written in by respondents. ^^These options were included on the survey instrument in 2009, but not 2012.

SOURCES FOR LOCAL NEWS AND EVENTS

13. What is your main source(s) for local news and events?

While TV news is the most frequently given source for local news and events, with 46% of respondents using it for such a purpose, 40% of respondents said the Internet was a main source.

	2012
	Total
Base: (All Respondents)	5872
	%
TV News	46
Internet	40
Newspaper	21
Radio	11
Word of mouth/Family/Friends^....	1
Smartphone^	<1
Signs on bus/at bus stops^	<1
Other (Unspecified)	2
No Answer	<1

	2012 **Total**	**2012** **Weekday Peak**	**2012** **Weekday Off-Peak**	**2012** **Weekend**
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
TV News	46	45	47	46
Internet	40	42	40	36
Newspaper	21	20	21	26
Radio	11	11	11	13
Word of mouth/Family/ Friends^	1	1	1	1
Smartphone^	<1	<1	<1	<1
Signs on bus/at bus stops^	<1	<1	-	<1
Other (Unspecified)	1	1	2	1
No Answer	<1	-	<1	<1

(Multiple answers accepted on this question)   (See Statistical Table 25)
Note: This question was not asked in 2009.
^Response was not on survey instrument, but was written in by respondents

COREY, CANAPARY & GALANIS

NEWSPAPER NEWS SOURCES

13. What are your main source(s) for local news and events?
13N. Which one?

Among those who use newspapers as a source for local news and events, 15% said they read the San Francisco Chronicle, while another 8% read the San Mateo Daily Journal and 5% read the San Francisco Examiner.

	2012 Total
Base: (Used newspaper as a source for local news)	**1,239**
	%
San Francisco Chronicle	15
San Mateo Daily Journal	8
San Francisco Examiner	5
San Mateo Times	2
San Jose Mercury News	2
Daily Post	2
Free papers (Unspecified)..................	1
Palo Alto Daily News	1
New York Times	1
Pacifica Tribune..................................	1
Other...	10
No Answer	57

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (Used newspaper as a source for local news)	1239	470	580	188
	%	%	%	%
San Francisco Chronicle	15	17	13	15
San Mateo Daily Journal	8	9	8	4
San Francisco Examiner	5	5	5	4
San Mateo Times	2	3	2	2
San Jose Mercury News	2	1	2	2
Daily Post	2	2	2	-
Free papers (Unspecified)	1	2	<1	1
Palo Alto Daily News	1	<1	1	2
New York Times	1	1	1	1
Pacifica Tribune	1	1	1	-
Other	10	9	11	8
No Answer	57	56	58	61

(Multiple answers accepted)   (See Statistical Table 26)

Note: Partial list; the sources listed were indicated by 1% or more of responses. See tables for full list.

RADIO NEWS SOURCES

13. What are your main source(s) for local news and events? 13R. Which one?

Among those who cited radio as a main source of news, KMEL (6%) and KYLD (5%) were the stations most frequently cited; KCBS (4%) rounds out the top 3.

	2012 Total
Base: (Used radio as a source for local news)	672
	%
KMEL (106)	6
KYLD (94.9)	5
KCBS (740/106.9)	4
NPR	3
KQED (88.5)	3
KIQI (1010)	2
KFOG (97.7)	2
KGO (810)	2
KBLX (102.9)	2
KITS (105)	2
Other	7
No Answer	63

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (Used radio for local news)	672	262	310	97
	%	%	%	%
KMEL (106)	6	7	5	4
KYLD (94.9)	5	5	4	3
KCBS (740/106.9)	4	4	4	5
NPR	3	3	4	2
KQED (88.5)	3	3	3	-
KIQI (1010)	2	1	2	3
KFOG (97.7)	2	2	2	3
KGO (810)	2	2	2	3
KBLX (102.9)	2	2	1	1
KITS (105)	2	2	2	-
Other	7	8	6	8
No Answer	63	62	63	68

(Multiple answers accepted)   *(See Statistical Table 28)*

Note: Partial list; sources listed were indicated by 2% or more of responses. See tables for full list.

INTERNET NEWS SOURCES

13. What are your main source(s) for local news and events? 13I. Which one?

Among those who cited the Internet as a main source of local news, 14% said they use Yahoo!, while 9% use Google and 6% use Facebook.

Base: (Used internet as a source for local news)	2012 Total 2,359 %
Yahoo!	14
Google	9
Facebook	6
CNN	2
SF Gate	2
SamTrans	1
MSN	1
Twitter	1
AOL	1
Reddit	1
MSNBC	1
NY Times	1
SF Examiner	1
Other	7
No Answer	58

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (Use internet for local news)	2359	994	1104	261
	%	%	%	%
Yahoo	14	15	15	12
Google	9	9	8	10
Facebook	6	6	6	5
CNN	2	3	2	1
SF Gate	2	2	2	2
SamTrans	1	1	1	-
MSN	1	1	1	1
Twitter	1	1	1	<1
AOL	1	1	<1	<1
Reddit	1	1	<1	-
MSNBC	1	<1	1	<1
NY Times	1	<1	1	-
SF Examiner	1	<1	1	-
Other	7	7	6	7
No Answer	58	56	58	63

(Multiple answers accepted)   (See Statistical Table 27)

Note: Partial list; sources listed were indicated by 1% or more of respondents. See tables for full list.

