2019 SAMTRANS CUSTOMER SURVEY
Systemwide On-Board Bus Survey

SUMMARY REPORT

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INTRODUCTION

This report details the findings of an onboard survey of SamTrans bus riders. The fieldwork on this study was conducted in April and May 2019. In total, 2,109 completed questionnaires were collected and tabulated.

Key objectives of the survey include:
- Reporting trip characteristics such as usage of SamTrans and fare category.
- Assessing the ratings of 21 specific service characteristics.
- Identifying transit centers used by riders for 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 separately.

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

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

Methodology and Response Rate

The survey was conducted as an onboard self-administered questionnaire distributed to SamTrans riders. Surveyors boarded pre-selected routes and attempted to distribute questionnaires to all passengers on the bus. Completed surveys were collected by these surveyors (who stayed onboard during the bus ride). Specific steps were taken to ensure the highest possible response rate. This includes: using professional/experienced onboard surveyors on the project, printing the questionnaire in English and Spanish, providing the option of calling and having the survey conducted via a language line in other languages, 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:
- 75% Completion Rate. This is calculated by dividing the total number of completes (2,109) by the total number of questionnaires distributed to passengers (2,805).
- 58% Response Rate. This is calculated by dividing the total number of completes (2,109) by all eligible passengers riding on the sampled buses (3,607).
  (Note: "all eligible passengers" includes everyone except: children under 13, riders who had already participated, those who had a language barrier, and on-duty SamTrans employees/law enforcement.)

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

Field interviewing on this project was conducted from Friday, April 19, through Wednesday, May 29, 2019. The bulk of the surveying was conducted between the hours of 5:30 am and 10 pm. Weekday shifts were allocated to allow for surveying during morning and afternoon peak periods, as well as off-peak periods. Specific routes were selected for each surveyor to ensure that interviewing on specific routes was conducted during different times of the day.

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

Sampling
In total, 2,109 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 2.02% (at the 95% confidence level). The sampling on the study was designed to achieve a cross section of riders utilizing different routes in San Mateo County. Surveying was attempted on all regular fixed-route buses, as well as many school/community routes. Surveys were collected on 36 fixed routes (including all heavily traveled and medium traveled routes).

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

Routes were selected by establishing a protocol which grouped routes by ridership: a) highly traveled routes, b) moderately traveled routes, and c) lightly traveled routes. In addition to ridership volume, geographic route locations were also considered as a secondary consideration when determining which routes to sample. Consideration was given to ensuring that a diverse, and well represented, selection of routes from the Northern, Central, and Southern regions of San Mateo County. About 86% of the shifts were assigned to weekday routes, and 14% to weekend routes. Routes were also selected to ensure proper coverage of the Coastside region of SamTrans' service area (e.g. in and around Pacifica and Half Moon Bay).

Segmentation groupings are shown below.

WEEKDAY

Route Type	Avg Weekday Ridership	% of Weekday Ridership	# of Routes	Range of Surveys to be Collected
ECR (Very highly traveled)	8,754	23%	1	250-350
Highly traveled routes	981-4,851/route	49%	8	700-900
Moderately traveled routes	400-750/route	14%	10	300-500
Lightly traveled routes	Below 300/route	5%	15	100-150
School routes	15-450/route	9%	36 (21 serve high schools)	100-150

WEEKEND

Route Type	Avg Weekend Ridership	% of Weekend Ridership	# of Routes	Range of Surveys to be Collected
ECR (Very highly traveled)	11,000	32%	1	85-100
Highly traveled routes	3,985-5,700/route	28%	2	75-100
Moderately traveled routes	900-2,700/route	27%	6	40-75
Lightly traveled routes	620/route or less	14%	17	40-60

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.

Statistically Significant Differences

As was mentioned previously, for the <u>total number</u> of respondents (n = 2,109) who participated in the survey, the margin of error is +/- 2.02% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:

- Weekday peak (n = 732). +/-3.56% at the 95% confidence level;
- Weekday off-peak (n = 657). +/-3.76% at the 95% confidence level;
- Weekend (n = 720). +/-3.59% at the 95% confidence level.

EXECUTIVE SUMMARY

Overall Satisfaction

∫ Overall, 76% of SamTrans riders are satisfied with their experience on the system, with an average of 4.09.

∫ The overall rating average of 4.09 out of 5.00 in 2019 (with 5 being "very satisfied" and 1 being "very dissatisfied") is significantly lower than the 4.23 in 2018.

∫ By route geography, riders of Northern routes appear most satisfied (4.26), and riders of Coastal routes the least satisfied (3.97).

Ratings of Specific Attributes

• Overall, riders rated the experience of using their bus ticket onboard most highly, at 4.29, followed by experience purchasing their ticket at 4.22 and helpfulness/courtesy of bus operators at 4.20.

Attribute	Overall Mean Rating
Experience using your ticket onboard	4.29
Experience purchasing your ticket	4.22
Helpfulness/courtesy of bus operators	4.20
Adequacy and clarity of onboard announcements	4.19
Comfort of ride	4.13
Availability of printed materials	4.10
Ability to report security or safety issues	4.04
Total trip time	4.01
Cleanliness of bus interiors	4.00
Helpfulness/courtesy of Customer Service Center	4.00
Digital communications	3.93
Your sense of security while at the bus stop/transit center	3.90
Posted information on info boards	3.85
Communication of service changes	3.83
Cleanliness at bus stops/transit centers	3.83
Condition of benches	3.79
SamTrans mobile app real time info	3.78
Transit Center real time info posted on electronic signs	3.74
On-time arrival (within five minutes of schedule)	3.70
Cleanliness of shelters	3.69
Real time bus arrival information (511)	3.64

Rider Characteristics

⟩ Half of SamTrans riders have been using the system less than 3 years. While 25% of riders have been using SamTrans for less than one year, another 28% have been using it 1 to 3 years.

⟩ In 2019, Weekend riders were most likely to use SamTrans 6-7 days per week (38%), with Weekday Off-Peak and Weekday Peak riders less likely to do so (33% and 29% respectively).

⟩ Cash remains the most popular payment type with over one-third (37%) of riders overall using it to pay their fare. For Clipper users, respondents were equally likely to use monthly pass (23%) and cash value (22%)

SamTrans Transit Centers

• Daly City BART is the most cited SamTrans Transit Center with over one-third (37%) of riders saying they have used it in the past week. This is followed with Colma BART at 28%, Redwood City Caltrain at 22%, and Serramonte and Hillsdale Shopping Centers, each at 16%.

• San Francisco Transbay Terminal was the least cited Transit Center with only 3% of riders saying they had used it in the past week.

CHARTS – KEY FINDINGS

OVERALL SATISFACTION

Please let us know how well SamTrans is meeting your needs by rating each item below. Circle a number from one to five, where 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable.
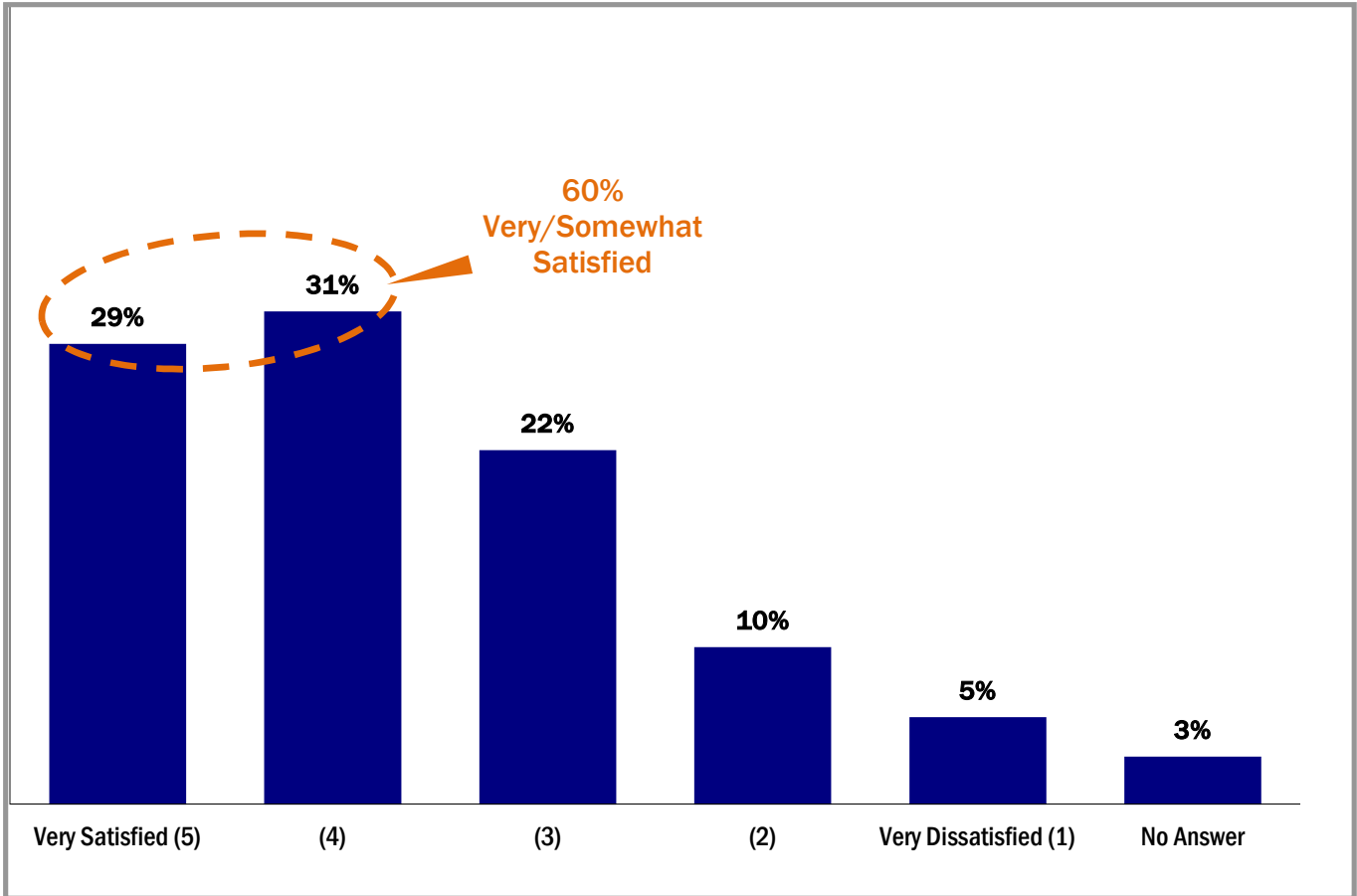
6. Overall experience with SamTrans?
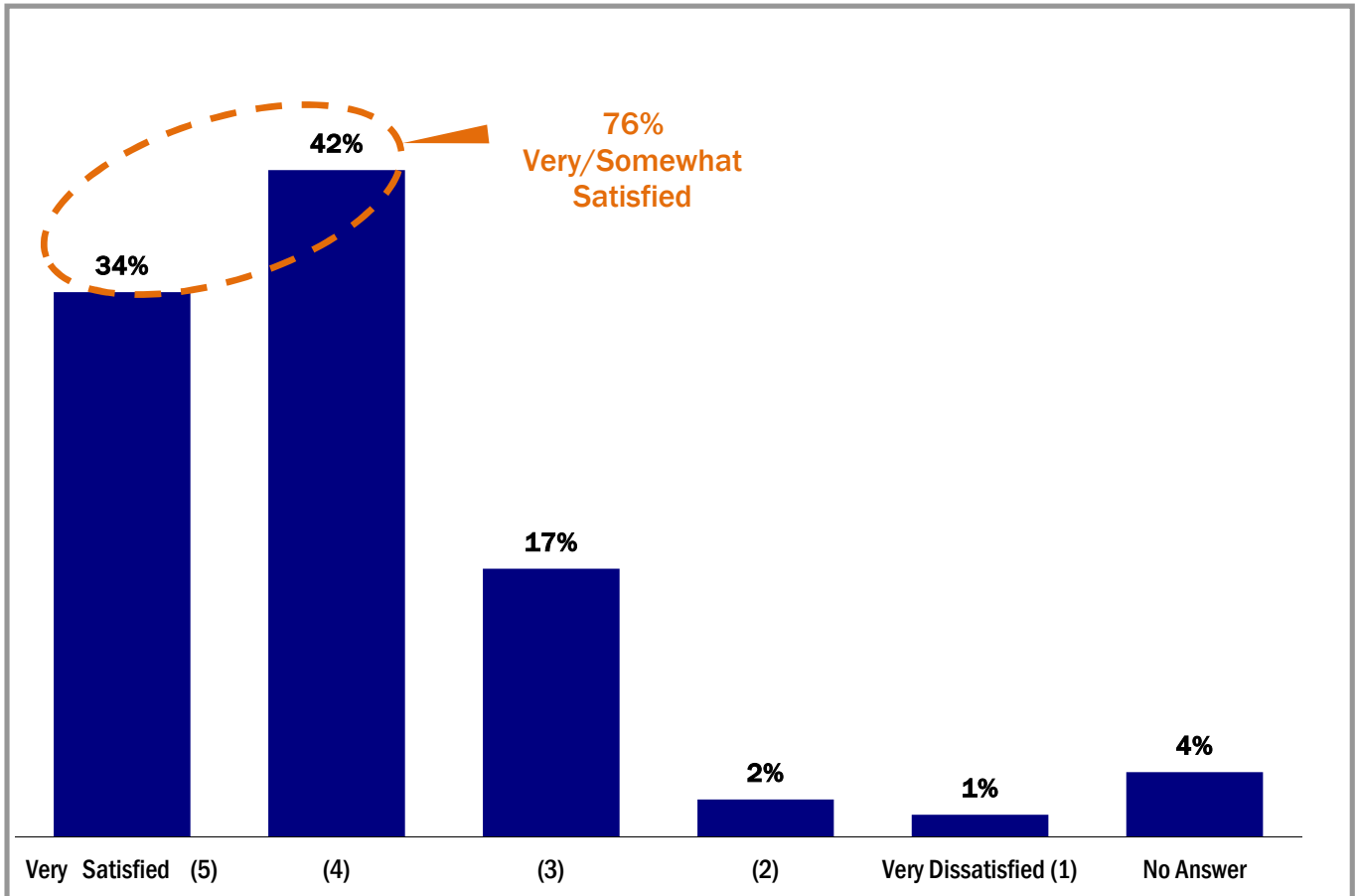
Base: Total (2,109)

