

# **SAMTRANS MARKET SEGMENTATION STUDY SPRING 2018**

## **SUMMARY REPORT**

Prepared by

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# INTRODUCTION

This report details the findings of the SamTrans Market Segmentation Study, conducted for SamTrans by Corey, Canapary & Galanis (CC&G).

The Study consisted of two primary components:

- J **A qualitative portion**, consisting of four focus groups. These groups were conducted December 15-16, 2017, and included one group each of riders, former riders, and non-riders, as well as a group of Spanish-speaking participants (which was a mix of current, former, and non-riders). All four groups were held at San Mateo County Transit District headquarters. Groups were led by professional moderators, and each group consisted of 9-12 participants. The primary goals of this portion of the study were to:
  - o Help in the development of the quantitative questionnaire; and
  - o Obtain input which was best suited for more of an in-depth, directional discussion, with a focus on what might motivate non-riders to try SamTrans, why former riders no longer use SamTrans, and other specialized aspects, such as how SamTrans is perceived within the Hispanic/Spanish-speaking community.
- J **A quantitative portion**, consisting of a telephone survey of San Mateo County residents, which was conducted from January 30 to March 28, 2018. Of the 664 completed surveys, 625 were conducted in English and 39 were conducted in Spanish. Key objectives of the telephone survey included determining a respondent's:
  - o Current transportation mode;
  - o Incentives and barriers to SamTrans use;
  - o Rider and non-rider perception of SamTrans and its service; and
  - o Preferred methods of communication.

This report includes the following key sections: Executive Overview, Charts/Key Findings and Detailed Results. While the report focuses on the results from the quantitative questionnaire, findings from the focus groups (particularly those not covered in the quantitative questionnaire) are included throughout where relevant. The Appendix of this report includes a copy of the questionnaire, as well as the moderator outline, group notes, and handouts for the qualitative (focus group) portion.

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

## **Key Sub-Groups and Statistically Significant Differences from Telephone Survey**

For both the telephone survey and focus groups, potential respondents were initially asked about their use of SamTrans and were divided into three groups:

- J Non-riders: those who had not used SamTrans;
- J Former Riders: those who had used SamTrans but not within the past six months; and
- J Riders: those who had used SamTrans in the past six months.

For the focus groups, one group each was conducted among Non-riders, Former Riders, and Riders. From the telephone survey, 664 completed surveys were conducted. Of these, 280 (42%) were conducted with non-riders, 262 (40%) were conducted with former riders, and 122 (18%) were conducted with regular riders.

Respondent Geographic Distribution

<b>ZONE</b>	<b>TOTAL</b>	<b>Non-Rider</b>	<b>Former Rider</b>	<b>Rider</b>
MID	45%	44%	45%	45%
NORTH	31%	28%	32%	39%
SOUTH	13%	17%	11%	6%
COASTSIDE	11%	11%	11%	10%

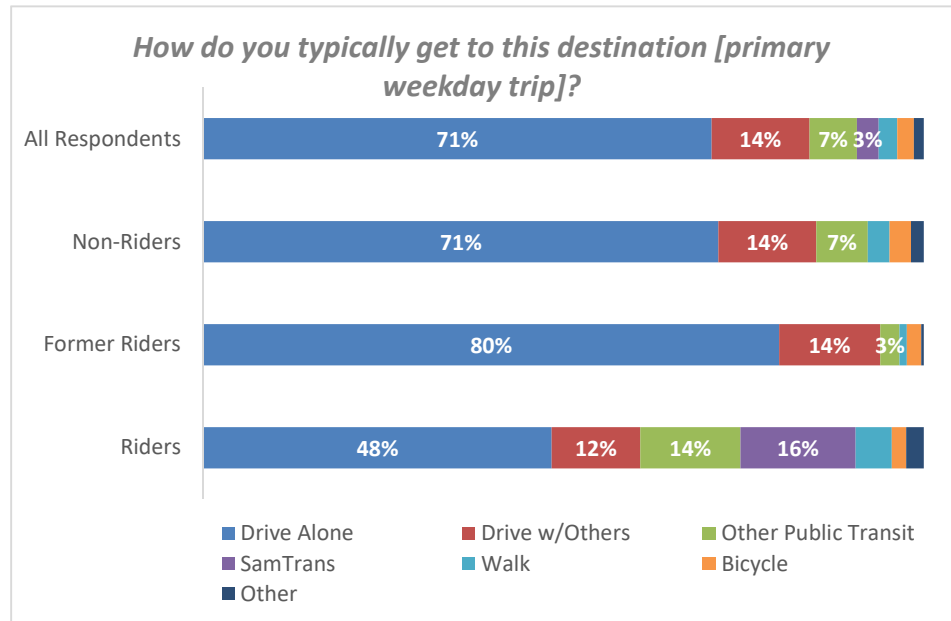
For the total number of respondents in the telephone survey (n = 664) who participated, the margin of error is +/- 3.74% at the 95% confidence level. The margin of error for some other key sub-groups which are shown in this report:

- Non-Riders (n = 280) +/-5.82% at the 95% confidence level;
- Former Riders (n = 262) +/-6.01% at the 95% confidence level;
- Riders (n = 122) +/-8.85% at the 95% confidence level.

# EXECUTIVE SUMMARY

## Mode Choice and Timing of Primary Weekday Trip

Among all respondents, the vast majority (85%) used some form of car-based transportation for their primary weekday trip, with 71% driving alone, 14% driving with others, and 1% using Uber/Lyft or a similar service. Coastside residents were most likely to use some form of car-based transportation (89%), followed by Mid County (86%), North County (83%), and South County (82%) residents.



Only 10% used some form of public transportation, with 3% using SamTrans and 7% using some other form of public transit. North County residents were most likely to use SamTrans for their primary weekday trip (4%), followed closely by Mid-County residents (3%). Only 1% each of South County and Coastside respondents said they used SamTrans for their primary weekday trip. **Only 16% of SamTrans riders use SamTrans for their primary weekday trip.**

While **South County residents** were least likely to say they use some form of car-based transportation, as well as the least likely to use any form of transit (SamTrans or otherwise), 10% say they bicycle and 5% say they walk for their primary trip (much higher than 3% of respondents overall who say they walk and 2% of respondents overall who say they bicycle). **This coincides with the fact that 77% of South County respondents say their primary weekday trip takes 30 minutes or less.**

The heavy dependency on car-based transportation is not as surprising given that **96% of respondents indicated they have access to a [personal] car**, making nearly every potential rider within San Mateo County a choice rider.

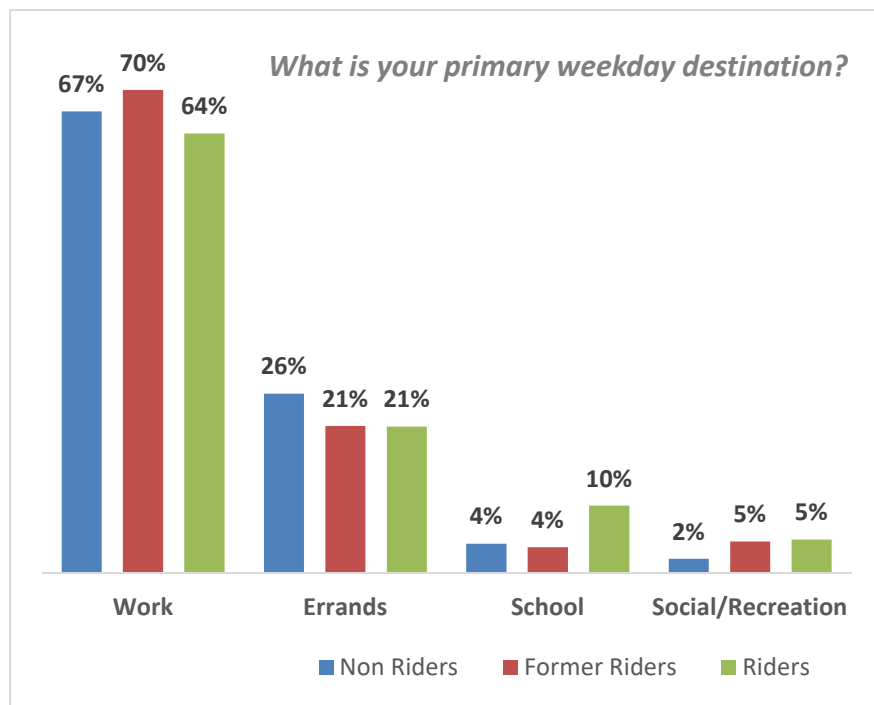
## Use of SamTrans

**More than half (58%) of respondents said they had used SamTrans at some point.** North County residents (64%) were most likely to say they had ever used SamTrans – while South County residents (44%) were least likely to have done so.

**However, only 17% of respondents overall said they had used SamTrans within the past 6 months.** By region, North County residents were twice as likely to have used SamTrans in the past 6 months as South County residents, and nearly twice as likely as Coastsiders. (Mid-County residents were less likely to have used SamTrans in the past 6 months compared to North County residents, but were more likely to have ridden than South and Coastsiders.)

**Nearly half of all Riders (45%) say they use SamTrans less than once a month; only 21% of Riders use SamTrans 4 times per week or more.** By region, North and Mid-County riders were most likely to use SamTrans 4 or more times per week. None of the South County riders said they used SamTrans more than once per month. (Coastsiders were somewhat less likely to use SamTrans 4 or more times per week compared to North and Mid-County riders, but rode more frequently than South County riders.)

**Riders of SamTrans are slightly less likely to say their primary weekday trip is work (64% Riders vs. 68% respondents overall), but twice as likely to say their primary weekday trip is school (10% Riders vs. 5% respondents overall).** The trend of SamTrans riders being less likely to travel to work, and more likely to travel to school, held true within North, Mid, and South County regions as well. However, the share of Riders in South County and Coastsiders are quite small.



**SamTrans currently serves, and/or is known by, more established residents.**

- J Non-riders were almost twice as likely to be new residents (3 years or less) – 19% -- when compared to respondents overall (11%). New residents who are also non-riders are most heavily concentrated in the Mid-County and South County areas.
- J Conversely, former riders and riders of SamTrans were much more likely to be longer-term residents; very few former riders and riders of SamTrans have lived in San Mateo County less than three years.

**Barriers and Incentives**

When asked about what factors would cause them to consider (or not consider) SamTrans, one-fourth of respondents (25%) indicated that SamTrans does not go to/near their destination (including 15% of those who currently use the service).

Nearly one-fourth (22%) indicated that SamTrans takes too long, or requires too many transfers (including 22% of those who currently use the service).

*Why is that? [why consider/not consider SamTrans]*

<b>BARRIERS*</b>	<b>All Respondents</b>	<b>Non-Riders</b>	<b>Former Riders</b>	<b>Riders</b>
SAMTRANS DOESN'T GO TO/NEAR MY DESTINATION/BUS STOPS TOO FAR AWAY	25%	27%	27%	15%
SAMTRANS TAKES TOO LONG/TOO MANY STOPS/TRANSFERS (NET)	22%	20%	25%	22%
SAMTRANS TAKES TOO LONG	17%	16%	19%	16%
SAMTRANS HAS TOO MANY TRANSFERS	5%	4%	5%	6%
SAMTRANS HAS TOO MANY STOPS	2%	2%	3%	2%
NEED CAR FOR WORK/NEED TO MAKE MULTIPLE STOPS/TRANSPORT CHILDREN/TOOLS/MATERIAL	11%	12%	12%	7%
DESTINATION IS TOO CLOSE TO TAKE A BUS	8%	9%	9%	6%
DON'T KNOW HOW TO USE SAMTRANS/WHERE STOPS ARE	7%	10%	5%	2%
SAMTRANS IS TOO INFLEXIBLE/CAN'T CONTROL WHEN I ARRIVE/WHERE I GO	6%	6%	7%	5%
SLOWER/LESS CONVENIENT THAN MUNI, CALTRAIN OR BART	5%	5%	5%	2%
TOO INFREQUENT	4%	4%	5%	6%
TOO MANY HOMELESS/OFFENSIVE PEOPLE ON SAMTRANS	3%	3%	2%	5%
WORRY ABOUT SAFETY/SECURITY ONBOARD/AT STOPS	3%	4%	3%	2%

Note: Multiple responses accepted.