TV NEWS SOURCES

13. What are your main source(s) for local news and events?
13T. Which one?

Among those who cited TV as a main source for local news, KTVU was the most commonly cited station, with 14% of respondents who use TV saying they watch that particular station. KRON and KGO were each cited by 7% of respondents, and Univision was cited by 6%.

	2012 Total
Base: (Used TV news as a source for local news)	2,683
	%
KTVU	14
KRON	7
KGO	7
Univision	6
KPIX	5
KNTV	4
CNN	2
Telemundo	1
KSTS..	1
Other	6
No Answer	57

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (Use TV news for local news)	**2683**	**1065**	**1278**	**333**
	%	%	%	%
KTVU	14	14	15	8
KRON	7	7	7	5
KGO	7	8	7	6
Univision	6	6	6	10
KPIX	5	4	5	5
KNTV	4	4	4	4
CNN	2	2	2	3
Telemundo	1	1	1	2
KSTS	1	1	1	1
Other	6	6	6	5
No Answer	57	56	57	63

(Multiple answers accepted)   (See Statistical Table 29)

Note: Partial list - indicated by 1% or more of respondents. See tables for full list.

COREY, CANAPARY & GALANIS

RIDER CHARACTERISTICS

ACCESS TO THE INTERNET

> 14. Do you have convenient access to the internet?

Most riders (79%) have access to the Internet. Weekday Peak riders were most likely to have access (81%), while Weekend riders were least likely to have access (72%).

	2012 Total
Base: (All Respondents)	5872
	%
Yes – have access to the Internet ...	79
No...	16
No Answer	5
	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
Yes – have access to internet	79	81	80	72
No	16	14	16	22
No Answer	5	5	4	6
	100	100	100	100

(See Statistical Table 30)

This question was not asked in 2009.

ACCESS TO THE INTERNET - LOCATION

<div style="border:1px solid #999; text-align:center;">

14a. (If Yes) From where?

</div>

- Most respondents (79%) access the Internet from home; however, nearly half of those with Internet access have a cell or other mobile connection (49%).
- Notably, those who can access the Internet from a library or other public area (27%) are slightly more than those who can access the Internet from work (23%).

	2012 Total
Base: (have access to the internet)	4664
	%
Home	76
Cell/Mobile	50
Library/Other public area	27
Work	23
No Answer	4

(Multiple answers accepted)

	2012 **Total**	**2012** **Weekday Peak**	**2012** **Weekday Off-Peak**	**2012** **Weekend**
Base: (have access to the internet)	4,664	1,940	2,196	524
	%	%	%	%
Home	76	77	76	73
Work	23	26	21	22
Cell/Mobile	49	50	49	48
Library/Other public area	27	26	28	20
No Answer	4	3	4	6

(Multiple answers accepted)   (See Statistical Table 31)

ACCESS TO A CAR

<div style="border:1px solid #888; text-align:center; padding:8px;">15. Do you own or have access to a car?</div>

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

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
Yes – have access to a car...............	28	26
No..	67	64
No Answer	5	11
	100	100

	2012 **Total**	**2012** **Weekday Peak**	**2012** **Weekday Off-Peak**	**2012** **Weekend**
Base: (All Respondents)	5,872	2,385	2,751	729
	%	%	%	%
Yes – have access to a car	28	29	28	25
No	67	65	67	69
No Answer	5	6	5	6
	100	100	100	100

(See Statistical Table 32)

LANGUAGES SPOKEN AT HOME

> 20. Which languages are spoken in your home? (check all that apply)

Respondents listed more than 30 languages spoken in their homes. English, Spanish, and Tagalog remain the top languages spoken at home by SamTrans riders.

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
English	85	81
Spanish	31	31
Tagalog	15	16
Cantonese	3	3
Mandarin	2	2
Hindi or other Indian language	2	2
French	1	<1
Russian	1	1
Vietnamese	1	1
Tongan	1	<1
No Answer	4	7

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5,872	2,385	2,751	729
	%	%	%	%
English	85	85	87	79
Spanish	31	32	29	34
Tagalog	15	13	16	18
Cantonese	3	3	2	3
Mandarin	2	3	2	2
Hindi or other Indian lang.	2	2	1	1
French	1	1	1	2
Russian	1	1	1	1
Vietnamese	1	1	1	<1
Tongan	1	1	1	<1
No Answer	4	4	4	6

(Multiple answers accepted on this question)

(See Statistical Table 37)

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

COREY, CANAPARY & GALANIS

ENGLISH PROFICIENCY IN HOME

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

- In total, about 15% 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 2009.

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
Very well	55	54
Well...	25	23
Not well...	11	11
Not at all	4	4
No Answer	5	8
	100	100

	2012 **Total**	**2012** **Weekday Peak**	**2012** **Weekday Off-Peak**	**2012** **Weekend**
Base: (All Respondents)	5,872	2,385	2,751	729
	%	%	%	%
Very well	55	56	56	50
Well	25	24	27	24
Not well	11	12	10	14
Not at all	4	4	4	7
No answer	5	5	4	7
	100	100	100	100

(See Statistical Table 38)

PERSONAL ENGLISH PROFICIENCY

22. How well do you speak English...very well, well, not well, or not at all?

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

	2012 Total
Base: (All Respondents)	5,872
	%
Very well	62
Well	20
Not well	10
Not at all	3
No Answer	5
	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5,872	2,385	2,751	729
	%	%	%	%
Very well	62	62	64	53
Well	20	20	20	22
Not well	10	10	9	14
Not at all	3	2	2	4
No answer	5	6	4	7
	100	100	100	100

(See Statistical Table 39)

Note: This question was not asked in 2009.

