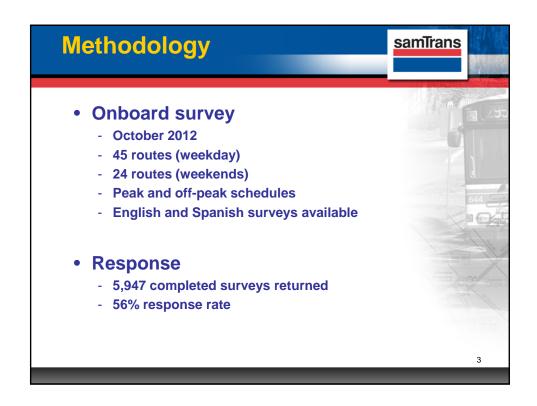
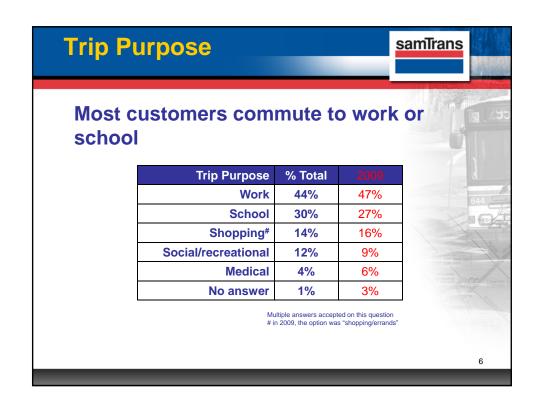


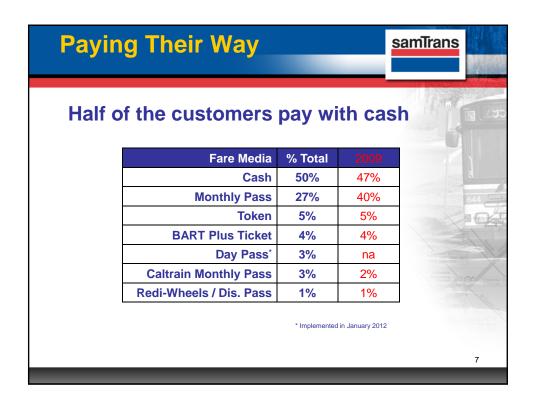
Determine who our customers are Demographics Trip purpose Frequency of use Origin & Destination Measure whether we are meeting their needs Customer satisfaction Information access

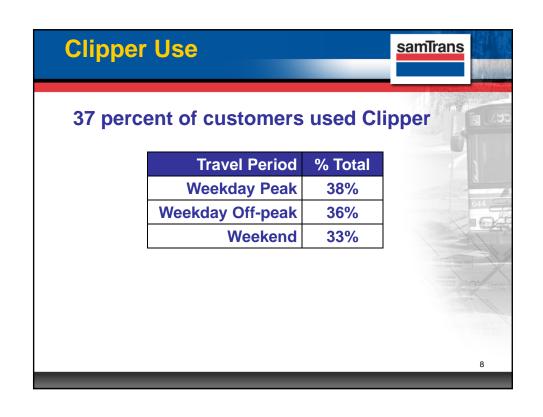


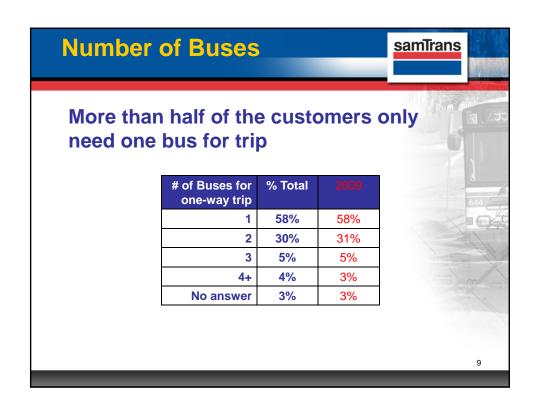


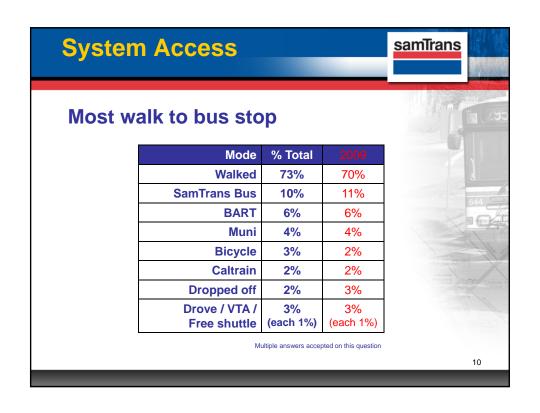
• Frequency - 66% ride 5+ days/week [71%] - 70% make a round trip [68%] • Ridership Tenure - 53% riding for more than 3 years [51%] - 24% riding for 1 year or less [21%] • Transit Dependent - 67% have no access to a car [64%]











Customer Satisfaction

<u>samTrans</u>

Favorable evaluation of SamTrans

- Above-average scores across all 11 attributes
- Most attributes rated higher or about the same as last survey
- Rated their overall experience 4.21 [4.21]
- Long-time riders and more frequent riders are more satisfied
 - More than 3 years 4.24 [4.24]
 - 5+ days a week 4.22 [4.22]

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Satisfaction (5-point scale)

samTrans

- Availability of info on buses (4.33) [4.32]
- Bus cleanliness (4.32) [4.23]
- Personal security (4.30) [4.25]
- Courtesy of bus operators (4.24) [4.20]
- Helpfulness of Customer Service* (4.22) [4.15]
- Convenience of routes (4.15) [4.13]
- Communication of bus changes (3.99) [3.87]
- Value for the money (3.96) [3.82]
- On-time performance (3.79) [3.87]
- Frequency (3.64) [3.67]

in 2009, wording was "Responsiveness of Customer Service"

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Sources for Information <u>samTrans</u> Nearly three-quarters want to receive information on the bus **Information Location** Total On the bus **71** 59% At bus stop **52** 36% SamTrans Web site 27 18% **Customer Service** 20 15% **Social Network 12** 8% 9 6% City hall or library 6* na * Written in by respondents Multiple answers accepted on this question 13