\*Partial table. Only responses cited by 3% or more overall are cited. See statistical tables for complete list.

INCENTIVES	All Respondents	Non-Riders	Former Riders	Riders
SAMTRANS STOPS/ROUTES ARE CLOSE TO ME	4%	2%	3%	11%
DON'T HAVE TO WORRY ABOUT TRAFFIC/PARKING	2%	2%	1%	7%
SAMTRANS IS CHEAPER THAN DRIVING/UBER	2%	1%	3%	5%
IT'S RELIABLE/ON-TIME	1%	<1%	-	4%
SAMTRANS IS GREENER THAN DRIVING	1%	1%	<1%	2%
CAN WORK/READ/DO OTHER THINGS ON THE BUS.	1%	1%	-	3%
IT'S FASTER	<1%	-	-	2%
FRIENDLY/HELPFUL PERSONNEL	<1%	<1%	<1%	1%
BUSES ARE CLEAN/WELL MAINTAINED	<1%	-	<1%	1%
SYSTEM IS EASY TO USE	<1%	-	<1%	1%

Note: Multiple responses accepted.

These findings from the telephone study reflect what were also revealed during the focus groups.

Specifically:

- ) That the typical weekday trip/work trip could not be made using SamTrans – or could be made only with multiple transfers, making the commute length impractical. Said one respondent: *“Make it so working people can get from where they can afford to live to where jobs are.”*
- ) Within the Spanish-speaking focus group, many respondents indicated they use SamTrans on weekends (or would use it on weekends), but are frustrated by the reduced service. **In relation to this – in the quantitative telephone study, 32% of current SamTrans riders said they make their primary weekday trip on weekends as well.**
- ) This sense of excessive trip time and/or onerous multiple transfers was exacerbated by the prevalence of Uber, Lyft, and similar services. Most focus group participants indicated these services are now an integral part of their lives – and their use is widespread.
 
  - o They are a fully integrated transportation network option for many, whether riders, former riders, or non-riders. One Spanish language respondent noted: *“(Uber) is the best thing that happened in (my) life. Another non-rider noted: “seems like everyone uses (these services).”*
  - o In comparison, there was a sense that Uber/Lyft would still be needed for SamTrans trips. Said one former riders: *“If you take a bus somewhere you need Uber or Lyft to get rest of way – no direct way – having to transfer.”*
  - o There was some negativity towards Uber/Lyft when it came to pricing; however, most non-riders and former riders did not compare SamTrans favorably on price, largely due to the lack of transfers and perceived lack of a day pass (or other ways to pay which did not require an up-front investment, as a monthly pass would).



In the telephone study, respondents generally expressed the idea that trip length (time) was a much more important factor than pricing (money). When asked to rate the statement, “I must arrive at my destination by a specific time,” [on a scale of 1 to 5, 5 indicating highest level of agreement], respondents rated this statement 3.85 (out of 5.00). However, when asked to rate the statement, “I’m not concerned about how much it costs to get to my destination,” respondents gave an average rating of 3.01.

The telephone study also asked respondents to rate their agreement with other attitudinal statements as well. These statements (table below) show that:

- J While 64% of Non-riders and 68% of Former Riders say SamTrans would take too long, 40% of Riders also agree with this statement. For Non-riders and Former Riders, this statement is the one which they agreed to most.
- J Similarly, 23% of Riders agree that it is confusing to plan a trip on SamTrans (compared with 32% of Former Riders and 40% of Non-Riders).
- J However, Riders also responded more positively to the concepts of Express Buses and Free Wi-Fi. Thus, such moves would likely increase ridership, but starting with those who currently use the system. More than two-thirds of Riders (70%) said they would use SamTrans more if Express Routes were added.

Statement*	Agree / Agree Strongly		
	Non-Riders	Former Riders	Riders
I know how to reach my destination using SamTrans	13%	36%	<i>(not asked)</i>
SamTrans (would) take(s) too long to reach my destination	<b>64%</b>	<b>68%</b>	40%
SamTrans would be (is) less expensive than my current option(s)	29%	37%	55%
It would be (is) confusing to plan a trip on SamTrans	40%	32%	23%
Adding express routes which make fewer stops would make me more likely to use SamTrans [more]	38%	50%	<b>70%</b>
Adding free Wi-Fi onboard buses would make me more likely to use SamTrans	31%	34%	46%
Overall, SamTrans provides better service than other bus systems in the Bay Area	11%	32%	41%
SamTrans buses do not come often enough	<i>(not asked)</i>	<i>(not asked)</i>	44%

\*Some statements were read with minor variations in wording. See Appendix for full questionnaire and wording.

## \*Spanish Language Respondent Focus

### Comfort and Familiarity

- )] Spanish language respondents are more familiar with SamTrans.
  - o Spanish language respondents were twice as likely to ride SamTrans regularly (4+ times a week) compared to other county residents.
  - o 41% of Spanish speaking respondents agreed strongly that they knew how to use SamTrans to get to their destination (vs. 15% of English language respondents).
- )] Spanish language respondents are more likely to consider using SamTrans instead of a car.
  - o 53% of Spanish language respondents who typically drive to their destination would use SamTrans, compared to only 15% of English language respondents who typically drive to their destination.

### Attracting Non-SamTrans Riders

- )] Express buses are of interest to Spanish language respondents.
  - o Nearly half (45%) of Spanish language non-users or former users agreed that adding express buses would make them ride more; this is similar to English language respondents (44% agreed).
- )] Free Wi-Fi is a less attractive incentive for Spanish language respondents.
  - o Only 10% of Spanish language respondents who were non-users or former users of SamTrans agreed that adding Wi-Fi would make them ride SamTrans more. (vs. 33% of English respondents).

### Demographics

- )] Two thirds (69%) of Spanish language residents live within a fifteen-minute walk of El Camino Real.
- )] Most (85%) Spanish language respondents own or have access to a car.
- )] Two-thirds (64%) of Spanish language respondents make less than \$50,000 and over one-third (38%) live in households of four or more people.

\*Note: Of the 664 interviews completed, 39 were conducted among Spanish-only speaking respondents.

## Infrequent Rider Focus\*

### **Infrequent riders who haven't ridden SamTrans in the past six months are most concerned with the time a SamTrans trip would take, as well as the cost of the trip**

- )] Two-thirds (68%) of these infrequent riders agreed with the statement "SamTrans would take too long to reach my destination."
- )] Half (50%) of these infrequent riders agreed that "adding express routes with fewer stops would make me more likely to use SamTrans."
- )] Only one-third (37%) of these infrequent riders agreed that "SamTrans would be less expensive than my current option."
- )] Only about one-third (34%) of these infrequent riders agree that "adding free Wi-Fi onboard buses would make me more likely to use SamTrans."

### **Infrequent riders are familiar with the SamTrans system, but do not necessarily know how to use SamTrans to get to their destination**

- )] Most (85%) infrequent riders say they are familiar with SamTrans stops near their home.
- )] Only one-third (33%) of infrequent riders who haven't ridden SamTrans in the past twelve months agree that "it would be confusing to plan a trip on SamTrans."
- )] Only one-third (36%) of infrequent riders who haven't ridden SamTrans in the past twelve months agree that "they know how to reach my destination using SamTrans."

### **Demographics**

- )] Two thirds (65%) of infrequent riders make trips of less than 30 minutes.
- )] Half (50%) of infrequent riders live within a fifteen-minute walk of El Camino Real.
- )] Most (98%) of infrequent riders own or have access to a car.
- )] Three-fourths (78%) of infrequent riders live in the Mid-County or North County areas.
- )] Most (83%) of infrequent riders make more than \$50,000 and nearly half (42%) live in households of two or fewer people.

\*Note: Of the 664 interviews completed, 385 said they have ridden a SamTrans bus. Of these, 344 said they rode once a month or less (Infrequent Riders) and 41 said they rode once a week or more (Frequent Riders).

## Highlights from Focus Group-Only Topics

There were several topics which were not raised in the quantitative telephone study, but instead, were discussed only within one or more focus groups.

### Reactions to Fare Chart

- ) Most agreed that SamTrans fares are a good value.
- ) There was significant confusion about the difference in fare leaving San Francisco. Very few were even aware of this pricing difference, even among riders. Once participants viewed the fare chart, however, there was confusion and frustration and multiple theories put forth around why the fare leaving San Francisco was more than the fare entering San Francisco. Most felt the fare going and coming should be the same.

### SamTrans and the Hispanic Community (only Spanish Language Group)

- ) Several respondents indicated they feel comfortable riding SamTrans buses. Several called out the helpfulness of SamTrans drivers. Two quotes:
  - “Drivers treat me the same – since I’m a Latin they do not treat me differently, better or worse. I see that the drivers are professionals in the way they treat the public in general”
  - “Don’t see a racial difference. I don’t speak English. I speak to drivers in Spanish and they try, they make an effort even if they don’t speak Spanish. They make effort to understand me. They are helpful that way.”
- ) On how to communicate with the Hispanic community better, one respondent indicates SamTrans is doing well now: *“...they are doing a lot now. (It) shows they care when information is (printed) in Spanish, Chinese and English.”*

## DETAILED RESULTS – TELEPHONE STUDY

## Primary Weekday Destination

What is your primary weekday destination?

- ) Overall, work was the most likely primary weekday destination.
- ) Respondents from Coastside were least likely to cite work, and most likely to cite errands, as a primary weekday destination.

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (All Respondents)	664	280	262	122
WORK	68%	67%	70%	64%
ERRANDS	23%	26%	21%	21%
SCHOOL	5%	4%	4%	10%
SOCIAL/RECREATIONAL	4%	2%	5%	5%
OTHER PLACE (UNSPECIFIED)	<1%	<1%	-	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (All Respondents)	664	209	298	84	73
WORK	68%	73%	69%	62%	53%
ERRANDS	23%	19%	22%	30%	36%
SCHOOL	5%	6%	5%	5%	4%
SOCIAL/RECREATIONAL	4%	3%	3%	4%	7%
OTHER PLACE (UNSPECIFIED)	<1%	-	<1%	-	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Mode Choice

How do you typically get to this destination?

- ) Respondents who live in the Coastside zone are most likely to drive alone or with others (88%) to get to their primary weekday destination.
- ) Those in the North zone were most likely to use public transit or SamTrans (14%).