ETHNICITY

<div style="border: 1px solid black; padding: 10px;">

23. Which of the following describes your ethnic background?

</div>

- Over one third of SamTrans riders are Hispanic.

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
Hispanic/Latino	36	34
White/Caucasian	22	23
Filipino	21	19
Black/African American	9	8
Chinese	7	7
Asian/Pacific Islander^	4	4
Tongan	2	*
East Indian/Pakistani^	1	1
Native American^	1	1
Vietnamese	1	1
Middle Eastern^	1	1
Other (Unspecified)	1	1
No Answer	5	9

*In 2009, Tongan was coded up to the general "Asian/Pacific Islander" category.

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5,872	2,385	2,751	729
	%	%	%	%
Hispanic/Latino	36	36	34	38
White/Caucasian	22	21	24	22
Filipino	21	19	22	23
Black/African American	9	10	10	7
Chinese	7	8	6	6
Asian/Pacific Islander^	4	5	4	2
Tongan	2	2	2	1
East Indian/Pakistani^	1	1	1	<1
Native American^	1	1	1	1
Vietnamese	1	1	1	1
Middle Eastern^	1	<1	1	<1
Other (Unspecified)	1	1	1	1
No Answer	5	6	5	6

(Multiple answers accepted)   (See Statistical Table 30)

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

COREY, CANAPARY & GALANIS

HOME COUNTY (BASED ON ZIP CODE)

> 24. What is your home zip code?

- As expected, San Mateo County is home to most of the riders surveyed.
- San Francisco riders make up a slightly higher share of weekend riders. This appears to be due to a slightly higher share of those who commute to work on the weekend, as well as a higher share of shopping and recreational trips.

	2012 Total	2009 Total
Base: (All Respondents)	5,872	7,003
	%	%
San Mateo County	73	71
San Francisco County	7	7
Santa Clara County	2	4
Alameda County	1	1
Other Bay Area	1	1
Other Northern California	<1	<1
Southern California	<1	<1
Out of California	1	1
No Answer	15	15
	100	100

	2012 Total	2012 Weekday Peak	2012 Weekday Off-Peak	2012 Weekend
Base: (All Respondents)	5,872	2,385	2,751	729
	%	%	%	%
San Mateo County	73	75	74	64
San Francisco County	7	6	6	11
Santa Clara County	2	2	2	2
Alameda County	1	1	1	1
Other Bay Area	1	1	1	<1
Other Northern California	<1	<1	<1	1
Southern California	<1	<1	1	<1
Out of California	1	1	1	1
No Answer	15	14	14	20
	100	100	100	100

(See Statistical Table 31)

COREY, CANAPARY & GALANIS

San Mateo County – Home Cities

	Total	Weekday Peak	Weekday Off-peak	Weekend
Base: (All Respondents)	5,872	2385	2751	729
	%	%	%	%
San Mateo County (net)	73	75	74	64
Daly City	17	17	17	18
San Mateo	12	13	11	9
Redwood City	10	10	11	8
South San Francisco	8	9	7	7
Pacifica	6	7	6	4
San Bruno	5	5	5	3
East Palo Alto^	5	4	5	5
Belmont	2	3	2	1
Burlingame	2	2	2	2
Menlo Park	2	1	2	2
San Carlos	1	1	1	1
Half Moon Bay	1	<1	1	1
Millbrae	1	1	1	1
Brisbane	1	1	<1	<1
El Granada	<1	<1	<1	1
Moss Beach	<1	-	<1	1
Pescadero	<1	<1	<1	1
La Honda	<1	<1	<1	-
Loma Mar	<1	<1	<1	-
Portola Valley	<1	<1	-	-
San Gregorio	<1	<1	-	-

San Francisco County – Home Cities

	Total	Weekday Peak	Weekday Off-peak	Weekend
San Francisco City and County	7	6	6	11

Santa Clara County – Home Cities^

	Total	Weekday Peak	Weekday Off-peak	Weekend
Santa Clara County (net)	2	2	2	2
Mountain View	1	1	<1	<1
Palo Alto^	1	<1	1	1
San Jose	<1	<1	<1	1
Sunnyvale	<1	<1	<1	<1
Santa Clara	<1	<1	<1	-
Gilroy	<1	<1	-	-
Los Altos	<1	-	<1	-
Milpitas	<1	<1	-	<1
Saratoga	<1	-	<1	-

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

DEMOGRAPHICS

- Included below is the demographic data of survey respondents.
- More riders are employed part-time (24% in 2012 vs. 19% in 2009) or unemployed (11% in 2012 vs. 7% in 2009) than during the previous study.