(See Statistical Table Q6OVERALL)

OVERALL SATISFACTION – SUB-GROUP MEAN SCORE RATINGS

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

6. Overall experience with SamTrans?

Satisfaction Rating by…	Mean Score (5 point scale)
Total (n = 2,109)	4.09
Ridership Segment	
Weekday Peak (n = 732)	4.08
Weekday Off-Peak (n = 657)	4.08
Weekend (n = 720)	4.10
Language of Questionnaire	
English (n =1,838)	4.09
Spanish (n =216)	4.07
Chinese (n =55)	4.29
How Long Riding SamTrans	
Less than 1 year (n = 523)	4.08
1 – 3 years (n = 584)	4.08
4 – 20 years (n = 722)	4.07
More than 20 years (n =270)	4.18

(See Statistical Table Q6OVERALL)

COREY, CANAPARY & GALANIS

ON-TIME ARRIVAL

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.

6M. On-Time Arrival (Within Five Minutes of Scheduled Time)?

Base: Total (2,109)   (See Statistical Table Q6M)

RATING OF SERVICE ATTRIBUTES (MEAN SCORES)

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

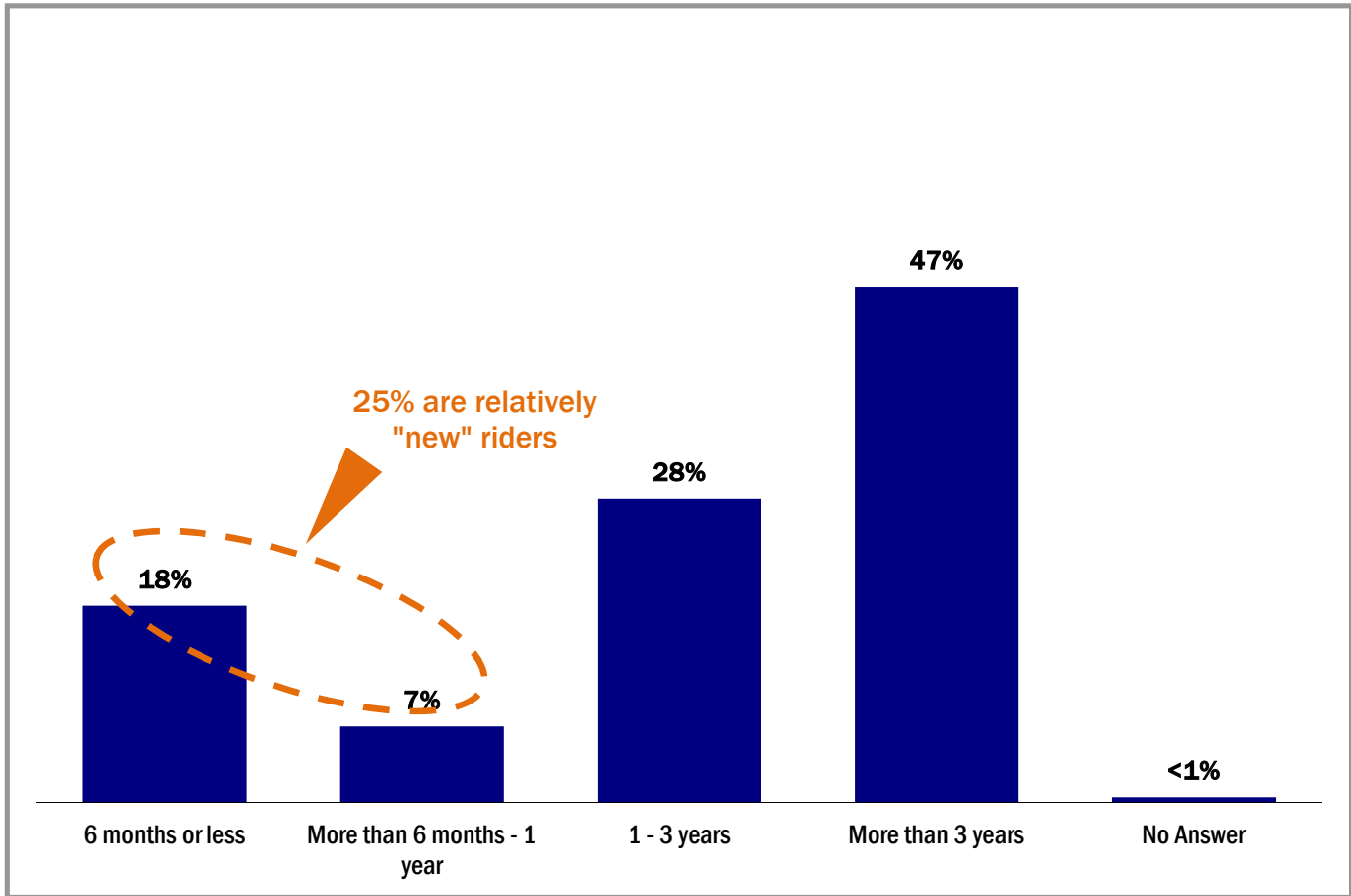|	Mean Score (5 point scale)
▶ OVERALL EXPERIENCE WITH SAMTRANS	4.09 ◀
Experience using your ticket onboard	4.29
Experience purchasing your ticket	4.22
Helpfulness/courtesy of bus operators..........	4.20
Adequacy and clarity of onboard announcements	4.19
Comfort of ride	4.13
Availability of printed materials......................	4.10
Ability to report security or safety issues	4.04
Total trip time	4.01
Cleanliness of bus interiors	4.00
Helpfulness/courtesy of Customer Service Center (1-800-660-4287)	4.00
Digital communications	3.93
Your sense of security while at the bus stop/transit center..	3.90
Posted information on info boards.................	3.85

Base: Total (2,109)   (See Statistical Tables Q6A-Q6U)

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

RATING OF SERVICE ATTRIBUTES (MEAN SCORES)

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

	Mean Score (5 point scale)
▸ OVERALL EXPERIENCE WITH SAMTRANS	4.09 ◂
Communication of service changes	3.83
Condition of benches	3.79
SamTrans mobile app real time info	3.78
Transit Center real time info posted on electronic signs	3.74
On-time arrival (within five minutes of scheduled arrival time)	3.70
Cleanliness of shelters	3.69
Real time bus arrival information (511)	3.64

Base: Total (2,109)   (See Statistical Tables Q6A-Q6U)

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?