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
<b>Base (All Respondents)</b>	<b>664</b>	<b>280</b>	<b>262</b>	<b>122</b>
DRIVE ALONE	71%	71%	80%	48%
DRIVE WITH OTHERS	14%	14%	14%	12%
OTHER PUBLIC TRANSPORTATION (CALTRAIN, BART, ETC.)	7%	7%	3%	14%
SAMTRANS	3%	-	-	16%
WALK	3%	4%	<1%	5%
BICYCLE	2%	3%	2%	2%
COMPANY SHUTTLE	1%	1%	<1%	-
UBER, LYFT OR SIMILAR	1%	<1%	-	2%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	TOTAL	County Region			
		North	Mid	South	Coastside
<b>Base (All Respondents)</b>	<b>664</b>	<b>209</b>	<b>298</b>	<b>84</b>	<b>73</b>
DRIVE ALONE	71%	68%	74%	62%	74%
DRIVE WITH OTHERS	14%	14%	11%	20%	14%
OTHER PUBLIC TRANSPORTATION (CALTRAIN, BART, ETC.)	7%	10%	6%	1%	7%
SAMTRANS	3%	4%	3%	1%	1%
WALK	3%	2%	3%	5%	
BICYCLE	2%	<1%	1%	10%	3%
COMPANY SHUTTLE	1%	-	1%	1%	-
UBER, LYFT OR SIMILAR	1%	<1%	1%	-	1%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Alternative Mode

If a vehicle was not available for this trip, how would you get there?

- ) Overall, respondents who drove alone or with others were most likely to use Uber, Lyft, or something similar (34%) if their vehicle was unavailable. However, riders were about half as likely to say they would do this (18%).
- ) While 11% of these respondents said they wouldn't make the trip if their vehicle were unavailable, riders were the least likely to provide this response (5%).
- ) Respondents from the Coastside were most likely to use SamTrans (27%) as an alternative mode.

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (Stated they typically drive alone or with others)	559	238	247	74
UBER, LYFT OR SIMILAR	34%	38%	34%	18%
OTHER PUBLIC TRANSPORTATION (CALTRAIN, BART, ETC.)	22%	22%	21%	22%
SAMTRANS	17%	9%	21%	32%
WOULDN'T MAKE TRIP	11%	12%	11%	5%
WALK	9%	9%	7%	14%
BICYCLE	5%	6%	4%	5%
RIDE WITH FRIEND/FAMILY	2%	1%	2%	3%
COMPANY SHUTTLE	1%	1%	<1%	-
RENT A CAR	1%	1%	<1%	1%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (All Respondents)	559	173	253	69	64
UBER, LYFT OR SIMILAR	34%	31%	37%	29%	33%
OTHER PUBLIC TRANSPORTATION (CALTRAIN, BART, ETC.)	22%	27%	22%	17%	13%
SAMTRANS	17%	21%	15%	9%	27%
WOULDN'T MAKE TRIP	11%	11%	8%	14%	14%
WALK	9%	7%	10%	10%	8%
BICYCLE	5%	1%	6%	13%	2%
RIDE WITH FRIEND/FAMILY	2%	2%	<1%	3%	5%
COMPANY SHUTTLE	1%	-	1%	1%	-
RENT A CAR	1%	1%	<1%	3%	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>



## Travel Patterns

Is your typical travel time to your primary weekday destination...

Overall, nearly two thirds of respondents (63%) said trips to their primary weekday destination were less than 30 minutes. Just over half (59%) made this trip during commute times. Of those who made this trip outside of commute time, two thirds (78%) made their trip between 9 AM and 3 PM. Three-fourths of respondents (75%) only make this trip during the week.

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (All Respondents)	664	280	262	122
LESS THAN 30 MINUTES	63%	64%	66%	56%
31 - 60 MINUTES	30%	31%	26%	34%
MORE THAN 60 MINUTES	7%	5%	8%	9%
DON'T KNOW	<1%	<1%	<1%	1%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (All Respondents)	664	209	298	84	73
LESS THAN 30 MINUTES	63%	59%	66%	77%	47%
31 - 60 MINUTES	30%	32%	29%	18%	42%
MORE THAN 60 MINUTES	7%	9%	5%	5%	11%
DON'T KNOW	<1%	<1%	1%	-	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Travel Patterns (Continued)

Do you usually make this trip during commute times or at other times of the day?

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
<b>Base (All Respondents)</b>	<b>664</b>	<b>280</b>	<b>262</b>	<b>122</b>
DURING COMMUTE TIMES	59%	55%	63%	60%
OTHER TIMES OF THE DAY	34%	35%	33%	33%
BOTH COMMUTE AND OTHER TIMES	7%	10%	4%	7%
DON'T KNOW	<1%	<1%	-	1%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	TOTAL	County Region			
		North	Mid	South	Coastside
<b>Base (All Respondents)</b>	<b>664</b>	<b>209</b>	<b>298</b>	<b>84</b>	<b>73</b>
DURING COMMUTE TIMES	59%	62%	63%	52%	41%
OTHER TIMES OF THE DAY	34%	32%	29%	39%	51%
BOTH COMMUTE AND OTHER TIMES	7%	7%	7%	8%	8%
DON'T KNOW	<1%	-	1%	-	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Travel Patterns (Continued)

What times do you usually make this trip? Would you say...

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (Travel during “Other times of the Day” or “Both Commute and Other Times”)	270	125	97	48
EARLY MORNING, BEFORE 6 AM	13%	10%	12%	25%
BETWEEN 9 AM AND 3 PM	78%	82%	79%	67%
EVENING, AFTER 7 PM	6%	5%	6%	8%
DON'T KNOW	3%	4%	2%	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Travel during “Other times of the Day” or “Both Commute and Other Times”)	<b>270</b>	80	107	40	43
EARLY MORNING, BEFORE 6 AM	13%	21%	12%	8%	7%
BETWEEN 9 AM AND 3 PM	78%	69%	78%	90%	86%
EVENING, AFTER 7 PM	6%	8%	8%	-	2%
DON'T KNOW	3%	3%	2%	3%	5%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Travel Patterns (Continued)

Do you usually make this same trip on weekends?

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (All Respondents)	664	280	262	122
YES	24%	23%	23%	32%
NO	75%	77%	76%	67%
DON'T KNOW	1%	1%	1%	1%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (All Respondents)	664	209	298	84	73
YES	24%	27%	25%	21%	15%
NO	75%	72%	74%	77%	84%
DON'T KNOW	1%	1%	1%	1%	1%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Likelihood of Using SamTrans

How likely would you be to use SamTrans for this trip?

- ) Over three-fourths of respondents (79%) who do not use SamTrans to make their typical daily trip were not likely to begin using it.
- ) Of those who used SamTrans to make their daily trip, most (85%) were very likely to use SamTrans to make this trip. The remainder (15%) were somewhat likely.

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (Respondents who did NOT use SamTrans for their trip)	644	280	262	102
VERY LIKELY ..... (4)	9%	4%	6%	25%
SOMEWHAT LIKELY..... (3)	8%	7%	8%	14%
NOT TOO LIKELY ..... (2)	20%	19%	19%	25%
NOT AT ALL LIKELY ..... (1)	63%	69%	66%	36%
DON'T KNOW	1%	1%	<1%	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>MEAN (Out of 4.00)</b>	<b>1.63</b>	<b>1.46</b>	<b>1.54</b>	<b>2.28</b>

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Respondents who did NOT use SamTrans for their trip)	644	200	289	83	72
VERY LIKELY..... (4)	10%	9%	5%	7%	10%
SOMEWHAT LIKELY..... (3)	11%	8%	4%	7%	11%
NOT TOO LIKELY..... (2)	19%	21%	16%	24%	19%
NOT AT ALL LIKELY ..... (1)	60%	61%	76%	61%	60%
DON'T KNOW	1%	1%	-	1%	1%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>MEAN (Out of 4.00)</b>	<b>1.71</b>	<b>1.65</b>	<b>1.37</b>	<b>1.59</b>	<b>1.71</b>

## Incentives/Barriers to SamTrans Use (Likely to Use SamTrans)

Why is that?

- ) The most cited reason for being likely to use SamTrans is that the stops or routes are close to the respondent (29%).
- ) The next most commonly cited reasons were not having to worry about traffic or parking (12%) and being cheaper than driving or taking Uber (12%).

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
<b>Base (Respondents who were very or somewhat likely to use SamTrans for their trip)</b>	129	32	37	60
SAMTRANS STOPS/ROUTES ARE CLOSE TO ME	22%	16%	24%	23%
DON'T HAVE TO WORRY ABOUT TRAFFIC/PARKING	12%	16%	5%	13%
SAMTRANS IS CHEAPER THAN DRIVING/UBER	12%	6%	19%	10%
SAMTRANS TAKES TOO LONG/TOO MANY STOPS/TRANSFERS	10%	13%	5%	12%
SAMTRANS DOESN'T GO TO/NEAR MY DESTINATION/BUS STOPS TOO FAR AWAY	9%	6%	16%	7%
HAVE USED SAMTRANS BEFORE	9%	-	19%	8%
DON'T KNOW HOW TO USE SAMTRANS/WHERE STOPS ARE	5%	13%	3%	2%
TOO INFREQUENT	5%	9%	3%	3%
IT'S RELIABLE/ON-TIME	5%	3%	-	8%
SAMTRANS IS GREENER THAN DRIVING	5%	9%	3%	3%
CAN WORK/READ/DO OTHER THINGS ON THE BUS.	5%	6%	-	7%
SAMTRANS IS TOO CROWDED	4%	3%	3%	5%
TOO MANY HOMELESS/OFFENSIVE PEOPLE ON SAMTRANS	3%	6%	-	3%
SAMTRANS ISN'T DOOR TO DOOR	2%	6%	3%	-
SAMTRANS IS TOO INFLEXIBLE/CAN'T CONTROL WHEN I ARRIVE/WHERE I GO	2%	3%	5%	-
SAMTRANS IS UNRELIABLE	2%	3%	-	3%
IT'S FASTER	2%	-	-	5%
FRIENDLY/HELPFUL PERSONNEL	2%	3%	3%	2%
NEED CAR FOR WORK/NEED TO MAKE MULTIPLE STOPS/TRANSPORT CHILDREN/TOOLS/MATERIAL	2%	3%	3%	-
DESTINATION IS TOO CLOSE TO TAKE A BUS	2%	-	-	3%
SLOWER/LESS CONVENIENT THAN MUNI, CALTRAIN OR BART	2%	3%	-	2%
SAMTRANS WOULD COST MORE	2%	3%	3%	-
WORRY ABOUT SAFETY/SECURITY ONBOARD/AT STOPS	2%	-	3%	2%
BUSES ARE CLEAN/WELL MAINTAINED	2%	-	3%	2%
SYSTEM IS EASY TO USE	2%	-	3%	2%
POOR CLEANLINESS	1%	-	-	2%
RUDE/UNHELPFUL STAFF	1%	-	-	2%
DON'T KNOW	5%	3%	8%	5%

## Incentives/Barriers to SamTrans Use (Likely to Use SamTrans)

Why is that?