	Total	Weekday Peak	Weekday Off-peak	Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
GENDER				
Male	44	43	45	46
Female	50	51	50	46
Other	<1	<1	<1	-
No Answer	6	6	5	8
EMPLOYMENT STATUS				
Employed Full Time	31	33	28	40
Student	26	31	25	14
Employed Part Time	24	23	26	23
Unemployed	11	9	13	9
Retired	7	5	8	9
Homemaker	3	2	3	4
Other	<1	-	<1	-
No Answer	6	6	5	7
AGE^				
13 – 17	18	23	15	10
18 – 24	21	18	24	17
25 – 34	14	13	15	15
35 – 44	11	12	10	13
45 – 54	12	12	12	13
55 – 64	10	10	10	14
65 and older	8	6	9	12
Don't Know/No Answer	4	4	4	6
MEAN AGE (in Years) ^	**35**	**34**	**36**	**40**

^ Respondents appearing to be at least 13 years of age were asked to participate in this study. Respondents who indicated an age below 13 were removed from survey data.

COREY, CANAPARY & GALANIS

DEMOGRAPHICS (continued)

	Total	Weekday Peak	Weekday Offpeak	Weekend
Base: (All Respondents)	5872	2385	2751	729
	%	%	%	%
EDUCATION*				
Some high school or less.................	20	25	17	16
High school graduate	24	21	26	27
Some college or technical school ...	24	20	27	24
College graduate............................	19	19	18	21
Post Graduate	5	6	5	4
No Answer	7	8	6	9
INCOME				
Less than $10,000/yr	20	18	20	22
$10,000 - $24,999	21	19	22	23
$25,000 - $49,999	17	16	16	18
$50,000 - $74,999	9	10	9	7
$75,000 - $99,999	4	4	5	4
$100,000 or more	5	6	5	3
No Answer	24	26	23	24
MEAN INCOME (In $1000s)...........	**$36.1**	**$38.5**	**$35.4**	**$30.8**
LANGUAGE OF QUESTIONNAIRE				
English	90	90	91	84
Spanish...	10	10	9	16
RIDERSHIP SEGMENT				
Weekday Peak	41	100	-	-
Weekday Off-Peak	47	-	100	-
Weekend..	12	-	-	100

(See Statistical Tables 34)

*Level of education was not asked in 2009.

Appendix A:
QUESTIONNAIRE

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

- ☐ White/Caucasian
- ☐ Hispanic/Latino
- ☐ Black/African American
- ☐ Chinese
- ☐ Filipino
- ☐ Vietnamese
- ☐ Other - *specify:* _____

24. What is your *home ZIP code*? ___ ___ ___ ___ ___

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

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

Comments or Suggestions for SamTrans?

Additional comments: _____
_____
_____
_____
_____
_____
_____

Thank you for completing this survey! Please return it to a surveyor on the bus or mail it to us by **Nov. 9, 2012**. *(No postage necessary. Please fold, then tape the side where indicated; no staples.)*

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

Name
_____

(_____) _____
Phone number

_____
e-mail

May we contact you in the future to ask your opinion about SamTrans service? ☐ Yes ☐ No

[5]   10/12-10K-E-CFK

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samTrans

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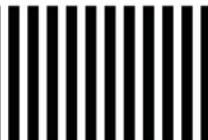
samTrans

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

2. How *often* do you usually ride SamTrans?
- ☐ 6-7 days/week
- ☐ 5 days/week
- ☐ 4 days/week
- ☐ 3 days/week
- ☐ 2 days/week
- ☐ 1 day/week
- ☐ 1-3 days/month
- ☐ 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 tell us about THIS trip

4. Did you use a Clipper card on this trip? ☐ Yes ☐ No

Route ID _____   [1]   *Please open* ➜

(Please tape closed here)

5. How did you pay for this bus trip?
(If you used Clipper card, select type of fare loaded on card)
- ☐ Cash
- ☐ Token
- ☐ Day Pass
- ☐ SamTrans Monthly Pass
- ☐ Caltrain Monthly Pass *(2 or more zones)*
- ☐ BART Plus ticket
- ☐ Other - *specify:* _____

6. What is your fare category?
- ☐ Adult *(Age 18 through 64)*
- ☐ Senior
- ☐ Medicare cardholder
- ☐ Youth *(Age 17 and younger)*
- ☐ Disabled

7. What is the *main purpose* of your trip today?
(Check only ONE)
- ☐ Work
- ☐ School
- ☐ Social or recreational
- ☐ Shopping
- ☐ Other - *specify:* _____

8a. How did you get *TO* the bus stop where you *BOARDED* this bus?

8b. After you get *OFF* this bus, how will you get *FROM* the bus stop to your final destination?

8a	8b
☐ Walked all the way	☐ Walk all the way
☐ Bicycled	☐ Bicycle
☐ Another SamTrans bus	☐ Another SamTrans bus
☐ BART	☐ BART
☐ Caltrain	☐ Caltrain
☐ Muni	☐ Muni
☐ VTA	☐ VTA
☐ AC Transit	☐ AC Transit
☐ Free shuttle	☐ Free shuttle
☐ Drove car	☐ Drive car
☐ Got dropped off by car	☐ Get picked up by car
☐ Other - *specify:* _____	☐ Other - *specify:* _____

9. Including this bus, how many *total SamTrans* buses will you ride to make *this one-way trip*?
- ☐ 1
- ☐ 2
- ☐ 3
- ☐ 4+

10. 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?