25% are relatively "new" riders

47%

28%

18%

7%

<1%

6 months or less | More than 6 months - 1 year | 1 - 3 years | More than 3 years | No Answer

Base: Total (2,109)   (See Statistical Table Q1)

FREQUENCY OF RIDING SAMTRANS

3. How often do you usually ride SamTrans?

33%	30%	18%	9%	9%	1%
6-7 days/week	5 days/week	3-4 days/week	1-2 days/week	Less than once a week	No Answer
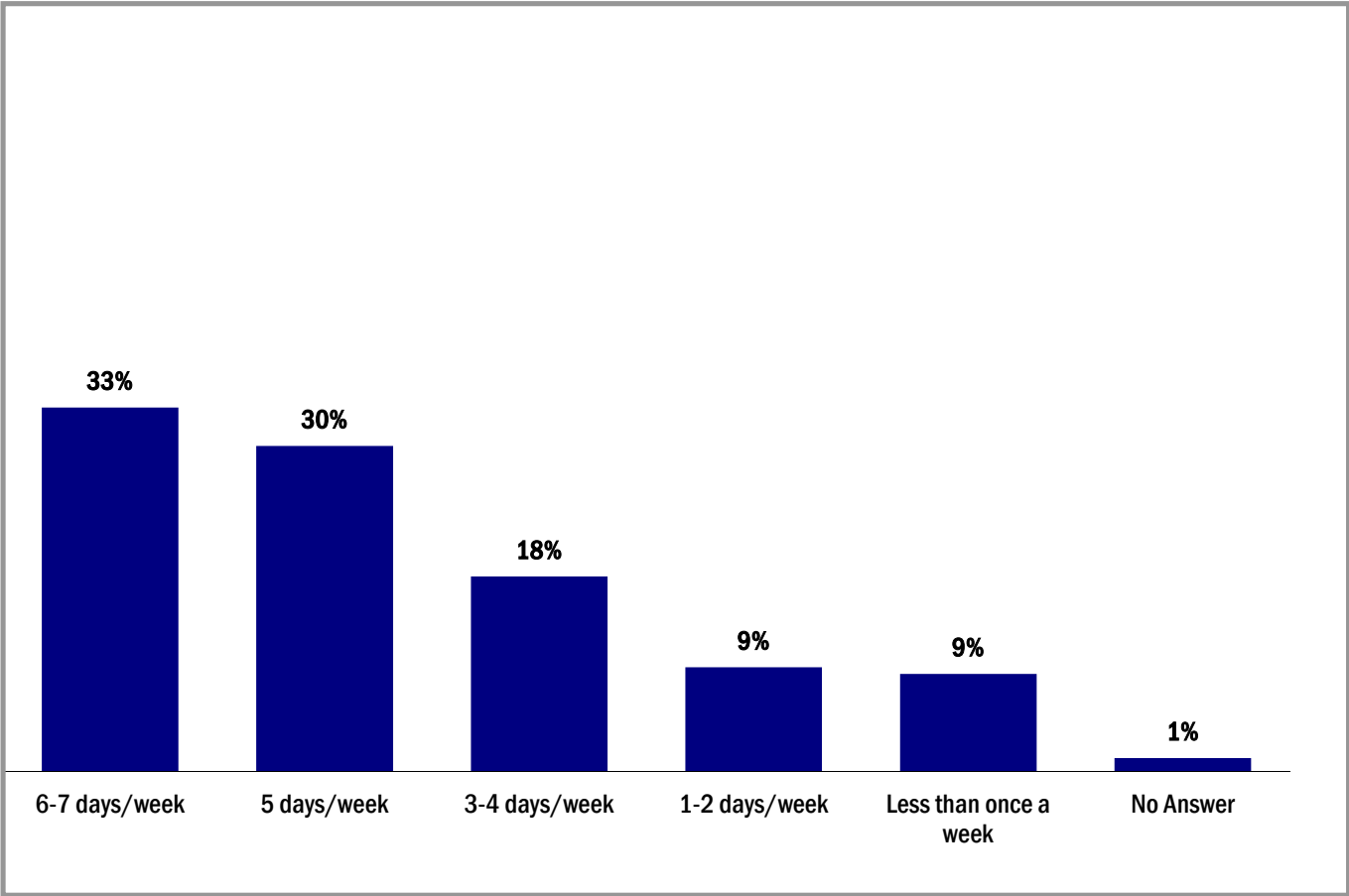
Base: Total (2,109)   (See Statistical Table Q2)

PAYMENT TYPE
2. How did you pay for this bus trip?

Cash	37%
Clipper Monthly Pass	23%
Clipper Cash Value	22%
Paper Monthly Pass	5%
Paper Day Pass	3%
Token	3%
Other	4%
No answer	<1%
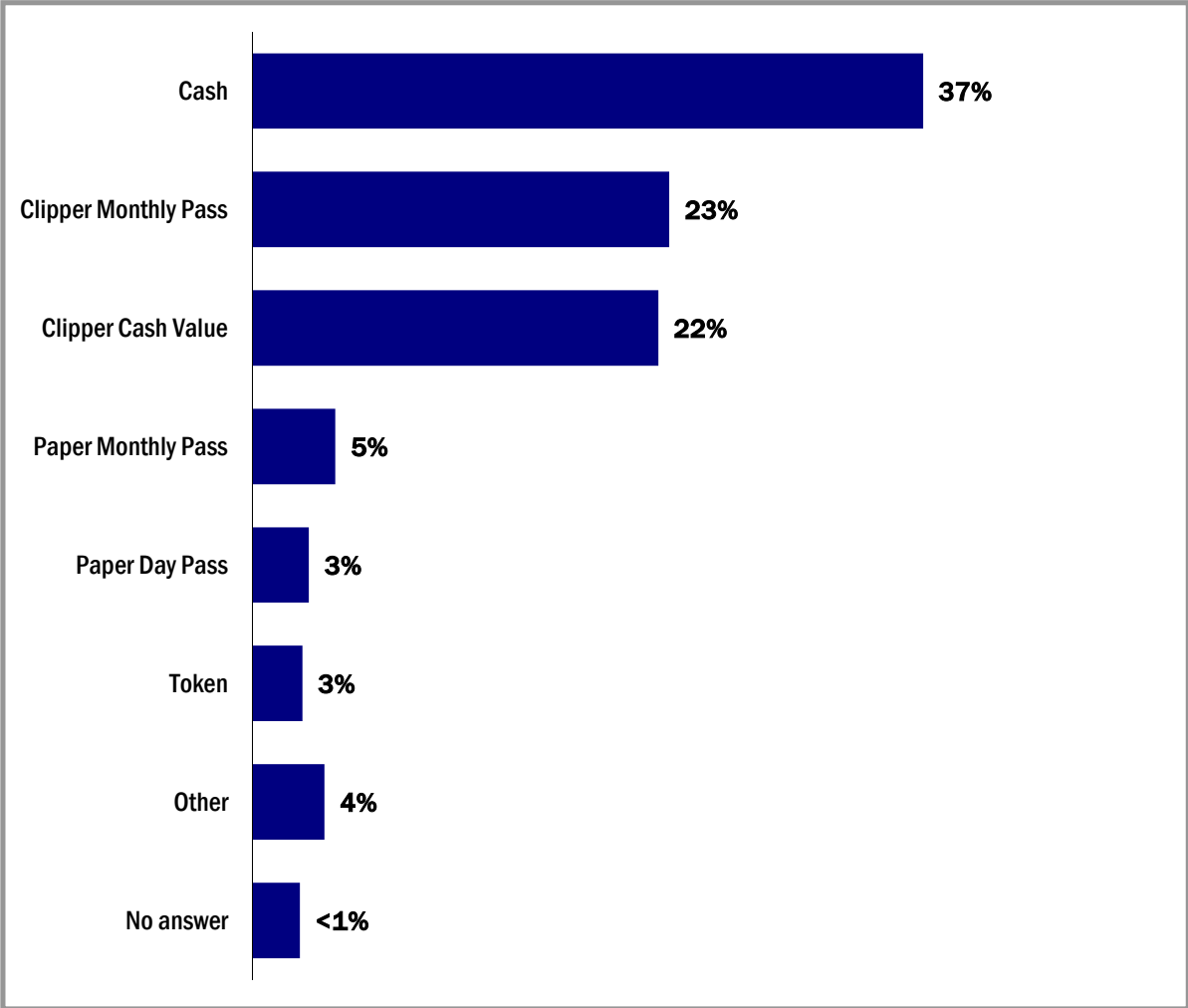
Base: Total (2,109)   (See Statistical Table Q2)

QUADRANT ANALYSIS

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

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

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

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

The ratings with the greatest impact on overall satisfaction were:
- o Comfort of ride;
- o Helpfulness/Courtesy of bus operators;
- o Cleanliness of bus interiors;
- o On-time arrival;
- o Total trip time; and
- o Adequacy and clarity of onboard announcements.

CUSTOMER SATISFACTION QUADRANT ANALYSIS

COREY, CANAPARY & GALANIS
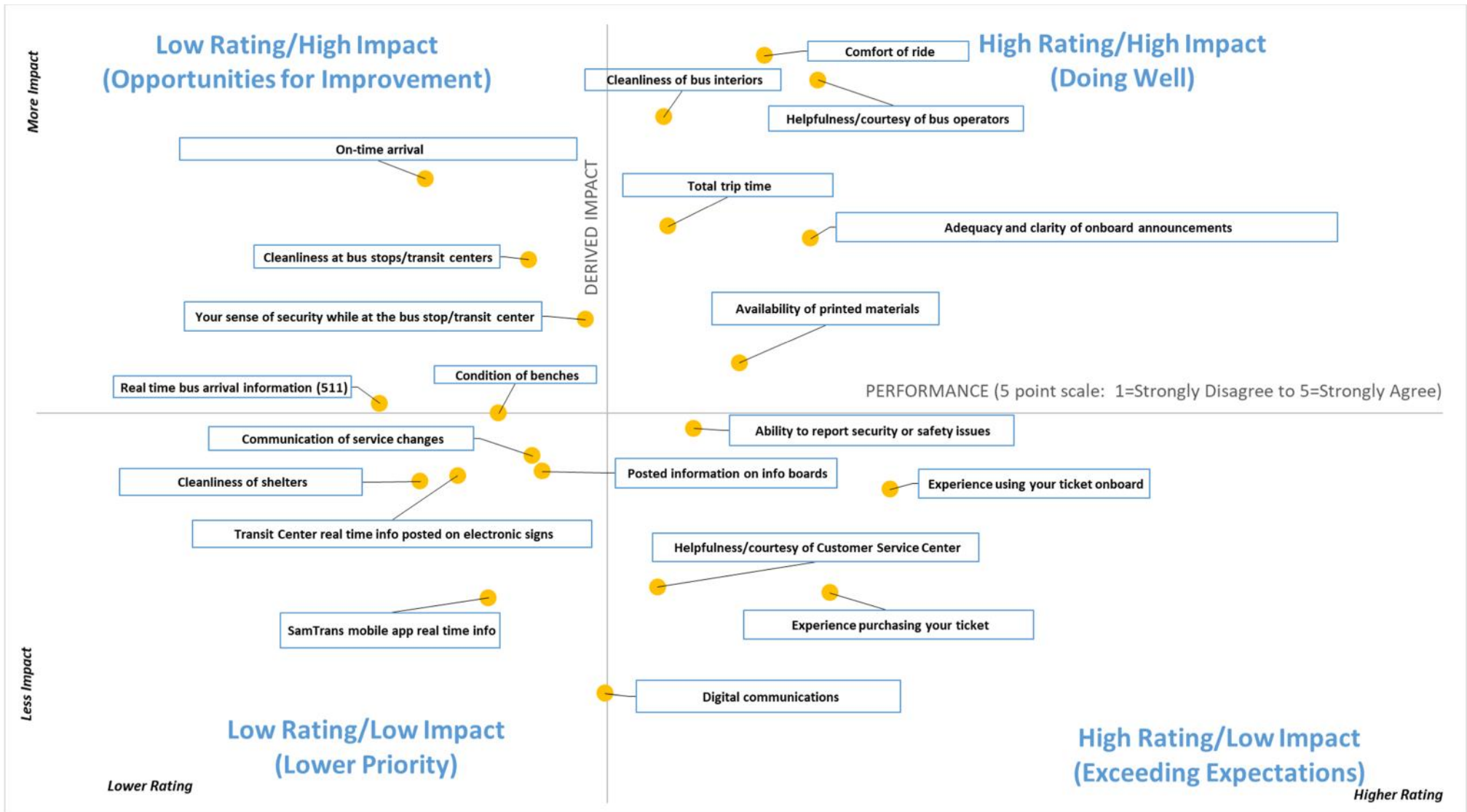
DETAILED RESULTS

USAGE OF SAMTRANS
HOW LONG RIDING SAMTRANS

Q1. How long have you been riding SamTrans?