\*Warning: Small sample size

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Respondents who were very or somewhat likely to use SamTrans for their trip)	129	51	59	8*	11*
SAMTRANS STOPS/ROUTES ARE CLOSE TO ME	22%	24%	25%	13%	-
DON'T HAVE TO WORRY ABOUT TRAFFIC/PARKING	12%	12%	14%	-	9%
SAMTRANS IS CHEAPER THAN DRIVING/UBER	12%	12%	10%	25%	9%
SAMTRANS TAKES TOO LONG/TOO MANY STOPS/TRANSFERS	10%	12%	5%	13%	27%
SAMTRANS DOESN'T GO TO/NEAR MY DESTINATION/BUS STOPS TOO FAR AWAY	9%	12%	5%	25%	9%
HAVE USED SAMTRANS BEFORE	9%	8%	14%	-	-
DON'T KNOW HOW TO USE SAMTRANS/WHERE STOPS ARE	5%	4%	5%	13%	-
TOO INFREQUENT	5%	2%	5%	13%	9%
IT'S RELIABLE/ON-TIME	5%	6%	3%	-	9%
SAMTRANS IS GREENER THAN DRIVING	5%	2%	7%	-	9%
CAN WORK/READ/DO OTHER THINGS ON THE BUS.	5%	4%	7%	-	-
SAMTRANS IS TOO CROWDED	4%	-	7%	-	9%
TOO MANY HOMELESS/OFFENSIVE PEOPLE ON SAMTRANS	3%	2%	3%	-	9%
SAMTRANS ISN'T DOOR TO DOOR	2%	-	5%	-	-
SAMTRANS IS TOO INFLEXIBLE/CAN'T CONTROL WHEN I ARRIVE/WHERE I GO	2%	2%	2%	-	9%
SAMTRANS IS UNRELIABLE	2%	4%	2%	-	-
IT'S FASTER	2%	6%	-	-	-
FRIENDLY/HELPFUL PERSONNEL	2%	4%	2%	-	-
NEED CAR FOR WORK/NEED TO MAKE MULTIPLE STOPS/TRANSPORT CHILDREN/TOOLS/MATERIAL	2%	2%	-	13%	-
DESTINATION IS TOO CLOSE TO TAKE A BUS	2%	-	2%	-	9%
SLOWER/LESS CONVENIENT THAN MUNI, CALTRAIN OR BART	2%	2%	-	13%	-
SAMTRANS WOULD COST MORE	2%	2%	-	-	9%
WORRY ABOUT SAFETY/SECURITY ONBOARD/AT STOPS	2%	4%	-	-	-
BUSES ARE CLEAN/WELL MAINTAINED	2%	-	3%	-	-
SYSTEM IS EASY TO USE	2%	2%	2%	-	-
POOR CLEANLINESS	1%	2%	-	-	-
RUDE/UNHELPFUL STAFF	1%	-	2%	-	-
DON'T KNOW	5%	6%	5%	-	9%

## Incentives/Barriers to SamTrans Use (Not Likely to Use SamTrans)

Why is that?

The most cited reason for not being likely to use SamTrans is that the stops or routes are too far away or that SamTrans doesn't go to a respondent's destination (29%). Also cited was trip length (26%), or the need for a car to make multiple stops/carry items (14%).

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
<b>Base (Respondents who were at not too or not at all likely to use SamTrans for their trip)</b>	535	248	225	62
SAMTRANS DOESN'T GO TO/NEAR MY DESTINATION/BUS STOPS TOO FAR AWAY	29%	30%	29%	23%
SAMTRANS TAKES TOO LONG/TOO MANY STOPS/TRANSFERS	25%	21%	28%	32%
NEED CAR FOR WORK/NEED TO MAKE MULTIPLE STOPS/TRANSPORT CHILDREN/TOOLS/MATERIAL	14%	14%	13%	15%
DESTINATION IS TOO CLOSE TO TAKE A BUS	10%	10%	11%	8%
DON'T KNOW HOW TO USE SAMTRANS/WHERE STOPS ARE	7%	10%	6%	3%
SAMTRANS IS TOO INFLEXIBLE/CAN'T CONTROL WHEN I ARRIVE/WHERE I GO	7%	7%	8%	10%
SLOWER/LESS CONVENIENT THAN MUNI, CALTRAIN OR BART	5%	6%	6%	3%
TOO INFREQUENT	4%	3%	5%	8%
WORRY ABOUT SAFETY/SECURITY ONBOARD/AT STOPS	3%	4%	3%	2%
TOO MANY HOMELESS/OFFENSIVE PEOPLE ON SAMTRANS	3%	3%	2%	6%
SAMTRANS ISN'T DOOR TO DOOR	2%	3%	2%	2%
SAMTRANS WOULD COST MORE	2%	2%	3%	2%
PHYSICAL IMPAIRMENT	2%	4%	1%	2%
POOR CLEANLINESS	2%	2%	2%	-
WORK PROVIDES TRANSPORTATION/PARKING	1%	2%	<1%	2%
SAMTRANS IS TOO CROWDED	1%	2%	-	3%
SAMTRANS ISN'T RUNNING WHEN I NEED IT	1%	1%	1%	2%
SAMTRANS IS UNRELIABLE	1%	1%	1%	-
RUDE/UNHELPFUL STAFF	<1%	-	<1%	-
DON'T HAVE TO WORRY ABOUT TRAFFIC/PARKING	<1%	-	<1%	-
HAVE USED SAMTRANS BEFORE	<1%	-	<1%	-
DON'T KNOW	1%	1%	1%	-



## Incentives/Barriers to SamTrans Use (Not Likely to Use SamTrans)

Why is that?

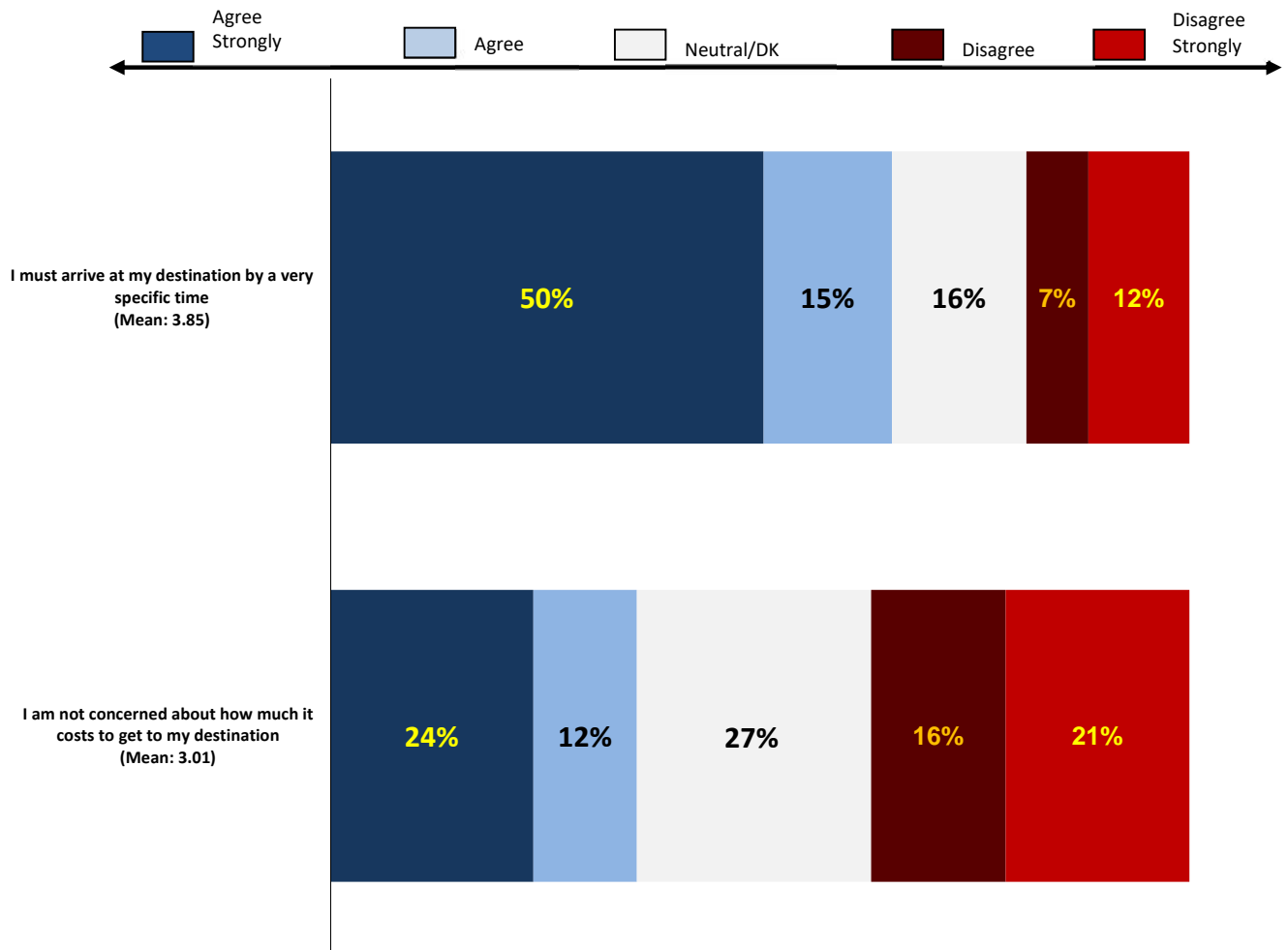
	County Region				
	TOTAL	North	Mid	South	Coastside
Base (Respondents who were at not too or not at all likely to use SamTrans for their trip)	535	158	239	76	62
SAMTRANS DOESN'T GO TO/NEAR MY DESTINATION/BUS STOPS TOO FAR AWAY	29%	30%	30%	25%	24%
SAMTRANS TAKES TOO LONG/TOO MANY STOPS/TRANSFERS	25%	25%	26%	25%	26%
NEED CAR FOR WORK/NEED TO MAKE MULTIPLE STOPS/TRANSPORT CHILDREN/TOOLS/MATERIAL	14%	14%	14%	11%	16%
DESTINATION IS TOO CLOSE TO TAKE A BUS	10%	4%	10%	20%	13%
DON'T KNOW HOW TO USE SAMTRANS/WHERE STOPS ARE	7%	6%	9%	8%	6%
SAMTRANS IS TOO INFLEXIBLE/CAN'T CONTROL WHEN I ARRIVE/WHERE I GO	7%	6%	9%	8%	6%
SLOWER/LESS CONVENIENT THAN MUNI, CALTRAIN OR BART	5%	6%	7%	-	5%
TOO INFREQUENT	4%	6%	3%	5%	5%
WORRY ABOUT SAFETY/SECURITY ONBOARD/AT STOPS	3%	3%	3%	1%	5%
TOO MANY HOMELESS/OFFENSIVE PEOPLE ON SAMTRANS	3%	3%	5%	-	2%
SAMTRANS ISN'T DOOR TO DOOR	2%	3%	1%	4%	3%
SAMTRANS WOULD COST MORE	2%	1%	2%	4%	3%
PHYSICAL IMPAIRMENT	2%	2%	3%	4%	-
POOR CLEANLINESS	2%	3%	2%	-	3%
WORK PROVIDES TRANSPORTATION/PARKING	1%	1%	2%	1%	2%
SAMTRANS IS TOO CROWDED	1%	2%	-	1%	5%
SAMTRANS ISN'T RUNNING WHEN I NEED IT	1%	2%	1%	1%	-
SAMTRANS IS UNRELIABLE	1%	1%	<1%	1%	-
RUDE/UNHELPFUL STAFF	<1%	1%	-	-	-
DON'T HAVE TO WORRY ABOUT TRAFFIC/PARKING	<1%	1%	-	-	-
HAVE USED SAMTRANS BEFORE	<1%	-	<1%	-	-
DON'T KNOW	1%	1%	<1%	1%	3%

## Attitudinal Questions

Now I am going to read you statements regarding SamTrans and trips to your regular weekday destination. For each, please rate the statement on a 5-point scale where 5 means agree strongly and 1 means disagree strongly. You may choose any number in between

### Asked of all Respondents:

- ) Nearly two-thirds of respondents (65%) agreed that they needed to arrive at their destination by a very specific time. Cost of transportation is an issue as only just over one-third (36%) of respondents agreed that they weren't concerned about how much it costs to get to their destination.
- ) Non-riders and respondents in the Coastside were the least concerned about how much it costs to reach their destination, rating their agreement with the statement 3.10 and 3.32 out of 5.0 respectively. Riders and respondents in Mid-County were the most concerned with cost, rating their agreement with the statement 2.85 and 2.95 out of 5.0 respectively