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

Please tell us about YOU

12. How would you like to receive SamTrans information, such as route schedules and changes? *(Check up to THREE)*
- ☐ On the bus
- ☐ At bus stop
- ☐ SamTrans customer service *(1-800-660-4287)*
- ☐ SamTrans website *(www.samtrans.com)*
- ☐ City hall or library
- ☐ 511 *(phone, apps or website)*
- ☐ Social Network *(i.e. Facebook, Google +, Twitter) - specify:* _____
- ☐ Other - *specify:* _____

[3]

13. What is your main source(s) for local news and events?
- ☐ Newspaper - which one?_____
- ☐ Radio - which one?_____
- ☐ Internet - which one?_____
- ☐ TV news - which one?_____
- ☐ Other - specify: _____

14. Do you have convenient access to the internet?
- ☐ Yes
- ☐ No

➥ If yes, from where? *(Check ALL that apply)*
- ☐ Home
- ☐ Work
- ☐ Cell/mobile
- ☐ Library or other public areas

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: _____

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

[4] Continued on back →

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

- [ ] Blanco/Caucásico
- [ ] Hispano/Latino
- [ ] Negro/Afro-americano
- [ ] Chino
- [ ] Filipino
- [ ] Vietnamita
- [ ] Otro - *especifique:* _____

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
- [ ] $10,000 - $24,999
- [ ] $25,000 - $49,999
- [ ] $50,000 - $74,999
- [ ] $75,000 - $99,999
- [ ] $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 envienos por correo antes de Noviembre 9, 2012. (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 pedirle su opinión sobre el servicio de SamTrans?   [ ] Si   [ ] No

* Los empleados de SamTrans y sus dependientes, junto con los directores, consultores, contratistas y miembros del CAC no son elegibles. SamTrans respeta su privacidad - no compartiremos su información o no la usaremos para identificar respuestas en la encuesta.
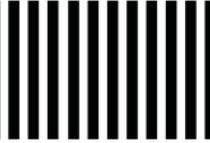
[5]   10/12-3K-E-CFK

samTrans

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

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

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

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

- [ ] No tengo auto o no manejo
- [ ] Evitar el tráfico
- [ ] No hay parqueo o costo de parqueo
- [ ] Habilidad para hacer otras cosas (leer, dormir, etc.)
- [ ] Relajarse o reducir el estrés
- [ ] Más rápido que otras opciones
- [ ] Ahorrar dinero (gasolina, desgaste 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. ¿Ha usado la tarjeta Clipper en este viaje?   [ ] Si   [ ] No

Route ID _____   [1]   Por favor abra ➔

(Por favor cierre aquí con cinta adhesiva)

5. ¿Cómo pagó por este viaje de autobús? *(Si se ha utilizado la tarjeta Clipper, marque el tipo de tarifa cargado en la tarjeta.)*
- ☐ Efectivo
- ☐ Ficha
- ☐ Pase Diario
- ☐ Pase mensual de SamTrans
- ☐ Pase mensual de Caltrain *(2 o más zonas)*
- ☐ Boleto BART Plus
- ☐ Otro - especifique: _____

6. ¿Cuál es la categoria de su tarifa?
- ☐ Adulto *(de 18 a 64 años)*
- ☐ Anciano
- ☐ Afiliados a Medicare
- ☐ Jóven *(17 años o menor)*
- ☐ Discapacitado

7. ¿Cuál es el *propósito principal* de su viaje ahora? *(Marque sólo UNA.)*
- ☐ Trabajo
- ☐ Escuela
- ☐ Social o recreacional
- ☐ Compras
- ☐ Otro - especifique: _____

8a. ¿Cómo llegó *a* la parada donde *abordó* este autobús?

8b. Después que se *baje* de este autobús, ¿cómo *llegará de* la parada de autobús a su destino final?

8a	8b
☐ Caminé	☐ Caminaré
☐ Viajé en bicleta	☐ Viajaré en bicicleta
☐ Otro autobús de SamTrans	☐ Otro autobús de SamTrans
☐ BART	☐ BART
☐ Caltrain	☐ Caltrain
☐ Muni	☐ Muni
☐ VTA	☐ VTA
☐ AC Transit	☐ AC Transit
☐ Autobús gratis	☐ Autobús gratis
☐ Manejé el carro	☐ Manejaré el carro
☐ Me trajeron en carro	☐ Me recogerán en carro
☐ Otro - especifique: _____	☐ Otro - especifique: _____

9. Incluyendo este autobús, ¿cuál es el *total de autobuses de SamTrans* que tomará para hacer este *viaje de ida*?
- ☐ 1   ☐ 2   ☐ 3   ☐ 4+

10. ¿Va a hacer un viaje de ida y vuelta en SamTrans hoy?
- ☐ Si *(viajé temprano con SamTrans o viajaré más tarde este día)*
- ☐ No

[2]   Abra ➜

¿Cómo lo estamos haciendo?