⟩ One quarter of respondents have been riding SamTrans less than one year (25%) – this is the same as previous years and a slight increase from 2012.

	2019 Total	2018 Triennial Total	2017 Total	2015 Triennial Total	2012 Triennial Total
Base (All Respondents)	2,109	4,229	4,229	6,430	5,872
	(%)	(%)	(%)	(%)	(%)
6 months or less	18	18	18	19	16
More than 6 months but less than 1 year	7	9	9	8	8
1 to 3 years	28	22	22	24	22
More than 3 years	47	50	50	49	53
No answer	<1	1	1	1	1
TOTAL	100	100	100	100	100

	2019			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	2,109	732	657	720
	(%)	(%)	(%)	(%)
6 months or less	18%	18%	16%	20%
More than 6 months but less than 1 year	7%	9%	7%	4%
1 to 3 years	28%	34%	26%	23%
More than 3 years	39%	50%	52%	39%
No answer	<1	1	<1	<1
TOTAL	100	100	100	100

(See Statistical Table Q1)

HOW OFTEN RIDE

Q3. How *often* do you usually ride SamTrans?

⟩ Most riders (81%) use SamTrans at least 3 days per week.
⟩ In 2019, Weekend riders were most likely to use SamTrans 6-7 days per week (38%), with Weekday Off-Peak and Weekday Peak riders less likely to do so (33% and 29% respectively).

	2019 Total	2018 Triennial Total	2017 Total	2015 Triennial Total	2012 Triennial Total
Base (All Respondents)	2,109	4,229	2,351	6,430	5,872
	(%)	(%)	(%)	(%)	(%)
6-7 days/week	33	33	*	32	34
5 days/week	30	31	*	31	32
4 days/week	9	10	*	10	10
3 days/week	8	8	*	9	8
2 days/week	7	6	*	6	6
1 day/week	3	2	*	3	2
1-3 days/month	4	4	*	4	4
Less than once a month	5	4	*	4	3
No answer	1	2	*	1	1
TOTAL	100	100	100	100	100

	2019			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	2,109	732	657	720
	(%)	(%)	(%)	(%)
6-7 days/week	33	29	33	38
5 days/week	30	41	29	19
4 days/week	9	8	10	9
3 days/week	8	8	9	8
2 days/week	7	5	7	9
1 day/week	3	2	2	4
1-3 days/month	4	3	4	4
Less than once a month	5	3	5	7
No answer	1	1	1	2
TOTAL	100	100	100	100

*Question was not asked in 2017

COREY, CANAPARY & GALANIS

TRIP SPECIFIC INFORMATION
PAYMENT TYPE
4. How did you pay for this bus trip?

⟩ Cash remains the most popular payment type with over one-third (37%) of riders overall using it to pay their fare. For Clipper users, respondents were equally likely to use monthly pass (23%) and cash value (22%)

	2019 Total	2018 Triennial Total	2017 Total	2015 Triennial Total	2012 Triennial Total
Base (All Respondents)	2,109	4,229	2,351	6,430	5,872
	(%)	(%)	(%)	(%)	(%)
Cash	37	32	43	39	*42
Clipper Monthly Pass	23	18	14	17	19
Clipper Cash value	22	28	27	21	8
Paper Monthly Pass	5	3	4	6	*8
Token	3	3	2	5	5
Mobile App – One Way Ticket	3	**	**	**	**
Caltrain Monthly Pass	1	1	1	1	3
Mobile App - Day Pass	1	**	**	**	**
Way2Go Pass	1	<1	1	<1	**
Other	1	3	4	1	8
Blank/multiple responses	3	6	-	4	6
TOTAL	100	100	100	100	100

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

	2019			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	2,109	732	657	720
	(%)	(%)	(%)	(%)
Cash	37	34	36	42
Clipper Monthly Pass	23	22	25	22
Clipper Cash value	22	26	21	20
Paper Monthly Pass	5	6	4	4
Token	3	2	2	6
Mobile App – One Way Ticket	3	5	2	1
Caltrain Monthly Pass	1	1	3	1
Mobile App - Day Pass	1	1	1	1
Way2Go Pass	1	<1	1	<1
Other	1	1	2	1
Blank/multiple responses	3	2	3	2
TOTAL	100	100	100	100

(See Statistical Table Q2)

SATISFACTION RATINGS
RATING OF SERVICE ATTRIBUTES
Q6. Please let us know how well SamTrans is meeting your needs by rating each item below.

⟩ Respondents were most satisfied with their experience using their ticket onboard, with nearly three-quarters (73%) rating it satisfied (4 or 5). They were least satisfied with real time bus arrival information with only 52% rating it satisfied.

Base (All Respondents): 2,109	2019			
	Overall Mean Score	Satisfied (5 or 4 rating)	Dissatisfied (1 or 2 rating)	Neutral/NA/ Blank
	(5-point scale)	(%)	(%)	(%)
Overall experience with SamTrans	4.09	76%	4%	21%
Experience using your ticket onboard	4.29	73%	4%	23%
Experience purchasing your ticket	4.22	68%	4%	28%
Helpfulness/courtesy of bus operators	4.20	75%	6%	19%
Adequacy and clarity of onboard announcements	4.19	75%	5%	20%
Comfort of ride	4.13	77%	5%	18%
Availability of printed materials	4.10	66%	6%	28%
Ability to report security or safety issues	4.04	58%	6%	36%
Total trip time	4.01	69%	7%	23%
Cleanliness of bus interiors	4.00	71%	7%	23%
Helpfulness/courtesy of Customer Service Center	4.00	51%	7%	43%
Digital communications	3.93	48%	7%	45%
Your sense of security while at the bus stop/transit center	3.90	67%	8%	25%
Posted information on info boards	3.85	60%	11%	29%
Communication of service changes	3.83	58%	11%	31%
Cleanliness at bus stops/transit centers	3.83	63%	8%	29%
Condition of benches	3.79	59%	10%	31%
SamTrans mobile app real time info	3.78	43%	10%	48%
Transit Center real time info posted on electronic signs	3.74	55%	13%	31%
On-time arrival (within five minutes of schedule)	3.70	60%	15%	25%
Cleanliness of shelters	3.69	51%	10%	39%
Real time bus arrival information (511)	3.64	52%	14%	34%

(See Statistical Tables Q6A-Q6U)

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

(5-point scale)	2019	2018 Triennial	2017	2015 Triennial	2012 Triennial
Base (All Respondents)	2,109	4,229	2,351	6,430	5,872
Overall experience with SamTrans	**4.09**	**4.23**	**4.20**	**4.23**	**4.21**
Experience using your ticket onboard	4.29	**	**	**	**
Experience purchasing your ticket	4.22	**	**	**	**
Helpfulness/courtesy of Bus Operators^	4.20	4.30	4.27	4.29	4.24
Adequacy and clarity of onboard announcements	4.19	**	**	**	**
Comfort of ride	4.13	**	**	**	**
Availability of printed materials ^^	4.10	4.22	4.20	4.31	4.33
Ability to report security or safety issues	4.04	**	**	**	**
Total trip time	4.01	**	**	**	**
Cleanliness of bus interiors^^^	4.00	4.23	*	4.27	4.32
Helpfulness/courtesy of Customer Service Center	4.00	4.21	4.16	4.23	4.22
Digital communications	3.93	**	**	**	**
Your sense of security while at the bus stop/transit center^^^^	3.90	4.28	4.21	4.31	4.30
Posted information on info boards	3.85	**	**	**	**
Communication of service changes	3.83	4.02	3.94	4.00	3.99
Cleanliness at bus stops/transit centers	3.83	**	**	**	**
Condition of benches	3.79	**	**	**	**
SamTrans mobile app real time info	3.78	**	**	**	**
Transit Center real time info posted on electronic signs	3.74	**	**	**	**
On-time arrival (within five minutes of schedule)	3.70	3.84	3.85	3.90	3.78
Cleanliness of shelters	3.69	**	**	**	**
Real time bus arrival information (511)	3.64	**	**	**	**

^ Prior to 2019, this attribute was "Courtesy of bus operators"
^^ Prior to 2019, this attribute was "Availability of information on buses"
^^^ Prior to 2019, this attribute was "Cleanliness of Bus"
^^^ Prior to 2019, this attribute was "Feeling of Personal Security on Bus"
* in 2017, this was asked as two separate questions- "Cleanliness of bus exteriors" and "Cleanliness of bus interiors."
**Not asked

(See Statistical Tables Q6A-Q6U)

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

Survey Attributes – Time Period

Attribute	Overall Mean (Average) Rating	Weekday Peak	Weekday Off-peak	Weekend
Mean Score by Time Period (2019)				
Base (All Respondents)	2,109	732	657	720
Overall experience with SamTrans	4.09	4.08	4.08	4.10
Experience using your ticket onboard	4.29	4.29	4.24	4.34
Experience purchasing your ticket	4.22	4.20	4.17	4.27
Helpfulness/courtesy of bus operators	4.20	4.19	4.15	4.26
Adequacy and clarity of onboard announcements	4.19	4.16	4.14	4.27
Comfort of ride	4.13	4.09	4.13	4.18
Availability of printed materials	4.10	4.09	4.05	4.16
Ability to report security or safety issues	4.04	3.98	4.06	4.08
Total trip time	4.01	4.04	3.95	4.03
Cleanliness of bus interiors	4.00	3.97	4.00	4.04
Helpfulness/courtesy of Customer Service Center	4.00	3.99	3.94	4.05
Digital communications	3.93	3.87	3.87	4.03
Your sense of security while at the bus stop/transit center	3.90	3.89	3.90	3.92
Posted information on info boards	3.85	3.82	3.86	3.86
Communication of service changes	3.83	3.76	3.79	3.96
Cleanliness at bus stops/transit centers	3.83	3.82	3.78	3.89
Condition of benches	3.79	3.76	3.78	3.83
SamTrans mobile app real time info	3.78	3.73	3.78	3.83
Transit Center real time info posted on electronic signs	3.74	3.65	3.77	3.80
On-time arrival (within five minutes of schedule)	3.70	3.63	3.70	3.76
Cleanliness of shelters	3.69	3.65	3.70	3.73
Real time bus arrival information (511)	3.64	3.61	3.69	3.62

(See Statistical Tables Q6A-Q6U)