AGREE			DISAGREE		DON'T KNOW	MEAN SCORE
STRONGLY			STRONGLY			(5 Pt. Scale)
5	4	3	2	1	[]	

----- read % across ▶ -----

**RIDER TYPE**

I must arrive at my destination by a very specific time

<b>Total (N=664) .....</b>	<b>50</b>	<b>15</b>	<b>15</b>	<b>7</b>	<b>12</b>	<b>&lt;1</b>	<b>3.85</b>
Non-Rider (N=280) .....	45	15	17	8	14	<1	3.70
Former Rider (N=262) .....	57	13	13	6	10	<1	4.00
Rider (N=122) .....	48	17	18	7	9	-	3.89

I am not concerned about how much it costs to get to my destination

<b>Total (N=664) .....</b>	<b>24</b>	<b>12</b>	<b>27</b>	<b>16</b>	<b>21</b>	<b>1</b>	<b>3.01</b>
Non-Rider (N=280) .....	24	13	26	18	17	2	3.10
Former Rider (N=262) .....	25	12	24	14	25	-	2.99
Rider (N=122) .....	19	10	33	15	24	-	2.85

**COUNTY REGION**

I must arrive at my destination by a very specific time

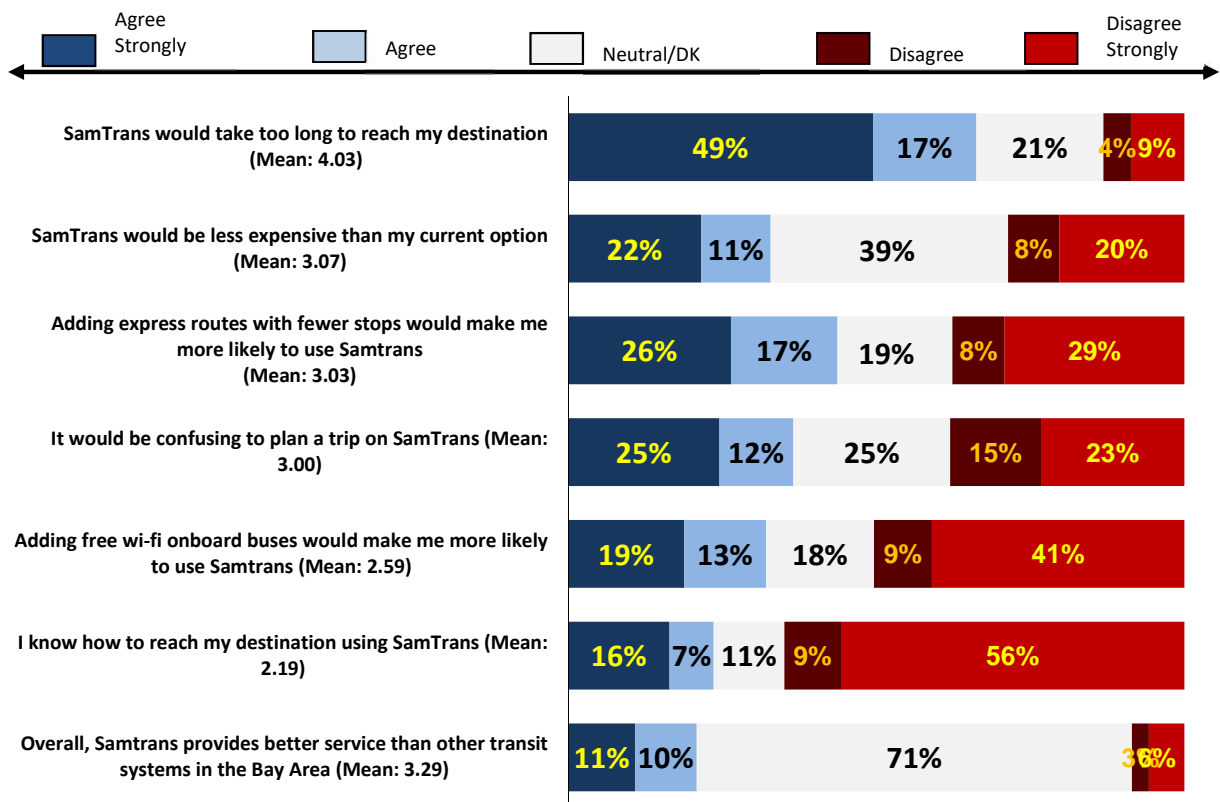
<b>Total (N=664) .....</b>	<b>50</b>	<b>15</b>	<b>15</b>	<b>7</b>	<b>12</b>	<b>&lt;1</b>	<b>3.85</b>
North Zone (N=209) .....	58	15	12	5	10	-	4.07
Mid Zone (N=298) .....	48	15	16	8	12	1	3.79
South Zone (N=84) .....	50	12	13	11	14	-	3.73
Coastside Zone (N=73) .....	38	18	25	7	12	-	3.63

I am not concerned about how much it costs to get to my destination

<b>Total (N=664) .....</b>	<b>24</b>	<b>12</b>	<b>27</b>	<b>16</b>	<b>21</b>	<b>1</b>	<b>3.01</b>
North Zone (N=209) .....	25	10	28	14	23	-	3.01
Mid Zone (N=298) .....	22	12	24	18	22	1	2.95
South Zone (N=84) .....	19	10	36	15	18	2	2.96
Coastside Zone (N=73) .....	30	19	21	10	19	1	3.32

Asked of Non-Riders and Former Riders Only:

- ) Non-Riders and former riders were most concerned with the time SamTrans would take to reach their destination, with two-thirds (66%) agreeing with the statement the “SamTrans would take too long to reach my destination.” Respondents in the North and Coastside zones were the most likely to agree with this statement, rating it 4.22 out of 5.00.
- ) Knowledge of SamTrans seems to be a barrier, with only about one-quarter (23%) of non-riders and former riders agreeing with the statement, “I know how to reach my destination using SamTrans.”



AGREE		DISAGREE			DON'T MEAN	
STRONGLY		STRONGLY			KNOW SCORE	
5	4	3	2	1	[ ]	(5 Pt. Scale)

----- read % across ▶ -----

**RIDER TYPE**

SamTrans would take too long to reach my destination

<b>Total (N=542)</b> .....	<b>49</b>	<b>17</b>	<b>12</b>	<b>4</b>	<b>9</b>	<b>9</b>	<b>4.03</b>
Non-Rider (N=280) .....	47	17	13	4	8	11	4.03
Former Rider (N=262) .....	52	16	11	5	9	6	4.03

SamTrans would be less expensive than my current option

<b>Total (N=542)</b> .....	<b>22</b>	<b>11</b>	<b>22</b>	<b>8</b>	<b>20</b>	<b>17</b>	<b>3.07</b>
Non-Rider (N=280) .....	17	13	21	6	23	21	2.93
Former Rider (N=262) .....	27	10	22	11	18	13	3.20

Adding express routes with fewer stops would make me more likely to use SamTrans

<b>Total (N=542)</b> .....	<b>26</b>	<b>17</b>	<b>16</b>	<b>8</b>	<b>29</b>	<b>3</b>	<b>3.03</b>
Non-Rider (N=280) .....	19	19	16	10	33	3	2.80
Former Rider (N=262) .....	34	16	16	7	25	2	3.29

It would be confusing to plan a trip on SamTrans

<b>Total (N=542)</b> .....	<b>25</b>	<b>12</b>	<b>20</b>	<b>15</b>	<b>23</b>	<b>5</b>	<b>3.00</b>
Non-Rider (N=280) .....	28	12	21	13	18	8	3.22
Former Rider (N=262) .....	21	12	19	16	29	2	2.77

Adding free Wi-Fi onboard buses would make me more likely to use SamTrans

<b>Total (N=542)</b> .....	<b>19</b>	<b>13</b>	<b>16</b>	<b>9</b>	<b>41</b>	<b>2</b>	<b>2.59</b>
Non-Rider (N=280) .....	19	12	13	13	42	2	2.53
Former Rider (N=262) .....	19	15	19	6	40	2	2.66

I know how to reach my destination using SamTrans

<b>Total (N=542)</b> .....	<b>16</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>56</b>	<b>1</b>	<b>2.19</b>
Non-Rider (N=280) .....	7	5	8	9	70	1	1.70
Former Rider (N=262) .....	26	9	14	10	41	-	2.70

Overall, SamTrans provides better service than other transit systems in the Bay Area

<b>Total (N=542)</b> .....	<b>11</b>	<b>10</b>	<b>30</b>	<b>3</b>	<b>6</b>	<b>40</b>	<b>3.29</b>
Non-Rider (N=280) .....	5	5	33	3	6	46	3.00
Former Rider (N=262) .....	17	15	27	2	5	34	3.55

AGREE		DISAGREE			DON'T	MEAN
STRONGLY		STRONGLY			KNOW	SCORE
5	4	3	2	1	[ ]	(5 Pt. Scale)

----- read % across ▶ -----

**COUNTY REGION**

SamTrans would take too long to reach my destination

	5	4	3	2	1	[ ]	(5 Pt. Scale)
<b>Total (N=542)</b> .....	<b>49</b>	<b>17</b>	<b>12</b>	<b>4</b>	<b>9</b>	<b>9</b>	<b>4.03</b>
North Zone (N=161) .....	59	12	11	3	7	8	4.22
Mid Zone (N=243) .....	42	19	14	5	9	9	3.88
South Zone (N=77) .....	45	18	8	5	10	13	3.96
Coastside Zone (N=61) .....	57	20	10	3	7	3	4.22

SamTrans would be less expensive than my current option

	5	4	3	2	1	[ ]	(5 Pt. Scale)
<b>Total (N=542)</b> .....	<b>22</b>	<b>11</b>	<b>22</b>	<b>8</b>	<b>20</b>	<b>17</b>	<b>3.07</b>
North Zone (N=161) .....	24	8	20	9	18	20	3.15
Mid Zone (N=243) .....	23	13	20	8	21	16	3.11
South Zone (N=77) .....	21	12	21	10	22	14	2.98
Coastside Zone (N=61) .....	11	13	31	7	23	15	2.81

Adding express routes with fewer stops would make me more likely to use SamTrans

	5	4	3	2	1	[ ]	(5 Pt. Scale)
<b>Total (N=542)</b> .....	<b>26</b>	<b>17</b>	<b>16</b>	<b>8</b>	<b>29</b>	<b>3</b>	<b>3.03</b>
North Zone (N=161) .....	29	16	15	9	27	5	3.12
Mid Zone (N=243) .....	24	19	20	9	27	1	3.05
South Zone (N=77) .....	26	16	13	6	35	4	2.91
Coastside Zone (N=61) .....	28	18	5	8	38	3	2.90

It would be confusing to plan a trip on SamTrans

	5	4	3	2	1	[ ]	(5 Pt. Scale)
<b>Total (N=542)</b> .....	<b>25</b>	<b>12</b>	<b>20</b>	<b>15</b>	<b>23</b>	<b>5</b>	<b>3.00</b>
North Zone (N=161) .....	28	11	16	15	27	4	2.98
Mid Zone (N=243) .....	22	13	21	16	21	6	2.98
South Zone (N=77) .....	26	12	21	14	22	5	3.05
Coastside Zone (N=61) .....	23	13	28	10	23	3	3.03

Adding free Wi-Fi onboard buses would make me more likely to use SamTrans

	5	4	3	2	1	[ ]	(5 Pt. Scale)
<b>Total (N=542)</b> .....	<b>19</b>	<b>13</b>	<b>16</b>	<b>9</b>	<b>41</b>	<b>2</b>	<b>2.59</b>
North Zone (N=161) .....	2	12	16	7	42	2	2.63
Mid Zone (N=243) .....	19	14	16	10	39	2	2.62
South Zone (N=77) .....	18	16	14	6	45	-	2.55
Coastside Zone (N=61) .....	11	13	15	16	39	5	2.38