11. Por favor diganos si SamTrans está satisfaciendo sus necesidades evaluando cada articulo 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.	Corren a tiempo	5	4	3	2	1	NA
f.	Frecuencia *(Qué a menudo corren los autobuses)*	5	4	3	2	1	NA
g.	Conveniencia de las rutas *(Va a donde usted quiere ir)*	5	4	3	2	1	NA
h.	Valor por su dinero	5	4	3	2	1	NA
i.	Comunicación de cambios en los autobuses *(horario, cambio de tarifas)*	5	4	3	2	1	NA
j.	Servicio/cortesia del Centro de Servicio al Cliente *(1-800-660-4267)*	5	4	3	2	1	NA
k.	Su experiencia general con SamTrans	5	4	3	2	1	NA

Por favor díganos acerca de Usted

12. ¿Cómo le gustaría recibir informaciones de SamTrans, como horarios y cambios de ruta? *(Marque hasta TRES.)*
- ☐ En el autobús
- ☐ En la parada de autobús
- ☐ Servicio al cliente de SamTrans *(1-800-660-4267)*
- ☐ El sitio de Internet de SamTrans *(www.samtrans.com)*
- ☐ Ayuntamiento o biblioteca
- ☐ 511 *(teléfono, applicaciones o el sitio de Internet)*
- ☐ Red social *(i.e. Facebook, MySpace, Twitter)* - especifique: _____
- ☐ Otro - especifique: _____

[3]

13. ¿Cuál es/son su *principal fuente(s)* para las noticias locales y eventos?
- ☐ Periódico - ¿Cuál? _____
- ☐ Radio - ¿Cuál estación? _____
- ☐ Internet - ¿Cuál sitio? _____
- ☐ Noticias en TV - ¿Cuál estación? _____
- ☐ Otro - especifique: _____

14. ¿Tiene un cómodo acceso a internet?
- ☐ Si   ☐ No
➥ En caso afirmativo, ¿en donde? *(Marque todo lo que aplique.)*
- ☐ Casa
- ☐ Trabajo
- ☐ Celular/móbil
- ☐ Biblioteca o otras áreas públicas

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

16. Es usted: ☐ Masculino   ☐ Feminino

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
- ☐ Cantones
- ☐ Tagalo
- ☐ Vietnamita
- ☐ Hindi o otro idioma indio
- ☐ Otro - especifique: _____

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

[4]   Por favor dele vuelta ➜

Appendix B: METHODOLOGY

DESCRIPTION OF METHODOLOGY

FIELD PROCEDURES

In total, 13 interviewers worked on the 2012 study. The training session for interviewers was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Monday, October 1, 2012. Field interviewing was conducted between October 2 and October 21, 2012.

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.

Interviewers returned completed questionnaires to the CC&G office within one or two days of interviewing. Editing, coding and inputting were done as the questionnaires were returned. Standard office procedures were used in spot checking (validating) the work of the editors, coders and data 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.

DESCRIPTION OF METHODOLOGY (continued)

WEIGHTING

The number of surveys completed was compared to (SamTrans provided) ridership averages for the month of October, 2012. 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**	*Unknown*	TOTAL
Surveys completed	2,417	2,791	5,208	732	7	5,872
% of weekly total	40.64%	46.93%	87.57%	12.31%	0.12%	100%
Estimated weekly SamTrans riders*	99,705	124,625	224,330	38,927	-	263,257
% of weekly total*	37.87%	47.34%	85.21%	14.79%	-	100%

*Taken from ridership averages for October, 2012.

Appendix C:
EDITING AND CODING PROCEDURES

EDITING AND CODING

This section outlines editing and coding procedures utilized on the 2012 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 Q5 and Q6, 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, Q5, Q7, Q8a, Q8b, Q12, Q13, 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 (Q8a), 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 (Q7), 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.

2012 SamTrans Triennial Customer Survey
Code Sheet – Comment Code Frequencies

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

(Multiple codes accepted on this question)

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

Appendix D:
INTERVIEWER TRAINING INSTRUCTIONS

SAMTRANS ONBOARD SURVEY
October 2012
Interviewer Instructions

INTERVIEWER NAME: _____

PROJECT OVERVIEW This project is a passenger survey for San Mateo County Transit District. It is an onboard self-administered questionnaire to be distributed on SamTrans buses. The questionnaires will be handed out and collected on board various bus routes. The field work will start October 2, 2012 and continue through the end of October. In most cases, one surveyor (interviewer) will be used per sampled route.

GENERAL GUIDELINES
- Please be punctual. You should be at the designated bus stop where your shift starts 15 minutes prior to the scheduled bus arrival time.
- All interviewers should bring a watch. You may also consider wearing clothes with pockets since you will have to carry a good deal of material.
- All surveyors must wear their ID badges and have a valid photo ID at all times while surveying.
- Please act professionally at all times.
- The average number of passengers will vary significantly by run and time of day. You will be provided with pencils for use by passengers who need them.
- If appropriate, please identify yourself to the driver and explain that you will be surveying the bus.
- If asked what the purpose of the survey is, you may tell passengers that the study will be used in making transit decisions by SamTrans, and that the San Mateo County Transportation District is interested in their opinion.

SAFETY
Working on a moving bus can be challenging at times. Your safety and the safety of the passengers around you is your NUMBER 1 CONCERN. You must hold on to a handrail or bar at all times when you are standing or walking on the bus! Allow passengers the time to find a seat or a safe place to stand before offering them a survey. Do not block passengers entering or exiting the bus.