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

Survey Attributes - Language of Questionnaire

Mean Score by Language of Questionnaire (2019)				
(5-point scale)	2019 Total	English	Spanish	Chinese
Base (All Respondents)	2,109	1,838	216	55
Overall experience with SamTrans	4.09	4.09	4.07	4.29
Experience using your ticket onboard	4.29	4.30	4.20	4.42
Experience purchasing your ticket	4.22	4.24	4.03	4.18
Helpfulness/courtesy of Bus Operators	4.20	4.22	3.99	4.42
Adequacy and clarity of onboard announcements	4.19	4.17	4.29	4.41
Comfort of ride	4.13	4.12	4.19	4.32
Availability of printed materials	4.10	4.09	4.11	4.43
Ability to report security or safety issues	4.04	4.04	3.91	4.46
Total trip time	4.01	4.00	4.03	4.34
Cleanliness of bus interiors	4.00	4.00	3.98	4.33
Helpfulness/courtesy of Customer Service Center	4.00	4.01	3.90	3.99
Digital communications	3.93	3.93	3.89	3.82
Your sense of security while at the bus stop/transit center	3.90	3.91	3.73	4.28
Posted information on info boards	3.85	3.86	3.59	4.40
Communication of service changes	3.83	3.84	3.77	3.97
Cleanliness at bus stops/transit centers	3.83	3.83	3.71	4.29
Condition of benches	3.79	3.79	3.73	4.19
SamTrans mobile app real time info	3.78	3.78	3.71	3.99
Transit Center real time info posted on electronic signs	3.74	3.73	3.63	4.33
On-time arrival (within five minutes of schedule)	3.70	3.69	3.71	3.96
Cleanliness of shelters	3.69	3.68	3.59	4.19
Real time bus arrival information (511)	3.64	3.64	3.54	4.18

(See Statistical Tables Q6A-Q6U)

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

Mean Score by Geographic Region of Route (2019)						
(5-point scale)	Overall Mean	Northern Routes	Central Routes	Southern Routes	Coastal Routes	Multiple Regions
Base (All Respondents)	2,109	712	275	180	152	789
Overall experience with SamTrans	4.09	4.26	4.01	4.09	3.97	3.98
Experience using your ticket onboard	4.29	4.34	4.24	4.26	4.21	4.29
Experience purchasing your ticket	4.22	4.29	4.08	4.22	4.23	4.19
Helpfulness/courtesy of Bus Operators	4.20	4.33	4.13	4.24	4.06	4.13
Adequacy and clarity of onboard announcements	4.19	4.31	4.12	4.23	3.98	4.14
Comfort of ride	4.13	4.29	4.01	4.27	3.92	4.04
Availability of printed materials	4.10	4.27	4.06	4.07	3.86	4.00
Ability to report security or safety issues	4.04	4.20	4.00	4.00	3.90	3.95
Total trip time	4.01	4.19	3.94	3.98	4.01	3.86
Cleanliness of bus interiors	4.00	4.18	3.98	4.05	3.92	3.86
Helpfulness/courtesy of Customer Service Center	4.00	4.14	3.96	3.83	3.93	3.92
Digital communications	3.93	4.04	3.77	3.91	3.77	3.91
Your sense of security while at the bus stop/transit center	3.90	4.03	3.77	4.01	3.78	3.84
Posted information on info boards	3.85	3.91	3.81	3.88	3.84	3.80
Communication of service changes	3.83	3.92	3.71	3.77	3.68	3.84
Cleanliness at bus stops/transit centers	3.83	3.97	3.76	3.92	3.79	3.72
Condition of benches	3.79	3.84	3.82	3.86	3.72	3.73
SamTrans mobile app real time info	3.78	3.94	3.63	3.64	3.63	3.73
Transit Center real time info posted on electronic signs	3.74	3.87	3.67	3.66	3.60	3.68
On-time arrival (within five minutes of schedule)	3.70	3.92	3.57	3.65	3.61	3.57
Cleanliness of shelters	3.69	3.76	3.68	3.81	3.65	3.61
Real time bus arrival information (511)	3.64	3.86	3.55	3.53	3.42	3.53

(See Statistical Tables Q6A-Q6U)

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

Northern routes are 24, 28, 35, 120, 121, 122, 130, 140, 141
Central routes are 59, 61, 250, 251,256, 260, 270, 274, 275, 276, 278, 295
South routes are 81, 87, 280, 281, 286, 296
Coastal routes are 14, 16, 17, 110, 112, 118
Multiple Region routes are 292, 294, 397, 398, ECR, ECR Rapid, FLXP, SFO

OVERALL SATISFACTION WITH SAMTRANS

Q6 Overall. Overall experience with SamTrans

⟩ Riders rated SamTrans service overall an average of 4.09 out of 5.00 in 2019 (with 5 being "very satisfied" and 1 being "very dissatisfied"), significantly lower than the 4.23 in 2018.

⟩ Weekend riders were more satisfied than both weekday peak and weekday off-peak riders, rating their satisfaction at 4.10 (vs 4.08 for both Peak and Off-Peak riders)
Note: On the Triennial surveys, a higher share of respondents did not answer the overall satisfaction question. Consequently, the mean score is the most accurate measurement for comparing results by wave (e.g. year).

	2019 Total	2018 Triennial Total	2017 Total	2015 Triennial Total	2012 Triennial Total
Base (All Respondents)	2,109	4,229	**2,351**	6,430	5,872
	(%)	(%)	(%)	(%)	(%)
(5) Very satisfied	34	37	39	39	40
(4)	42	32	42	35	36
(3)	17	12	12	12	13
(2)	2	2	2	2	2
(1) Very dissatisfied	1	1	1	1	1
No answer	4	17	3	12	8
	100	100	100	100	100
Recap:					
Satisfied (4 or 5)	76	69	81	73	76
Neutral (3)	17	12	12	12	13
Dissatisfied (1 or 2)	4	3	3	3	3
Mean	**4.09**	**4.23**	**4.20**	**4.23**	**4.21**

	2019			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	2,109	732	657	720
	(%)	(%)	(%)	(%)
(5) Very satisfied	34	32	36	34
(4)	42	45	40	40
(3)	17	17	15	19
(2)	2	2	3	2
(1) Very dissatisfied	1	1	2	1
No answer	4	3	4	5
	100	100	100	100
Mean	**4.09**	**4.08**	**4.08**	**4.10**

(See Statistical Table Q6 Overall)

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

OVERALL SATISFACTION WITH SAMTRANS – BY SUB-GROUPS

	BASE	MEAN	VERY SATISFIED (5)	SATISFIED (4)	DISSATISFIED (1 OR 2)	NEUTRAL/NA/ BLANK
	#	5-PT SCALE	%	%	%	%
TOTAL	2,109	4.09	34	42	4	21
BY RIDERSHIP SEGMENT						
WEEKDAY PEAK	732	4.08	32	45	3	20
WEEKDAY OFF-PEAK	657	4.08	36	40	6	18
WEEKEND	720	4.10	34	40	3	23
BY USE OF SAMTRANS						
5+ DAYS/WEEK	1324	4.06	34	40	4	22
3-4 DAYS/WEEK	374	4.05	29	49	3	19
1-2 DAYS/WEEK	199	4.25	37	45	1	17
LESS THAN 1/WEEK	187	4.27	44	37	4	15
BY HOW LONG RIDING SAMTRANS						
LESS THAN ONE YEAR	523	4.08	34	42	4	20
1 TO 3 YEARS	584	4.08	31	45	3	21
4-20 YEARS	722	4.07	34	41	5	21
MORE THAN 20 YEARS	270	4.18	41	35	3	22
BY GEOGRAPHIC REGION OF ROUTE						
NORTH	712	4.26	42	40	1	16
CENTRAL	275	4.01	30	44	5	21
SOUTH	180	4.09	34	40	3	23
COASTAL	152	3.97	27	45	6	22
MULTIPLE REGIONS	789	3.98	29	42	5	24
BY WEEKDAY ROUTE DENSITY						
VERY HIGH	300	3.98	28	48	6	18
HIGH	673	4.14	38	39	4	20
MEDIUM	202	4.17	36	44	2	18
LIGHT	67	4.04	34	40	6	20
BY WEEKEND ROUTE DENSITY						
VERY HIGH	222	4.01	30	42	5	23
HIGH	205	4.19	39	35	2	25
MEDIUM	195	4.06	32	41	<1	28
LIGHT	98	4.19	39	45	3	13
BY LANGUAGE OF QUESTIONNAIRE						
ENGLISH	1838	4.09	34	42	3	21
SPANISH	216	4.07	37	38	7	19
CHINESE	55	4.29	38	32	<1	31

	BASE	MEAN	VERY SATISFIED (5)	SATISFIED (4)	DISSATISFIED (1 OR 2)	NEUTRAL/NA/ BLANK
	#	5-PT SCALE	%	%	%	%
BY AGE						
13 TO 17	507	4.02	28	48	3	22
18 TO 24	246	4.12	33	48	4	14
25 TO 34	275	4.07	34	42	3	21
35 TO 44	258	4.05	36	36	4	24
45 TO 54	267	4.14	36	39	4	20
55 AND OLDER	531	4.15	39	37	4	20
HOME COUNTY						
SAN MATEO	1628	4.06	33	43	4	21
SAN FRANCISCO	154	4.15	39	36	4	21
SANTA CLARA	20*	4.30	38	47	<1	15
EAST BAY	29*	4.11	23	58	<1	19
NORTH BAY	1*	3.00	-	-	<1	100
BY FARE MEDIA						
CASH	780	4.17	37	41	4	18
CLIPPER CASH VALUE	472	4.05	31	46	4	20
SAMTRANS CLIPPER MONTHLY PASS	485	4.00	30	41	3	25
SAMTRANS PAPER MONTHLY PASS	97	3.96	32	37	4	26
PAPER DAY PASS	66	4.07	39	32	6	22
TOKEN	59	4.03	28	51	4	16
SAMTRANS MOBILE APP	39	4.40	53	25	<1	22
OTHER	89	4.11	33	43	3	20

* Caution: Low Base

(See Statistical Table Q6 Overall)

SAMTRANS TRANSIT CENTERS
Q7 In the past week, have you used any of the following transit centers for SamTrans trips?

⟩ Daly City BART is the most cited SamTrans Transit Center with over one-third (37%) of riders saying they have used it in the past week. This is followed with Colma BART at 28%, Redwood City Transit Center at 22%, and Serramonte and Hillsdale Shopping Centers, each at 16%.
San Francisco Transbay Terminal was the least cited Transit Center with only 3% of riders saying they had used it in the past week.

	2019			
	Total	Weekday Peak	Weekday Off-Peak	Weekend
Base (All Respondents)	2,109	732	657	720
	(%)	(%)	(%)	(%)
Daly City BART	37	36	38	38
Colma BART	28	27	29	29
Redwood City Transit Center	22	17	24	26
Serramonte Shopping Center	16	16	18	15
Hillsdale Shopping Center	16	12	18	17
San Bruno BART	15	11	15	20
South San Francisco BART	14	14	12	15
Palo Alto Transit Center	13	8	15	15
Millbrae Transit Center	9	7	9	11
San Carlos Caltrain	7	6	7	10
San Francisco Airport Transit Center	6	5	8	6
Evergreen Ave - Daly City	5	3	6	6
Mission Street Transit Center	5	3	6	6
Linda Mar Park and Ride	4	5	6	2
San Francisco Transbay Terminal	3	2	3	3
Other (Unspecified)	15	16	14	16
Blank	5	8	6	1

(See Statistical Table Q7)

DEMOGRAPHICS

⌡ Included below is the demographic data of survey respondents.