AGREE			DISAGREE		DON'T KNOW	MEAN SCORE
STRONGLY			STRONGLY		[ ]	(5 Pt. Scale)
5	4	3	2	1		

----- read % across ▶ -----

I know how to reach my destination using SamTrans

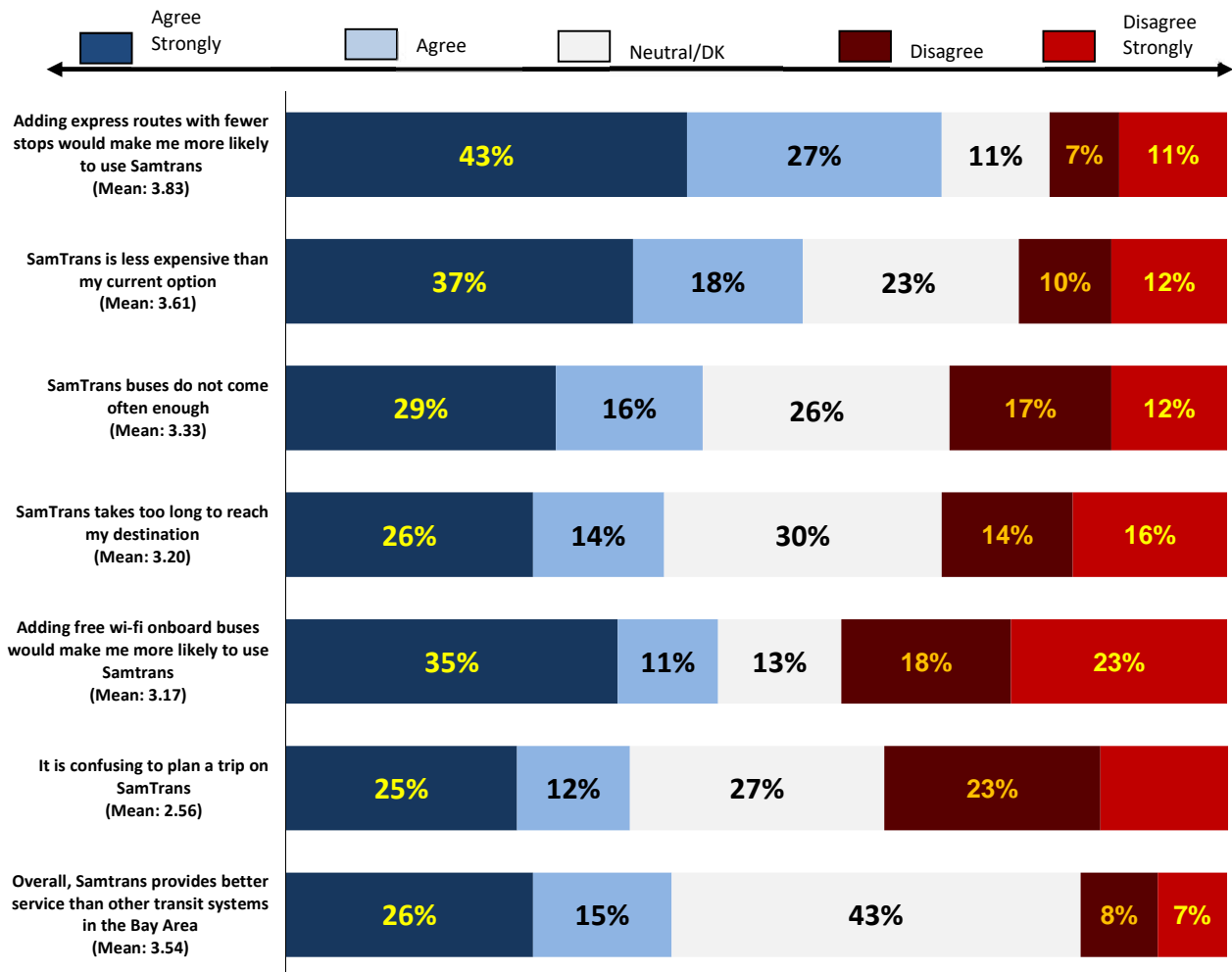
	5	4	3	2	1		Mean Score
<b>Total (N=542)</b> .....	<b>16</b>	<b>7</b>	<b>11</b>	<b>9</b>	<b>56</b>	<b>1</b>	<b>2.19</b>
North Zone (N=161) .....	22	5	9	9	55	1	2.29
Mid Zone (N=243) .....	15	7	10	10	56	1	2.15
South Zone (N=77) .....	12	6	12	8	62	-	1.97
Coastside Zone (N=61) .....	13	13	16	8	48	2	2.35

Overall, SamTrans provides better service than other transit systems in the Bay Area

	5	4	3	2	1		Mean Score
<b>Total (N=542)</b> .....	<b>11</b>	<b>10</b>	<b>30</b>	<b>3</b>	<b>6</b>	<b>40</b>	<b>3.29</b>
North Zone (N=161) .....	13	11	27	4	7	38	3.28
Mid Zone (N=243) .....	9	11	31	2	4	43	3.36
South Zone (N=77) .....	8	10	32	3	8	39	3.13
Coastside Zone (N=61) .....	15	5	34	3	7	36	3.28

Asked of Riders Only:

- ) Riders were most likely to agree (70%) with the statement, “Adding express buses with fewer stops would make me more likely to use SamTrans.”
- ) One-third of riders (37%) agree that, “It is confusing to plan a trip on SamTrans.”





AGREE		DISAGREE			DON'T MEAN	SCORE
STRONGLY			STRONGLY		KNOW	(5 Pt.
5	4	3	2	1	[ ]	Scale)

----- read % across ▶ -----

**COUNTY REGION**

Adding express routes with fewer stops would make me more likely to use SamTrans

	5	4	3	2	1		Score
<b>Total (N=122)</b> .....	<b>43</b>	<b>27</b>	<b>11</b>	<b>7</b>	<b>11</b>	<b>1</b>	<b>3.83</b>
North Zone (N=48) .....	48	29	8	4	10	-	4.00
Mid Zone (N=55) .....	38	24	13	13	13	-	3.62
South Zone (N=7*) .....	29	29	14	-	14	14	3.67
Coastside Zone (N=12*) .....	50	33	8	-	8	-	4.17

SamTrans is less expensive than my current option

	5	4	3	2	1		Score
<b>Total (N=542)</b> .....	<b>37</b>	<b>18</b>	<b>17</b>	<b>10</b>	<b>12</b>	<b>6</b>	<b>3.61</b>
North Zone (N=48) .....	40	17	15	10	13	6	3.64
Mid Zone (N=55) .....	33	22	20	11	9	5	3.62
South Zone (N=7*) .....	43	-	14	-	43	-	3.00
Coastside Zone (N=12*) .....	42	17	17	8	8	8	3.82

SamTrans buses do not come often enough

	5	4	3	2	1		Score
<b>Total (N=542)</b> .....	<b>29</b>	<b>16</b>	<b>21</b>	<b>17</b>	<b>12</b>	<b>5</b>	<b>3.33</b>
North Zone (N=48) .....	17	21	21	17	21	4	2.96
Mid Zone (N=55) .....	35	13	24	18	5	5	3.56
South Zone (N=7*) .....	29	14	14	14	14	14	3.33
Coastside Zone (N=12*) .....	50	8	17	17	8	-	3.75

SamTrans takes too long to reach my destination

	5	4	3	2	1		Score
<b>Total (N=542)</b> .....	<b>26</b>	<b>14</b>	<b>26</b>	<b>14</b>	<b>16</b>	<b>3</b>	<b>3.20</b>
North Zone (N=48) .....	21	17	31	15	13	4	3.20
Mid Zone (N=55) .....	27	16	22	16	16	2	3.22
South Zone (N=7*) .....	29	-	14	14	29	14	2.83
Coastside Zone (N=12*) .....	42	-	33	-	25	-	3.33

Adding free Wi-Fi onboard buses would make me more likely to use SamTrans

	5	4	3	2	1		Score
<b>Total (N=542)</b> .....	<b>35</b>	<b>11</b>	<b>13</b>	<b>18</b>	<b>23</b>	<b>-</b>	<b>3.17</b>
North Zone (N=48) .....	33	8	19	21	19	-	3.17
Mid Zone (N=55) .....	35	13	13	15	25	-	3.16
South Zone (N=7*) .....	71	-	-	14	14	-	4.00
Coastside Zone (N=12*) .....	25	17	-	25	33	-	2.75

<b>AGREE</b>				<b>DISAGREE</b>			<b>DON'T MEAN</b>
<b>STRONGLY</b>				<b>STRONGLY</b>			<b>KNOW SCORE</b>
<b>5</b>	<b>4</b>	<b>3</b>		<b>2</b>	<b>1</b>	<b>[ ]</b>	<b>(5 Pt. Scale)</b>

----- read % across ▶ -----

It is confusing to plan a trip on SamTrans

<b>Total (N=542) .....</b>	<b>12</b>	<b>11</b>	<b>23</b>	<b>23</b>	<b>27</b>	<b>4</b>	<b>2.56</b>
North Zone (N=48) .....	6	10	19	27	33	4	2.26
Mid Zone (N=55) .....	15	11	20	24	27	4	2.60
South Zone (N=7*) .....	29	14	29	14	14	-	3.29
Coastside Zone (N=12*) .....	17	8	50	8	8	8	3.18

\* Warning: Low Base

Overall, SamTrans provides better service than other transit systems in the Bay Area

<b>Total (N=542) .....</b>	<b>26</b>	<b>15</b>	<b>25</b>	<b>8</b>	<b>7</b>	<b>18</b>	<b>3.54</b>
North Zone (N=48) .....	35	15	21	6	4	19	3.87
Mid Zone (N=55) .....	18	15	33	7	7	20	3.36
South Zone (N=7*) .....	14	14	14	14	29	14	2.67
Coastside Zone (N=12*) .....	33	17	17	17	8	8	3.55

\* Warning: Low Base

## Distance from El Camino Real

Do you live within a 15-minute walk of El Camino Real?

) Distance from El Camino Real does not seem to be a barrier to SamTrans use as half of all respondents (50%) and half of riders (53%) live within a 15-minute walk of El Camino Real.

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (All Respondents)	664	280	262	122
YES	50%	49%	48%	53%
NO	50%	50%	52%	45%
DON'T KNOW	<1%	<1%	-	2%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (All Respondents)	664	209	298	84	73
YES	50%	62%	55%	39%	5%
NO	50%	37%	45%	61%	95%
DON'T KNOW	<1%	1%	-	-	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Familiarity with SamTrans Routes

How familiar are you with the location of SamTrans bus stops near your home?

- ) Respondents seem generally familiar with the SamTrans bus stops in their area, with nearly three-quarters (74%) overall, and over half (58%) of non-riders stating they are at least somewhat familiar with the location of SamTrans stop near their home.
- ) Respondents in the Mid-County zone were the least familiar with SamTrans stops near their home, those in the South zone were most familiar.