BEGINNING OF SHIFT - As you leave for your shift, you must have:
- Your backpack
- SamTrans bus schedule(s)
- Caltrain Schedule
- Clipper Card
- System authorization letter
- Survey badge
- Photo ID
- Surveyor Shift Assignment Sheet
- Apron
- Pencils
- Questionnaires (English and Spanish) – take a minimum of 150 English and 50 Spanish; for Routes 390/391 (or if you may be surveying an extra run), take more
- Completed Questionnaire Envelope(s)
- Survey control sheets
- Rubber bands
- Interviewer Instructions (this document)
- Clipboard
- A watch
- Time sheet and travel log

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

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

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

AT THE START OF EACH RUN YOU SHOULD ENTER ON SURVEY CONTROL SHEET (Yellow Card):
- The current date and day
- Route number of the bus just boarded
- Your last name
- Run ID (the Run ID# from your surveyor shift assignment sheet + Run ID letter – A, B, C, etc.)
- The specific location where you are boarding the bus to start the run ("Boarded Bus At")
- The time the run started (time you boarded the bus)

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

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

In order to be sure every questionnaire you distribute is properly numbered, you will need to pre-number questionnaires BEFORE entering the bus. If you exhaust all of the pre-numbered questionnaires, you MUST write the RUN ID on EVERY questionnaire you distribute – BEFORE they are in the passengers' hands.

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

- **Light ridership** = pre-number at least 10
- **Moderate ridership** = pre-number at least 30
- **High ridership** = pre-number at least 50

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

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

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

PROCEDURE FOR DISTRIBUTING QUESTIONNAIRES

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

Do not distribute questionnaires to:

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

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

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

Instruct passengers to return completed surveys to you.

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

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

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

DEFINITIONS (SURVEY CONTROL SHEET CATEGORIES)

- LANGUAGE BARRIER: Spanish speaking passengers who refuse a questionnaire are tallied as "refusals" since we have a Spanish instrument. Only passengers who speak a language other than Spanish or English are tallied as Language Barrier.
- LEFT BUS: this is a non-response where the surveyor was unable to offer a questionnaire because of the short distance of the rider's trip. If a rider refuses because of time constraints, it is important to point out the mail back option.

After surveys are distributed, walk through the bus every few minutes and watch for people who may have questions or are finished. Try to collect as many completed surveys as possible. Be polite: "I'll take the survey if you are done." Or "I can take that for you." Attempt to collect every survey you distribute.

AT THE END OF EACH BUS RUN

On the Survey Control Sheet enter:

- Location where you exited the bus
- The time that the run ended.
- The total number of questionnaires DISTRIBUTED for both English and Spanish.
- The total number of questionnaires RETURNED. RETURNED QUESTIONNAIRES ARE DEFINED AS ALL QUESTIONNAIRES COLLECTED ON THIS PARTICULAR RUN.
- All returned surveys and the completed survey control sheet should be <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
- You may have several bundles of completed surveys per route for a given shift. If the envelope becomes too full, use additional envelope(s) and label each (i.e. "envelope 1 of 2", "envelope 2 of 2", etc).

As an example, a Survey Control Sheet may look like this at the end of a shift

SAMTRANS ONBOARD STUDY
Survey Control Sheet

OCT 2012   CCG 99630

DATE ___10___ / _19_ /2012   DAY OF WEEK ____Fri____   Route # _____112_____

INTERVIEWER (L. NAME) _____Canapary_____   RUN ID(#/Letter)_____21D__

BOARDED BUS AT: ___Colma BART_____   TIME ____11:15 am___

EXITED BUS AT: ___Linda Mar Park & Ride___   TIME ____12:02 pm___

English Questionnaires Distributed: Total # dist: ___26___   Total # RETURNED: __25___

Spanish Questionnaires Distributed: Total # dist ___10___   Total # RETURNED: ___8___

TOTAL NUMBER: Distributed: [36]   Returned: [32]

_____
NON-RESPONSE TALLY

REFUSALS	~~HH~~ ~~HH~~ / / [12]
LANGUAGE BARRIER	/ / Korean, Russian [2]
CHILD (UNDER 13)	 [ ]
SLEEPING	 [ ]
LEFT BUS	 [ ]
ALREADY PARTICIPATED	 [ ]
OTHER (specify) _____	/ ST Employee [1]
TOTAL	[15]
Please use hash marks (example: ~~HH~~). Only one tally per patron. At the end of each trip write in number totals in the brackets of each box.	

NOTES
_Flat tire near Serramonte, 10 minute delay_____ (use back of sheet if necessary)

AT THE END OF THE SHIFT

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

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

END OF SHIFT – CHECK-IN

It is very important to check in and return all completed work as soon as possible. **For the first two days you work on this project, check in immediately after your shift.**

o **If you are on a morning or day shift, this means returning to CC&G as soon as your shift is complete.**

o **If you are on an evening shift, this means returning to CC&G the next day *AND ALLOWING SUFFICIENT TIME* to review your work from the previous day before you head to that day's shift.**

Once you are told you do not have to check in (generally after the first 2 shifts), it is still very important to return work soon after completing a shift. Remember, CC&G's building is open 24/7. Drop off work within 24 hours after completing a shift. Materials can be left in the wooden trunk outside the office if the office is not open. Supplies will be available right outside the office at all times.