	2019			
	Total	**Weekday Peak**	**Weekday Off-Peak**	**Weekend**
Base (All Respondents)	**2,109**	**732**	**657**	**720**
	(%)	(%)	(%)	(%)
Age				
13 to 18 years old	24	42	15	14
19 to 24 years old	12	9	18	9
25 to 34 years old	13	11	13	15
35 to 44 years old	12	9	11	16
45 to 54 years old	13	11	13	14
55 to 64 years old	12	10	12	15
65 years or older	13	7	17	15
No answer	1	1	1	2
Average (Mean)	**38**	**32**	**40**	**42**
Questionnaire Language				
English	87	91	89	82
Spanish	10	7	9	15
Chinese	3	2	2	4
Home County				
San Mateo County	77	81	74	77
San Francisco County	7	5	9	8
Alameda County	1	1	1	<1
Santa Clara County	1	1	1	<1
Contra Costa County	1	<1	1	1
Marin County	<1	-	<1	<1
Sonoma County	<1	<1	-	-
Northern CA, Outside Bay Area	1	<1	<1	1
Other CA	<1	<1	<1	1
Outside CA	1	1	1	<1
Refused	11	10	12	11
Ridership Segment				
Weekday Peak	35			
Weekday Off-Peak	31			
Weekend	34			

Appendix A:
QUESTIONNAIRE
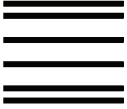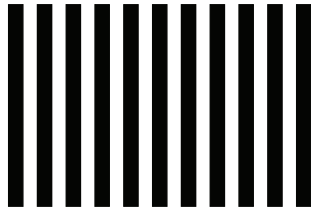
SamTrans Customer Survey 2019

Dear SamTrans Passenger,

Please take a few moments to complete this questionnaire and tell us how we are doing. Please hand the completed survey back to the onboard surveyor. Thank you!

USAGE

1. How long have you been riding SamTrans?
   - ☐ 6 months or less
   - ☐ 7 – 11 months
   - ☐ 1 – 3 years
   - ☐ 4 – 10 years
   - ☐ 11 – 20 years
   - ☐ More than 20 years

2. How did you pay for this bus trip (today)
   - ☐ Cash
   - ☐ Clipper – cash value
   - ☐ Clipper – monthly pass
   - ☐ Paper – monthly pass
   - ☐ Paper – day pass
   - ☐ Token
   - ☐ Mobile app – one-way ticket
   - ☐ Mobile app – day pass
   - ☐ Caltrain monthly pass (2+ zones)
   - ☐ Way2Go Pass
   - ☐ Other (specify):
   _____

3. About how often do you 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

ABOUT YOU

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

5. What is your 5-digit home Zip Code? _____ _____ _____ _____ _____

Run ID:_____

RATINGS

6. Please respond by circling the number that best reflects your rating of SamTrans service where: 5 = Very Satisfied and 1 = Very Dissatisfied. If the question does not apply to you, check NA for Not Applicable.

	Very Satisfied				Very Dissatisfied	NA

At Stops / Transit Centers

a. Cleanliness at bus stops/transit centers	5	4	3	2	1	☐
b. Cleanliness of shelters	5	4	3	2	1	☐
c. Condition of benches	5	4	3	2	1	☐
d. Your sense of security while at the bus stop/transit center	5	4	3	2	1	☐
e. Transit Center real time info posted on electronic signs	5	4	3	2	1	☐
f. Posted information on info. boards (schedules, flyers, maps)	5	4	3	2	1	☐

Communication / Tickets

g. Communication of service changes (schedule, fare changes, etc.)	5	4	3	2	1	☐
h. Real time bus arrival information (511)	5	4	3	2	1	☐
i. SamTrans mobile app real time info	5	4	3	2	1	☐
j. Experience purchasing your ticket (onboard bus, on Clipper, etc.)	5	4	3	2	1	☐
k. Digital communications (website, social media)	5	4	3	2	1	☐
l. Helpfulness/courtesy of Customer Service Center (1-800-660-4287)	5	4	3	2	1	☐

Onboard buses

m. On-time arrival (within five minutes of scheduled arrival time)	5	4	3	2	1	☐
n. Experience using your ticket onboard (paper, Clipper, token, etc.)	5	4	3	2	1	☐
o. Total trip time	5	4	3	2	1	☐

	Very Satisfied				Very Dissatisfied	NA

Onboard buses (continued)

p. Comfort of ride	5	4	3	2	1	☐
q. Cleanliness of bus interiors	5	4	3	2	1	☐
r. Ability to report security or safety issues	5	4	3	2	1	☐
s. Availability of printed materials	5	4	3	2	1	☐
t. Adequacy and clarity of onboard announcements (audio, electronic display)	5	4	3	2	1	☐
u. Helpfulness/courtesy of bus operators	5	4	3	2	1	☐

Overall

How would you rate your overall SamTrans experience?	5	4	3	2	1	☐

TRANSIT CENTERS

7. In the past week, have you used any of the following **Transit Centers** for SamTrans trips? (check all that apply)

- ☐ Colma BART
- ☐ Daly City BART
- ☐ Hillsdale Shopping Center
- ☐ Linda Mar Park and Ride
- ☐ Millbrae Transit Center
- ☐ Mission Street Transit Center
- ☐ Evergreen Ave – Daly City
- ☐ Palo Alto Transit Center
- ☐ Redwood City Caltrain
- ☐ San Carlos Caltrain
- ☐ SF Airport Transit Center
- ☐ San Bruno BART
- ☐ Serramonte Shopping Center
- ☐ South San Francisco BART
- ☐ SF Transbay Terminal

COMMENTS

_____

_____

_____

_____

_____

Thank you very much for participating in this survey!
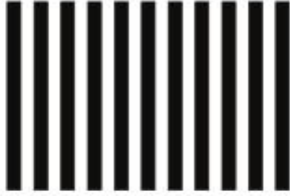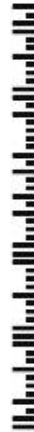
samTrans

Encuesta de Clientes SamTrans 2019

samTrans

Apreciado/a Pasajero/a de SamTrans,

Por favor, tómese unos momentos para completar este cuestionario y díganos qué tal lo estamos haciendo. Por favor, una vez finalizada entréguele la encuesta al entrevistador de a bordo. ¡Muchas gracias!

Uso

1. ¿Cuánto tiempo lleva usted utilizando SamTrans para sus desplazamientos?
   - ☐ 6 meses o menos
   - ☐ 7 – 11 meses
   - ☐ 1 – 3 años
   - ☐ 4 – 10 años
   - ☐ 11 – 20 años
   - ☐ Más de 20 años

2. ¿Cómo pagó su tarifa de hoy día?
   - ☐ En efectivo
   - ☐ Clipper – valor efectivo
   - ☐ Clipper – pase mensual
   - ☐ Papel – Pase mensual
   - ☐ Paper – pase diario
   - ☐ Ficha
   - ☐ Aplicación móvil – boleto de ida
   - ☐ Aplicación móvil – pase diario
   - ☐ Pase mensual Caltrain (2+ zonas)
   - ☐ Pase Way2Go
   - ☐ Otra forma (especificar): _____

3. Aproximadamente, ¿con cuánta frecuencia usa SamTrans?
   - ☐ 6-7 días /semana
   - ☐ 5 días /semana
   - ☐ 4 días /semana
   - ☐ 3 días /semana
   - ☐ 2 días /semana
   - ☐ 1 día /semana
   - ☐ 1 – 3 días /mes
   - ☐ Menos de una vez al mes

Acerca de Usted

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

5. ¿Cuál es el código postal de su hogar? _____ _____ _____ _____ _____

Run ID:_____

CALIFICACIONES

6. Por favor, responda haciendo un círculo alrededor del número que mejor refleje su calificación del servicio de SamTrans, usando una escala en la que 5 = Muy satisfecho/a y 1 = Muy insatisfecho/a. Si la pregunta no le incumbe, marque NA para indicar No Aplica.

	Muy Satisfecho/a → Muy Insatisfecho/a					NA

En las paradas / Centros de tránsito

a. Limpieza en las paradas/centros de tránsito .. 5 4 3 2 1 ☐

b. Limpieza en los refugios .... 5 4 3 2 1 ☐

c. Condición de los bancos .... 5 4 3 2 1 ☐

d. Su sensación de seguridad mientras está en la parada/el centro de tránsito .... 5 4 3 2 1 ☐

e. Información en tiempo real indicada en los letreros electrónicos .... 5 4 3 2 1 ☐

f. Información presente en los tableros informativos (horarios, panfletos, mapas) .... 5 4 3 2 1 ☐

Comunicación / Boletos

g. Comunicación sobre cambio de servicio (horario, cambios de tarifa, etc.) .... 5 4 3 2 1 ☐

h. Información sobre llegadas de buses en tiempo real (511) .... 5 4 3 2 1 ☐

i. Información en tiempo real en la aplicación móvil de SamTrans .... 5 4 3 2 1 ☐

j. Experiencia comprando su boleto (a bordo del bus, en Clipper, etc.) .... 5 4 3 2 1 ☐

k. Comunicados digitales (sitio web, redes sociales) .. 5 4 3 2 1 ☐

l. Ayuda/cortesía del Centro de Atención al cliente (1-800-660-4287) .... 5 4 3 2 1 ☐

A bordo de los buses

m. Llegadas a tiempo (en un plazo de cinco minutos de la hora de llegada prevista) .... 5 4 3 2 1 ☐

n. Experiencia usando su boleto a bordo (papel, Clipper, ficha, etc.) .... 5 4 3 2 1 ☐

o. Duración total del desplazamiento .... 5 4 3 2 1 ☐

	Muy Satisfecho/a → Muy Insatisfecho/a					NA

A bordo de los buses (continuación)

p. Comodidad del viaje.. 5 4 3 2 1 ☐

q. Limpieza del interior de los buses.................. 5 4 3 2 1 ☐

r. Posibilidad de reportar asuntos de seguridad. 5 4 3 2 1 ☐

s. Disponibilidad de materiales impresos .... 5 4 3 2 1 ☐

t. Idoneidad y claridad de los anuncios de a bordo (audio, letreros electrónicos) .... 5 4 3 2 1 ☐

u. Ayuda/cortesía de los operadores del bus ..... 5 4 3 2 1 ☐

General

En general, ¿cómo calificaría usted su experiencia con el servicio de SamTrans?......................... 5 4 3 2 1 ☐

CENTROS DE TRÁNSITO

7. En la última semana, ¿ha usado usted alguno de los siguientes **Centros de Tránsito** en sus desplazamientos con SamTrans? (marque todos los que correspondan)

☐ Colma BART
☐ Daly City BART
☐ Centro Comercial Hillsdale
☐ Linda Mar Park and Ride
☐ Centro de Tránsito Millbrae
☐ Centro de Tránsito Calle Mission
☐ Evergreen Ave – Daly City
☐ Centro de Tránsito Palo Alto