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
<b>Base (All Respondents)</b>	<b>664</b>	<b>280</b>	<b>262</b>	<b>122</b>
VERY FAMILIAR ..... (4)	48%	30%	54%	75%
SOMEWHAT FAMILIAR ..... (3)	26%	28%	29%	17%
NOT TOO FAMILIAR ..... (2)	9%	10%	9%	6%
NOT AT ALL FAMILIAR ..... (1)	17%	32%	8%	2%
DON'T KNOW	<1%	<1%	-	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>MEAN (Out of 4.00)</b>	<b>3.05</b>	<b>2.56</b>	<b>3.28</b>	<b>3.66</b>

	TOTAL	County Region			
		North	Mid	South	Coastside
<b>Base (All Respondents)</b>	<b>664</b>	<b>209</b>	<b>298</b>	<b>84</b>	<b>73</b>
VERY FAMILIAR ..... (4)	48%	56%	46%	29%	53%
SOMEWHAT LIKELY..... (3)	26%	23%	26%	31%	29%
NOT TOO LIKELY..... (2)	9%	8%	9%	12%	8%
NOT AT ALL LIKELY ..... (1)	17%	13%	18%	29%	10%
DON'T KNOW	<1%	-	<1%	-	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>MEAN (Out of 4.00)</b>	<b>3.05</b>	<b>3.00</b>	<b>2.60</b>	<b>3.26</b>	<b>3.22</b>

## Fare Payment and Real Time Bus Information

How do you typically pay your SamTrans fare?

Which of the following would you prefer to use to get real time SamTrans bus information?

- ) Half of riders (50%) still pay their fare with cash.
- ) Just of half of riders (57%) were interested in receiving real-time SamTrans bus information. Over two-thirds (68%) of these respondents would prefer this information be presented in a mobile SamTrans app.

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Riders)	122	48	55	7*	12*
CASH	50%	44%	29%	75%	50%
CLIPPER (CASH VALUE OR MONTHLY PASS)	35%	42%	29%	17%	35%
PAPER SAMTRANS MONTHLY PASS	4%	7%	14%	8%	4%
TOKEN	4%	5%	14%	-	4%
DAY PASS	4%	2%	14%	-	4%
WAY2GO PASS	2%	-	-	-	2%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Riders interested in real-time bus information)	79	34	32	4*	9*
MOBILE APP	68%	71%	63%	100%	67%
CALLING A PHONE NUMBER	14%	12%	16%	-	22%
TEXT MESSAGE SENT TO YOU	8%	6%	9%	-	11%
WEBSITE	6%	3%	13%	-	-
EMAIL SENT TO YOU	3%	6%	-	-	-
DON'T KNOW	1%	3%	-	-	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\* Warning: Low Base

## Alternative Public Transit Systems Used - Non and Former Riders

Have you ridden public transit, such as Caltrain or BART , in the past six months?

Which of the following would you prefer to use to get real time SamTrans bus information?

- ) Nearly two-thirds (61%) of non and former riders have used public transit other than SamTrans in the previous six months. Respondents from the North zone were most likely to use alternate public transit (66%), respondents from the Coastside zone were the least likely (52%)
- ) BART and Caltrain are the most cited alternative public transit systems used.

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Non and Former Riders)	542	161	243	77	61
YES	61%	66%	60%	57%	52%
NO	39%	34%	40%	43%	48%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Non and Former riders who have used other public transit in the past six months)	329	107	146	44	32
BART	73%	89%	63%	52%	91%
CALTRAIN	64%	43%	81%	84%	28%
SF MUNI	16%	24%	14%	9%	3%
SANTA CLARA VTA	3%	2%	3%	5%	9%
AC TRANSIT	1%	2%	1%	-	-
GOLDEN GATE FERRY	<1%	1%	-	-	-

## Non-Riders and Former Riders - Acceptable Trip Time

Realistically, would you ever consider using SamTrans for your trip to your typical weekday destination?

Would you still consider using SamTrans if it took slightly longer than a typical trip to get to your destination?

About how much longer would be acceptable?

- Only about a quarter (25%) would realistically consider using SamTrans for their trip to their typical weekday destination. Of these respondents, 70% would use SamTrans even if the trip was slightly longer than their current mode. Most (80%) of these riders would find a trip of 30 minutes or less, longer than their current mode acceptable.

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Non and Former Riders)	542	161	243	77	61
YES, WOULD CONSIDER USING SAMTRANS	25%	32%	23%	26%	25%
Base (Non and Former Riders, who would consider using SamTrans)	151	40	77	18	16
YES, EVEN IF THE TRIP WAS SLIGHTLY LONGER	70%	73%	68%	67%	81%

	TOTAL	County Region			
		North	Mid	South	Coastside
Base (Non and Former Riders who would use SamTrans even the trip is slightly longer than their current mode)	106	29	52	12*	13*
LESS THAN 10 MINUTES	37%	66%	60%	57%	52%
10 - 20 MINUTES	43%	48%	27%	58%	31%
21 - 30 MINUTES	12%	41%	46%	42%	38%
31 - 45 MINUTES	4%	7%	13%	-	31%
46 - 60 MINUTES	1%	3%	6%	-	-
DON'T KNOW	3%	-	2%	-	-
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\* Warning: Low Base

## Suggestions

Do you have any final suggestions on things SamTrans could do to get more people to ride their buses (or ride them more often)?

- ) The most cited suggestion was to increase the number of routes to go more places. Also cited was a desire for express buses/faster trips, increased frequency, and more outreach/advertising about SamTrans.

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
<b>Base (Respondents who provided a suggestion)</b>	375	144	157	74
INCREASE ROUTES/GO MORE PLACES	26%	31%	24%	20%
GO FASTER/STREAMLINE ROUTES/EXPRESS BUSES	23%	15%	27%	27%
INCREASE FREQUENCY	19%	15%	18%	26%
MORE OUTREACH/ADVERTISING/EDUCATION ABOUT USE	15%	21%	11%	11%
ADD WI-FI TO BUSES	7%	5%	7%	14%
CHEAPER FARES/TRANSFERS	6%	6%	8%	3%
SAMTRANS APP WITH PAY OPTION/REAL TIME TRACKING	6%	4%	4%	12%
CLEANER BUSES	5%	5%	4%	7%
BETTER CONNECTIONS TO OTHER SAMTRANS BUSES/MUNI/BART/CALTRAIN	5%	5%	3%	7%
INCREASE SAFETY/SECURITY ON BOARD/AT STOPS	3%	4%	3%	4%
UPGRADE BUSES/IMPROVE SEATING/ADD MONITORS	3%	3%	2%	4%
INCREASE RELIABILITY	3%	3%	4%	-
GOOD AS IS, NO CHANGES NEEDED	3%	1%	4%	1%
IMPROVE CUSTOMER SERVICE	2%	1%	3%	3%
IMPROVE STOPS-ADD SHELTER, BENCHES, LIGHTING	2%	2%	1%	3%
BUS ONLY LANES TO AVOID TRAFFIC/WIDEN STREETS	2%	2%	1%	1%
REDUCE CROWDING	1%	-	2%	3%
IMPROVE ACCESS FOR DISABLED PASSENGERS	1%	2%	-	-
MORE PARKING AT STATIONS	1%	1%	1%	-
CONSOLIDATE TRANSPORTATION AGENCIES	1%	-	1%	1%
INCREASE HOURS	1%	-	1%	1%
OTHER	1%	1%	2%	-



## Demographics

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (All Respondents)	664	280	262	122
<b>VEHICLE AVAILABILITY</b>				
Have a vehicle available	96%	98%	99%	86%
Do not have a vehicle available	4%	2%	1%	14%
<b>CLIPPER CARD</b>				
Have a Clipper card	32%	31%	28%	45%
Do Not have a Clipper Card	67%	68%	72%	55%
Don't Know	<1%	1%	<1%	-
<b>HOUSEHOLD SIZE</b>				
JUST YOURSELF	14%	12%	15%	16%
2	28%	31%	27%	22%
3	22%	26%	20%	19%
4	21%	20%	21%	21%
5	8%	5%	10%	11%
6 OR MORE	5%	3%	6%	10%
REFUSED	2%	3%	2%	-
<b>AGE</b>				
18	1%	<1%	-	2%
19-24	4%	1%	6%	8%
25-34	18%	15%	21%	20%
35-44	17%	21%	15%	15%
45-54	19%	19%	19%	18%
55-64	21%	23%	18%	22%
65 OR OLDER	17%	17%	19%	13%
REFUSED	3%	4%	3%	2%
<b>GENDER</b>				
MALE	49%	46%	49%	54%
FEMALE	51%	53%	50%	45%
REFUSED	1%	1%	1%	1%

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
Base (All Respondents)	664	280	262	122
<b>RACE/ETHNICITY</b>	56%	59%	58%	44%
CAUCASIAN/WHITE	56%	59%	58%	44%
HISPANIC/LATINO	19%	13%	23%	23%
ASIAN	13%	12%	12%	17%
BLACK/AFRICAN AMERICAN	3%	4%	2%	4%
FILIPINO	3%	3%	3%	6%
AMERICAN INDIAN/ALASKAN NATIVE	1%	1%	1%	3%
MIDDLE EASTERN	1%	1%	1%	
PACIFIC ISLANDER	1%	1%	1%	1%
EAST INDIAN	0%	1%	0%	
MIXED (UNSPECIFIED)	0%	0%		1%
OTHER (UNSPECIFIED)	0%	1%		1%
REFUSED	5%	7%	2%	5%
<b>INCOME</b>				
LESS THAN \$10,000	2%	1%	2%	2%
\$10,000 - \$24,999	6%	5%	6%	10%
\$25,000 - \$49,999	8%	6%	9%	10%
\$50,000 - \$74,999	14%	8%	17%	18%
\$75,000 - \$99,999	11%	10%	10%	13%
\$100,000 - \$149,999	15%	14%	17%	16%
\$150,000 - \$199,999	9%	9%	8%	11%
\$200,000 OR MORE	21%	32%	16%	7%
REFUSED	14%	15%	15%	12%
<b>ZONE</b>				
MID	45%	44%	45%	45%
NORTH	31%	28%	32%	39%
SOUTH	13%	17%	11%	6%
COASTSIDE	11%	11%	11%	10%
<b>INTERVIEW LANGUAGE</b>				
ENGLISH	94%	95%	95%	92%
SPANISH	6%	5%	5%	8%

	TOTAL	Rider Type		
		Non-Rider	Former Rider	Rider
<b>Base (All Respondents)</b>	<b>664</b>	<b>280</b>	<b>262</b>	<b>122</b>
<b>HOME ZIP CODE</b>				
94025	8%	11%	7%	3%
94080	7%	4%	8%	11%
94066	6%	6%	7%	6%
94010	6%	9%	4%	6%
94401	6%	4%	5%	12%
94063	6%	4%	7%	7%
94062	6%	8%	3%	6%
94403	5%	6%	5%	6%
94404	5%	5%	6%	3%
94014	5%	3%	7%	6%
94070	5%	6%	5%	2%
94044	5%	5%	5%	5%
94061	4%	3%	5%	4%
94002	4%	3%	5%	1%
94015	4%	2%	4%	7%
94402	4%	4%	3%	2%
94019	3%	3%	5%	2%
94030	2%	3%	2%	3%
94303	2%	3%	2%	2%
94065	1%	1%	<1%	2%
94020	1%	1%	2%	-
94037	1%	1%	1%	1%
94018	1%	1%	<1%	2%
94038	1%	1%	1%	1%
94005	1%	1%	1%	1%
94027	<1%	1%	-	-
94011	<1%	-	<1%	1%
94028	<1%	<1%	<1%	-
94023	<1%	-	<1%	-
94026	<1%	-	<1%	-
94060	<1%	<1%	-	-