As an example, a Completed Questionnaire envelope may look like this at the end of a shift

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SAMTRANS ON-BOARD STUDY
Completed Questionnaire Envelope
(October 2012)

Date_____10_/_19__/2012

Day: ☐ Monday
      ☐ Tuesday
      ☐ Wednesday
      ☐ Thursday
      ☒ Friday
      ☐ Saturday
      ☐ Sunday

Number of Questionnaires in Envelope		
English__109____	**Spanish**___25___	**TOTAL**_134__

Run ID#__21___   Route#_112____   Start Time___6___:__30___   AM/PM Start Location___Colma BART_____

Interviewer Name_____Canapary_____

Run ID (#/Letter)	# Questionnaires Distributed	# Completed/Returned Questionnaires	# of Non-Responses
Run ____21A___	81	78	16
Run ____21B___	22	19	4
Run ____21C___	5	5	0
Run ____21D___	36	32	15
Run _____	_____	_____	_____
Run _____	_____	_____	_____
Run _____	_____	_____	_____

Notes: On run B, near Linda Mar, two passengers got into a screaming match, both left at next stop.
On run D, the bus got a flat tire near Serramonte Shopping Center. The bus was delayed approx
twenty minutes while it was changed.

IMPORTANT

- Under our contract with SamTrans, the badge/access letter which allows you to ride Caltrain and SamTrans free of charge may only be used when working on this study. Any misuse will be embarrassing to all and is cause for immediate dismissal.
- As representatives of CC&G and SamTrans, interviewers are expected to act professionally at all times.
- Professional 'business casual' attire is a must. Your overall appearance should be neat and professional. This also means:
  - Long trousers and collared shirts for men (jacket optional).
  - For women, slacks and a blouse/shirt are acceptable. Skirts or dresses may also be worn.
  - Wear comfortable, closed toed shoes. You will be standing/walking most of your shift.
  - NO t-shirts, sweatshirts/sweat pants/other workout wear, open-toed shoes, or denim.
  - NO clothing with logos/messages prominently displayed.
- All surveyors **must** wear their name badge while surveying, and have a valid photo ID at all times. Notify CC&G immediately if your name badge is lost so that it can be replaced immediately.
- All survey data collected is confidential and must be treated with care. Any sharing or use of data is cause for immediate dismissal and may result in criminal charges.
- You will be provided with a Clipper card for travel to/from home, your shifts, and CC&G. This card is to be used to travel to/from your shifts and/or CC&G to drop off/pick up items ONLY.
- Backpacks, aprons, and other materials used on this project should be returned to CC&G at the end of the study.

SCHEDULE
- You will receive a schedule for the project today. Prior to leaving training, it is your responsibility to review the schedule and be sure you can make ALL shifts as currently assigned. If you cannot make any shift, notify Carol immediately. Once you leave training today, you are responsible for all shifts assigned.
- Once the fieldwork begins, it is important to adhere to the shifts as assigned. If you cannot make an assigned shift, please notify CC&G immediately.
- Starting shifts late or missed shifts may be cause for dismissal.

CONTACT INFORMATION

COREY, CANAPARY & GALANIS RESEARCH
  Supervisor – Elizabeth Grant
  Project Manager – Carol Anne Carroll
  CC&G 800 Number is 1 (800) 877-1201
  The regular office number is 415-397-1200

Outside of normal office hours, contact:
  Jon Canapary, 415-577-2428

SAMTRANS
  Agency Contact – Christiane Kwok (Market Research Specialist – SamTrans)
  (650) 508-7926

NOTES

Appendix E:
SAMTRANS ROUTES SELECTED TO SAMPLE

Rt #	Route Type	Geo. Class.	Overall Ridership Density	Approximate Number of Half-Shifts Sampled
14	Regular	North	Moderate	5
16	School	North	Light	2
17	Regular	North	Moderate	3
24	School	North	Light	2
35	School	North	Light	1
36	School	North	Light	2
43	School	North	Light	1
46	School	Central	Moderate	2
54	School	Central	Light	2
55	School	Central	Light	2
58	School	Central	Light	2
83	School	South	Moderate	1
85	School	South	Light	2
110	Regular	North	High	6
112	Regular	North	Moderate	5
118	Regular	North	Moderate	3
120	Regular	North	High	9
121	Regular	North	High	7
122	Regular	North	High	7
123	Regular	North	Moderate	4
130	Regular	North	High	7
132	Regular	North	Moderate	5
133	Regular	North	Moderate	5
140	Regular	North	Moderate	5
141	Regular	North	Light	7
250	Caltrain + School	Central	High	8
251	Regular	Central	Moderate	5
260	Regular	Central	High	8
262	Regular	Central	Moderate	4
270	Regular	South	Moderate	5
271	Regular	South	Moderate	4
274	Regular	South	Moderate	5
280	Regular	South	Moderate	4
281	Regular	South	Moderate	5
292	Regular	ALL	High	10
294	Regular	ALL	Moderate	2
295	Regular	Central /South	Moderate	6
296	Regular	South	High	7
297	Owl	South	Light	3
359	Regular	Central	Light	7
390	Regular	ALL	High	13
391	Regular	ALL	High	12

Rt #	Route Type	Geo. Class.	Overall Ridership Density	Approximate Number of Half-Shifts Sampled
397	Owl	ALL	Moderate	2
ECR	Regular	ALL	High	6
KX	Express	ALL	High	8