☐ Redwood City Caltrain
☐ San Carlos Caltrain
☐ Centro de Tránsito Aeropuerto SF
☐ San Bruno BART
☐ Centro Comercial Serramonte
☐ South San Francisco BART
☐ Terminal Transbay SF

COMENTARIOS

_____

_____

_____

_____

_____

¡Muchas gracias por participar en esta encuesta!
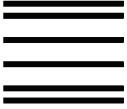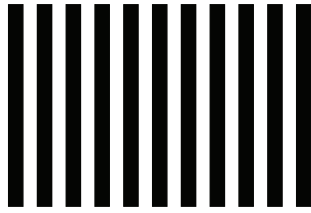
samTrans

SamTrans 乘客滿意調查 2019

親愛的 SamTrans 乘客，

請用少少時間填答此調查問卷，告訴我們的表現如何。請將填妥的問卷交回給車上的調查員。謝謝你。

使用

1. 你搭乘 SamTrans 已有多久？
   - ☐ 6 個月或以下
   - ☐ 7 – 11 個月
   - ☐ 1 – 3 年
   - ☐ 4 – 10 年
   - ☐ 11 – 20 年
   - ☐ 超過 20 年

2. 你如何付（今天）的車費？
   - ☐ 現金
   - ☐ Clipper 卡－現金值
   - ☐ Clipper 卡－月票
   - ☐ 紙面月票
   - ☐ 紙面全日通行票
   - ☐ 代幣
   - ☐ 手機軟件－單程票
   - ☐ 手機軟件－全日通行票
   - ☐ Caltrain 月票 (2+ 地區)
   - ☐ Way2Go Pass 通行票
   - ☐ 其他（請說明）：
   _____

3. 你搭乘 SamTrans 的次數是多少？
   - ☐ 每星期 6-7 天
   - ☐ 每星期 5 天
   - ☐ 每星期 4 天
   - ☐ 每星期 3 天
   - ☐ 每星期 2 天
   - ☐ 每星期 1 天
   - ☐ 每個月 1 – 3 天
   - ☐ 每個月少於一天

關於你

4. 年齡
   - ☐ 13 歲以下
   - ☐ 13 - 18
   - ☐ 19 - 24
   - ☐ 25 - 34
   - ☐ 35 - 44
   - ☐ 45 - 54
   - ☐ 55 - 64
   - ☐ 65 或以上

5. 你住家 5 個數字的郵區號是什麼？ _____ _____ _____ _____ _____

Run ID:_____

評分

6.請圈選最能代表你對 SamTrans 服務的評分：5＝十分滿意和 1＝十分不滿意。如問題不適用於你，請在 NA（不適用）格標示。

在車站／運輸中心

	十分滿意			十分不滿意		不適用
a. 巴士站／運輸中心的清潔	5	4	3	2	1	☐
b. 有蓋車站的清潔	5	4	3	2	1	☐
c. 座椅的情況	5	4	3	2	1	☐
d. 在車站／運輸中心的安全感	5	4	3	2	1	☐
e. 運輸中心電子標誌牌的實時資料	5	4	3	2	1	☐
f. 在公佈板上貼出的資料 (時間表，傳單，地圖)	5	4	3	2	1	☐

溝通／車票

g. 服務改變的溝通 (時間表，車費改變等)	5	4	3	2	1	☐
h. 實時巴士抵達資料 (511)	5	4	3	2	1	☐
i. SamTrans 手機軟件實時資料	5	4	3	2	1	☐
j. 購票經驗 (上車時購買，用 Clipper 卡等)	5	4	3	2	1	☐
k. 數碼溝通(網站，社交媒體)	5	4	3	2	1	☐
l. 顧客服務中心(1-800-660-4287)的協助和禮貌	5	4	3	2	1	☐

車上

m. 準時抵達(在時間表所定時間 5 分鐘內到達)	5	4	3	2	1	☐
n. 上車時使用車票的經驗 (紙面車票，Clipper 卡，代幣等)	5	4	3	2	1	☐
o. 全程時間	5	4	3	2	1	☐

車上（續）

	十分滿意			十分不滿意		不適用
p. 搭乘舒服	5	4	3	2	1	☐
q. 巴士內部清潔	5	4	3	2	1	☐
r. 報告保安或安全能力	5	4	3	2	1	☐
s. 備有印刷材料	5	4	3	2	1	☐
t. 車上宣佈之準確和清楚 (聲音，電子展示牌)	5	4	3	2	1	☐
u. 司機協助／禮貌	5	4	3	2	1	☐

整體

你對你的整體 SamTrans 經驗的評分是多少？ 5　4　3　2　1　☐

運輸中心

7. 在過去一個星期，你有沒有就乘坐 SamTrans 而使用以下任何一個運輸中心？ (標示所有適用項目)

☐ Colma BART 地鐵站　　☐ Redwood City 火車站站
☐ Daly City BART 地鐘站　　☐ San Carlos 火車站
☐ Hillsdale 購物中心　　☐ SF Airport 運輸中心
☐ Linda Mar Park and Ride　　☐ San Bruno BART 地鐵站
☐ Millbrae 運輸中心　　☐ Serramonte 購物中心
☐ Mission Street 運輸中心　　☐ South San Francisco BART 地鐵站
☐ Evergreen Ave – Daly City　　☐ 三藩市跨灣運輸總站
☐ Palo Alto 運輸中心

評論

_____
_____
_____
_____
_____

十分感謝你參與此調查！

samTrans

Appendix B:
METHODOLOGY

DESCRIPTION OF METHODOLOGY

FIELD PROCEDURES

In total, six interviewers worked on the 2019 study. The training session for interviewers was conducted at Corey, Canapary & Galanis' (CC&G) office in San Francisco on Thursday, April 18, 2019. Field interviewing on this project was conducted from Friday, April 19, through Wednesday, May 29, 2019.

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

> *Language Barrier* -non-response because the rider cannot understand the interviewer or the questionnaire.
> *Left Bus* - the surveyor was unable to offer a questionnaire to a rider because of the short distance of that rider's trip.
> *Children under 13* - children under 13 were not targeted for this survey.
> *Sleeping* - riders who are sleeping were not offered a questionnaire.
> *Refusals* - riders unwilling to accept/fill-out the survey.
> *Already Participated* – already completed the survey on a previous SamTrans bus trip.

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

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

SAMPLING

In total, 2,109 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 2.02% (at the 95% confidence level). The sampling on the study was designed to achieve a cross section of riders utilizing different routes in San Mateo County. Surveying was attempted on all regular fixed-route buses, as well as many school/community routes, and surveys were collected on 36 of these routes (including all heavily traveled and medium traveled routes).

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

Routes were selected by establishing a protocol which grouped routes by ridership: a) highly traveled routes, b) moderately traveled routes, and c) lightly traveled routes. In addition to ridership volume, geographic route locations were also considered as a secondary consideration when determining which routes to sample. Consideration was given to ensuring that a diverse, and well represented, selection of routes from the Northern, Central, and Southern regions of San Mateo County. About 86% of the shifts were assigned to weekday routes, and 14% to weekend routes. Although it was not a separate region, routes were also selected to ensure proper coverage of the Coastside region of SamTrans' service area (e.g. in and around Pacifica and Half Moon Bay).

Segmentation groupings are shown below.

WEEKDAY

Route Type	Avg Weekday Ridership	% of Weekday Ridership	# of Routes	Range of Surveys to be Collected
ECR (Very highly traveled)	8,754	23%	1	250-350
Highly traveled routes	981-4,851/route	49%	8	700-900
Moderately traveled routes	400-750/route	14%	10	300-500
Lightly traveled routes	Below 300/route	5%	15	100-150
School routes	15-450/route	9%	36 (21 serve high schools)	100-150

WEEKEND

Route Type	Avg Weekend Ridership	% of Weekend Ridership	# of Routes	Range of Surveys to be Collected
ECR (Very highly traveled)	11,000	32%	1	85-100
Highly traveled routes	3,985-5,700/route	28%	2	75-100
Moderately traveled routes	900-2,700/route	27%	6	40-75
Lightly traveled routes	620/route or less	14%	17	40-60

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 May 2019. The data was then weighted according to 9 different weights:

⌡ Weekday – school, low, medium, high, and very high-volume routes; and
⌡ Weekend – low, medium, high, and very high-volume routes.

The comparison below shows the breakdown of actual May 2019 riders on low, medium, and high volume routes, compared to the actual number of surveys collected on each, for both weekday and weekend ridership. The table then also shows the weight applied for each sub-group.

WEEKDAY					
	Very High	**High**	**Med**	**Low**	**School**
Actual Riders – May 2019 (#)	7,933	17,789	5,353	1,774	3,857
Actual Riders - May 2019 (%)	22%	48%	15%	5%	11%
Surveys Collected (#)*	271	768	440	129	167
Surveys Collected (%)*	15%	43%	25%	7%	9%
Weight applied (#)	1.10742	0.87628	0.46015	0.51989	0.87391

WEEKEND				
	Very High	**High**	**Med**	**Low**
Actual Riders – May 2019 (#)	14,681	13,565	12,887	6,485
Actual Riders - May 2019 (%)	31%	28%	27%	14%
Surveys Collected (#)*	77	114	79	64
Surveys Collected (%)*	23%	34%	24%	19%
Weight applied (#)	2.88413	1.80005	2.46940	1.53232

* Unweighted numbers

Appendix C:
EDITING AND CODING PROCEDURES

EDITING AND CODING

This section outlines editing and coding procedures utilized on the 2019 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 Q2, 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."

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.

Appendix D:
INTERVIEWER TRAINING INSTRUCTIONS

SamTrans 2019 Customer Satisfaction Onboard Survey
Interviewer Instructions

Project Overview
This project is a passenger survey being conducted on-board SamTrans buses. It is an onboard, self-administered questionnaire to be distributed and collected on specific SamTrans routes. This fieldwork will take place beginning April 19, 2019 and continue through around May 31, 2019. In most cases, you will be working alone.

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

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

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

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

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

some busier buses, you may be able to give a brief introduction to many people at one time, and/or ask those around you to hand out surveys to those you cannot reach (because the bus is so crowded).

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

Survey Eligibility

⟩ Attempt to distribute surveys to all passengers who appear to be 13 or older. NEVER ask someone's age. If you are uncertain – offer them a survey anyway.
⟩ All riders traveling in a group should be given a questionnaire, as should couples. The surveys are NOT intended to be a group response.
⟩ If someone speaks Spanish or Chinese, offer them a questionnaire in their language. Do <u>NOT</u> <u>profile/assume someone speaks Spanish or Chinese based on appearance.</u>

Do not distribute questionnaires to:
⟩ Passengers who appear to be under 13 years of age
⟩ Employees of the transit system
⟩ Sleeping passengers
⟩ Other CC&G employees traveling on the bus

Instruct passengers to return completed surveys to you.

Important: In order to account for every questionnaire properly, the RunID MUST be written in the lower left-hand corner (labeled "RouteID"). You should pre-number questionnaires BEFORE entering the bus. If you exhaust all of the pre-numbered questionnaires, you MUST write the RUN ID on EVERY questionnaire you distribute – BEFORE they are in the passengers' hands. Follow these guidelines:
⟩ **ECR, ECR Rapid, 292, and all routes in the 100's or 300's series –** pre-number 20 questionnaires;
⟩ **All other routes in the 200's series and Routes 14 and 17 –** pre-number 10 questionnaires;
⟩ **All route numbers under 100 (other than 14/17), SFO and FLX Pacifica –** pre-number 5 questionnaires.
⟩ *You can always pre-number more than the above guidelines and should do so if you are surveying Monday-Friday during AM Peak (6 am – 9 am) or PM Peak (3 pm – 6 pm) hours.*
Unused surveys with the Run ID written in can be reused – fully erase or cross out the prior Run ID and write in the correct Run ID.

Handling Refusals and Survey Completion Options

Getting to "Zero Refusals"
Here are some tips to help you address refusals and convert them into participation:
⟩ **Use positive language to overcome resistance.** Some passengers may ask, "Is this survey required??" Do not go on the defensive, but instead, respond in a positive manner: "No, but we greatly value your input and hope you will participate anyway."
⟩ **Use the "domino effect" in your favor.** If you start at one end of the bus, and get a refusal, do not stay in that area – move to another area and ask other passengers. Passengers who hear other passengers participating are more likely to participate themselves. Passengers who hear other passengers refuse are more likely to refuse. Get and keep the positive responses going!
⟩ **Offer solutions to "I have no time."** Some passengers are doing something else on their trip (working, sleeping, "me time") and do not want to do the survey just then. Other passengers may be taking a very

short trip, and they do not feel they have enough time to complete the survey. Point out to them that they may complete it later and mailing it in – just by folding it and affixing tape where indicated. (No postage is necessary.) **But use this as a last resort – our response rate for those who take the survey with them tends to be low.**

) **Do NOT assume** they will refuse because they are using a tablet, phone, or other device. If they are in a conversation on their phone, you can hand the survey to them. If they are working, politely explain they can complete it later – and repeat the options above.

) **Briefly address questions/concerns.** If a passenger is concerned about privacy, let them know that the survey is completely anonymous. No contact information is requested. You may also let them know we are conducting this *and we are a survey research company – we NEVER participate in sales-related activities. We ONLY do survey research.* Thus, the results will be used to help improve SamTrans – nothing else.

) **For patrons who are unable to fill out the survey onboard (e.g. blind, speak a language other than English, Spanish or Chinese, etc.)**, ask the person if they are able to have someone help them with the survey at home, and point out the mail-back panel.

) **You may need to (quickly) decide whether to take an incomplete survey or encourage them to participate via return mail.** A survey will not be considered complete unless more than half of the questions have been answered (e.g. about 2 of the 3 pages of the questionnaire). If the passenger has filled out 2 of the 3 pages, it is better to accept the survey with skipped questions than to risk losing that survey (which is very unlikely to be mailed in).

Survey Quality Assurance - Completeness
) Be sure to **tell the patrons to fill in all pages** of the survey.

Tracking Completes and Non-Responses

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

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

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

At the end of each Run, enter on the survey control sheet:
) Location where you exited the bus.

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

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

Non-Response Definitions

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

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

Language Barrier - Spanish-speaking/Chinese-speaking passengers who refuse a questionnaire are tallied as "refusals" since we have a Spanish/Chinese surveys. *Only passengers who speak a language other than English/Spanish/Chinese count as a Language Barrier.* Write the language spoken/apparently spoken – particularly if you have more than one or two Language Barrier non-responses.

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

Already Participated – This is someone who has already completed a survey – either on the current route or another route. On this survey patrons should NOT be encouraged to fill out a second survey if they've already completed one.

Other (specify) – Use this for all other non-responses. This includes:
⟩ On-duty law enforcement;
⟩ SamTrans employees; and
⟩ CC&G surveyors traveling to/from shifts.
⟩ Specify which of the "Other" categories the person/people belong to. "Other" non-responses with no reason specified are automatically coded up to "Refusals."
⟩ The Other (specify) option is <u>NOT</u> for those on the phone, on a computer, etc. These riders should be approached and offered a survey.

At the End of Each Bus Shift
⟩ Be sure ALL Survey Control sheets are completely filled out. Tally the total number of questionnaires distributed, questionnaires returned, and total non-responses.
⟩ All returned surveys and the completed survey control sheet should be rubber-banded together and placed in the appropriate packet envelope.

⟩ Be sure you fill out the front of the packet envelope for each run. Transfer the total number of completes and total number of non-responses to the sheet on the front of the packet envelope.

⟩ Note on the front of the packet envelope any unusual happenings that may have affected transit service or passengers' experience on this shift.

- o DO write notes on: Heating/air conditioning issues, door issues, or other items on board the bus; disruptive passengers; police/emergency activity; or any circumstances which caused you to exit early and/or at a different stop, or for the bus to be substantially late (more than 15-20 minutes).
- o DO NOT write notes which are not a part of the survey – e.g. weather conditions (unless incredibly extreme) or personal observations.
- o Remember you are an impartial interviewer – so your opinions about whether passengers are nice, mean, etc., SHOULD NEVER be aired.
- o DO NOT wait to tell someone at check-in/drop-off anything relevant without writing it down on the packet control sheet FIRST!

⟩ **TURN IN ALL COMPLETED WORK WITHIN 24 HOURS.** Initially, you will need to check in your work. Once you no longer have to check in, you MUST drop off completed work within 24 hours. You can either:

- o Turn it in to Carol or Jon during office hours; or
- o Drop it in the trunk in the office lobby.

Important Information About This Project

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

1. A system map will be provided to you today, which will help you understand the general travel direction of the routes you survey. **However, you may also want to look up maps for specific start, transfer, and end locations.**

2. SamTrans travels throughout San Mateo County. All bus routes serve San Mateo county, with a few heading north into San Francisco and a few heading south into Palo Alto (Santa Clara County).

3. Many streets cross multiple cities (El Camino Real, Hillsdale Boulevard, etc.).

4. SamTrans schedules often do NOT specify which side of a street your bus stop is on – the same cross-streets are often used in the same order – e.g. Airport/Linden (as an intersection) is often used regardless of the direction you are going. Thus, take extra time to find your correct bus stop and be sure you are going the correct direction you need to go.

5. The main non-freeway road in San Mateo County is El Camino Real – usually shortened to "El Camino." Two of the system's routes – ECR and ECR Rapid – are named after the fact that much of these routes go up and down El Camino Real in San Mateo County.

6. A meal break is included in full survey shifts to maximize survey time.
    - a. **The routes scheduled before your meal break are ALMOST always a higher priority than the routes scheduled after your meal break.** The Coastside area (Pacifica/Half Moon Bay) is the exception to this – generally, your runs in Pacifica and Half Moon Bay are the priority, and other runs being used to get you to/from that area are of lesser priority.
    - b. **Note that the 'meal break' portion of the time period is 30 minutes.** Often, more than 30 minutes is provided – as this allows for late bus arrivals. It also provides a chance for you to catch up on any paperwork and be ready for the remainder of your shift, as well as making sure you are at the correct bus stop in time for the next run.

7. A number of bus stops are not right at a Caltrain station, but within 1-3 blocks of a Caltrain station. This makes looking at a map prior to your shift extremely important.

8. NEVER take an earlier bus or board at a different stop – unless the schedule specifies it is OK to do so.

Conduct and Communication

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

)   Always act professionally.

)   **Be punctual.** You should be in place, at your starting point at the time indicated in red type (bright yellow background), which is 15 minutes prior to the time your first bus is due. *Failing to adhere to the published schedule, and/or starting shifts late, will lead to dismissal.*

)   **Dress in business casual attire.** This is typically long trousers and collared shirts for men, and a pair of slacks and blouse/top for women**. Wear comfortable, <u>closed-toed</u> shoes which allow you to walk quickly and easily maintain your balance.**

)   Note that 'business casual' <u>DOES NOT include</u> t-shirts, 'sweats', workout wear, yoga pants, shorts, sandals, flip-flops, and ANY clothing with prominent brand names, logos, or slogans.

)   All surveyors must wear their ID badges and have a valid photo ID at all times while surveying.

)   Your surveyor badge and survey access letter permit you to ride on SamTrans SOLELY for the purposes of this study. <u>Any other use is prohibited and cause for immediate dismissal.</u>

)   You <u>must</u> wear your surveyor badge <u>for every shift. If your badge is lost or stolen, you must report it to CC&G immediately.</u>

)   **Look ahead on the schedule.** It is part of your job to ask questions if you are unsure how you will travel there, to ask for additional maps or directions if needed, etc.

)   **Adhere to check-ins and work return deadlines.** You will be expected to check in at the beginning of the project, and there may be other check-ins announced.
   o   Check-ins will occur for EVERYONE after you have completed your first 1 to 3 shifts. Everyone will check in (in-depth) 1 to 3 times. For AM shifts, plan to check in IMMEDIATELY AFTER your shift. For PM Shifts, plan to check in ABOUT 45 MINUTES PRIOR to the time you need to leave for the start of your shift the next day. If you are planning to check in at other times, you MUST contact CC&G and make those arrangements!
   o   Return completed work within 24 hours after the end of your shift.

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

CONTACT INFORMATION

Corey, Canapary & Galanis – main number is   (415) 397-1200
ONLY call this number for urgent matters from 8 am to 4 pm, Monday through Friday

For all other times/days:
Before 8 am Monday-Friday and before 12 noon weekends – Carol Anne Carroll (415) 200-5277
After 4 pm Monday-Friday and after 12 noon weekends – Jon Canapary   (415) 577-2428

Client Contact
Julian Jest. Market Research & Development.
650-508-6245
If a passenger specifically asks for a contact at the District, provide Julian's name and phone number. If you do give out this information, notify CC&G RIGHT AWAY.

Preparing For Your Shift

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

Before you leave for your shift, be sure you have the following items:
1. Backpack
2. SamTrans system map
3. Your *personal* interviewer schedule
4. System authorization letter (from SamTrans – shown to driver as needed)
5. Your personal surveyor badge
6. Apron
7. Pens
8. SamTrans questionnaires (100 English, 30 Spanish, and 20 Chinese per shift)
9. Completed Questionnaire Envelope(s) – take 1 for each run in your shift
10. Survey control sheets
11. Rubber bands
12. Interviewer Instructions (this document)
13. Clipboard
14. A watch (**NOT** a phone – if you do not have a watch – ask for one before you leave)
15. Your time sheet
16. A CC&G Clipper card (specifically issued to you)
17. Caltrain day passes (specifically issued to you)
18. Your personal identification with photo ID (provided by you)

Appendix E:
SAMTRANS ROUTES SELECTED TO SAMPLE

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

Route #	Route Geography	WEEKDAY CLASSIFICATION	WEEKEND CLASSIFICATION
61	Central	School	
60	Central	School	
59	Central	School	
57	Central	School	
56	Central	School	
53	Central	School	
49	North	School	
46	North	School	
38	North	Low	Low
35	North	School	
28	North	School	
24	North	School	
18	Coastside	School	
17	Coastside	Med	Low
16	Coastside	School	
14	Coastside	Low	