# DETAILED RESULTS – NOTES FROM FOCUS GROUPS

## Focus Group #1 (Riders)

Tuesday, December 12, 2017 | 5:30 pm

10 attendees

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### Introductions

#### Quality of life in the Bay Area

*Show of hands – number who say life in Bay Area is:*

- ) Getting better – 0
- ) Staying about the same – 2
- ) Getting worse – 8

#### Positive words and phrases – Quality of Life in Bay Area

- ) Good weather
- ) Just love it
- ) Good weather
- ) Mild weather
- ) Restaurants to shopping
- ) Cultural
- ) Good schools
- ) Can get whatever you need
- ) Lots of low income housing
- ) Jobs – lots of them

#### Negative words and phrases – Qualify of Life in Bay Area

- ) High rents
- ) Traffic
- ) Cost of living
- ) Too expensive
- ) Violence
- ) Hard for young families
- ) Tech

#### Trips made within San Mateo County – positive words and phrases

- ) ECR – El Camino
- ) 260 bus route - fantastic
- ) Nice bus drivers
- ) Many favorite bus drivers
- ) Relaxing
- ) Lots of room
- ) Not enough people taking bus
- ) Lots of options

- ) It's easy
- ) Very affordable
- ) Reliable source of transportation – SamTrans
- ) Usually on time
- ) Can bring bike on SamTrans or on train

**Trips made within San Mateo County – negative words and phrases**

- ) Public transit – not convenient on Coastside
- ) Weekends kind of shuts down
- ) Caltrain goes 1-1.5 hours between trains
- ) 260 doesn't run after 6 pm, and only half day on Sundays
- ) I live in Carlmont area, senior citizen complex - and you're stuck
- ) Traffic on Saturday and Sunday
- ) Full trains and buses
- ) ECR is many times crowded

**How do you normally get around in San Mateo County?**

- ) Public transit
- ) Bus, train, BART
- ) Motorcycle as well
- ) Otherwise take Lyft
- ) Lyft
- ) Lyft to get to BART – no good way to get there
- ) I take them all
- ) Bus, drive, BART, Redi-Wheels
- ) Try to use public transit

**What comes to mind when I mention each of the following agencies/companies?**

*Caltrain*

- ) Not enough
- ) Great
- ) Bad experience
- ) Drivers
- ) Convenient – gets me to most places
- ) Infrequent
- ) Bad connections
- ) Hit or miss
- ) Quick
- ) Cost
- ) Inexpensive
- ) Unpredictable

- ) Hate to think going up the stairs
- ) New lifts needed

*BART*

- ) Horrible
- ) Smelly
- ) Noisy
- ) Mugged on it
- ) Dangerous
- ) Been assaulted on it
- ) Lots of crime
- ) Doesn't come far enough south
- ) Don't feel safe
- ) Conductors unhelpful – they just turn away and won't do anything when you've been robbed
- ) Expensive

*SamTrans*

- ) Nice
- ) Convenient for me
- ) Love drivers
- ) Clean
- ) Expensive
- ) ECRs – three come at once
- ) Expensive
- ) More advertising needed
- ) Rolling motel at night
- ) Should have transfers
- ) It's like someone laying on a bed on the seats
- ) Too many buses at once then – one crowded, next one no one in it
- ) Adherence to schedule – reading it properly and being on time – hard to do
- ) Could coordinate better with trains

*San Francisco Muni*

- ) (Laughter)
- ) It's alright
- ) Never go there
- ) Very crowded
- ) Pay your fare or you'll be fined 120 bucks
- ) Transfers - you can ride all day
- ) No ride for 2 hours
- ) Homeless people on it

- ) Dirty
- ) Confusing
- ) I like it

*Uber and Lyft*

- ) Very convenient
- ) Never used it
- ) Liked it
- ) Won't use either one
- ) Got to have a credit card
- ) Have to
- ) Even Coastside – you can preschedule a ride and it's there
- ) Risky –

*Chariot*

- ) Never heard of it
- ) Nope
- ) Never heard of it

*Heard of Chariot (show of hands) – 1*

*Any impression*

- ) Don't know what it is
- ) Coliseum?
- ) Nice name though

**As an agency, how does SamTrans compare to other transit agencies in the Bay Area?**

- ) Head and shoulders above East Bay
- ) Buses aren't as nice
- ) Need to do more advertising – more would take it if they knew how to get it and the schedules
- ) I see a lot of people getting on the bus and confused whether they are on the right bus
- ) San Francisco has Nextbus – signage – lots of people don't have phones
- ) Better run than some others
- ) Cleaner
- ) No comparison for me
- ) VTA is better
- ) No, SamTrans is better
- ) It's variable – you can compare it with Muni – in some ways it's better and some ways it's not
- ) Nicer drivers
- ) Very considerate drivers
- ) Every time I get lost – good direction [from staff] – helpful



**Key areas that SamTrans is outstanding/exceptional for riders**

- ) Cost
- ) Drivers
- ) On time
- ) ECR is pretty much on schedule
- ) Like the pass as a disabled person – and no lifts any more, just a flip out ramp
- ) Safe – really no crime
- ) Customer service – when you email they respond very quickly
- ) They always make a point to reach out to you and use your name

**Suggestions to improve the rider experience on SamTrans**

- ) Newer buses
- ) 3 ECR's come together –
- ) Cleaner restrooms [sic]
- ) More Coastside service – better routes, direct from Half Moon Bay to Daly City
- ) I can't believe they don't have that – they don't have to go via Linda Mar
- ) [Of course] I use the bus because it picks me up at home and drops me off right at the job
- ) Later routes
- ) Express – with Muni you have the 14 and also the 14R (rapid)
- ) Tracking (real time) would be good
- ) 295 – used to go from San Mateo to Redwood City – now it ends in San Carlos – need to bring back full length – before it was hitting 3 hospitals – important for older people
- ) Transfers would be nice – sometimes have to get on just for a minute or so and cannot get a transfer

*Moderator distributes Self-Administered Questionnaire #1 (Barriers to Use)*

**What are some barriers to why you don't use SamTrans more?**

- ) Not enough room for disabled
- ) No transfers
- ) No early morning
- ) More Coastside service – need express service – not every single one, but a few in morning and evening
- ) Make it so working people can get from where they can afford to live to where jobs are – and make it well advertised
- ) At night it's a rolling motel
- ) Have to take more than one bus –
- ) 260, 295 – don't go in my neighborhood on Sunday
- ) After 6:30 pm there's no service to/from my home
- ) Some drivers are polite and some are not – I use it all the time anyway but it's a barrier

**Besides SamTrans, what public transit options are available where you live/travel?**

- ) BART/SamTrans/Caltrain
- ) Caltrain/SamTrans
- ) Caltrain/BART
- ) Caltrain/SamTrans
- ) Caltrain/SamTrans/BART
- ) BART/AC Transit/SamTrans/Caltrain
- ) BART/Caltrain/SamTrans
- ) SamTrans/Caltrain/BART/my car
- ) SamTrans/Caltrain

**What are some positive words and short phrases about other transit systems [system – comment]**

- ) BART - stops are convenient, easy to walk
- ) SamTrans - drivers great
- ) Caltrain - clean
- ) AC Transit - can get bike on
- ) Muni - inexpensive
- ) BART - runs
- ) VTA - has free shuttles
- ) Ferries - Sausalito – easy

**What are some negative words and short phrases about other transit systems [system – comment]**

- ) BART – very noisy
- ) BART – nasty
- ) BART – unsafe
- ) AC Transit - drivers not very polite
- ) AC Transit - no security
- ) SamTrans, BART, Caltrain - Limited access
- ) BART, Caltrain, VTA - A lot of people ride free
- ) BART is at max capacity
- ) BART - I have to use the disabled gate and 4 people enter behind me and go through [without paying]

**What are the key reasons for you to consider/use public transit (in general)?**

- ) Picks me up where I live and drops me off where I work
- ) Cost
- ) Try to do the right thing
- ) County subsidizes me
- ) Keeps us a one car family
- ) Don't want to drive
- ) Crazy drivers on the road
- ) Can use your time
- ) Can relax
- ) The environment
- ) Save a lot of money

*Moderator distributes Self-Administered Questionnaire #2 (Information Sources)*

*SamTrans printed schedules*

- ) 8 use it
- ) How /why use
- ) Make sure of where I'm going
- ) Check out routes
- ) As a map
- ) For everything

*www.SamTrans.com*

- ) 3 use it
- ) when they say they will change stuff or have a meeting – will see why
- ) to see when routes run, what days

*Customer service phone number*

- ) 6 use it
- ) see when next bus coming
- ) lost and found
- ) called and SamTrans police arrived within half an hour
- ) if I'm lost and not sure where I'm at, I call; also for schedule
- ) have used it to complain sometimes

*Google maps*

- ) 7 use it
- ) All for SamTrans info? yes/sometimes
- ) They'll tell you if public transit is available –
- ) see how far restaurant or store is from the stop
- ) More accurate, other than 511
- ) Use it but not in relation to SamTrans
- ) It is good and easier than 511 – tells you how long a walk
- ) 511 is good when you're at the stop and want to know when it's coming

*511.org website*

- ) 3 use
- ) Sometimes have no idea how to get from Point A to Point B
- ) Use it to plan a trip – and what are my options

*511 phone*

- ) 5 use
- ) Going somewhere new and want to know where next bus is coming
- ) Use it when I get to stop to find out when next bus is coming

*SamTrans related tweets* – no one in group uses

*Twitter*

- ) No one uses it for transit information
- ) 4 use it generally

*SamTrans related Facebook posts*

- ) 2 use it
- ) Just seasonal – special events
- ) Seasonal – events at convention center, craft/jewelry show

Use twitter for other transportation related information - 2 use it  
Facebook for other? 1

*Other sources*

Word of mouth/other riders

**Preference for accessing schedule or real time information: on printed material, on a website, or using a mobile app?**

Printed – 2

Website – 0

Mobile – 7

None of those (call) - 1

*Printed material – why?*

) I like it can read everything

*Mobile apps – why?*

) Quickest

) Most accurate

) Can personalize it

) Don't have to look at stuff not relevant to you

) It's the future

) Especially looking at connections with other transit agencies

) Can just look at SamTrans

) Gives accurate, live info

*Calling 511 – why?*

) Tells you when next bus is going to be

*Mobile apps – is there an exceptional one for SamTrans?*

) Google maps

) It's only one

) Knows the buses

*What would the ideal SamTrans mobile app include?*

) Real time tracking

) Push notifications – for example, your bus is running five minutes late

*Other sources of info – on buses?*

) Schedules

) And the train information

) Driver (as information resource)

) Just pick up schedules (paper) some time

) Do seem kind of antiquated

) Handy for people – people like them

*Information at bus stops?*

- ) None
- ) Stop ID for 511
- ) Some have electronic signs
- ) Some don't
- ) Few have that
- ) Other passengers – can be source of information

**Familiarity with bus stops or drop off points for SamTrans – “How familiar are you with SamTrans bus stops/drop off points?”**

- ) Very
- ) Very
- ) Except at night
- ) Sometimes they don't announce it and cannot see
- ) They turn off announcements
- ) Only familiar with ECR
- ) Only the stops I use

*Moderator distributes Self-Administered Questionnaire #3 (SamTrans Service)*

**Words or phrases that strongly apply to SamTrans bus service - positive**

- ) Lean
- ) Good overall service
- ) Affordable
- ) Safe
- ) Drivers
- ) Convenient

**Words or phrases that strongly apply to SamTrans bus service - negative**

- ) Negatives
- ) Routing
- ) Slow
- ) Shortened routes
- ) Nighttime service
- ) Dirty at night

**Agree or disagree with each of the following statements. Show of hands. And, very briefly, why?**

*SamTrans buses are generally on time*

- ) Agree – 8
- ) Always good
- ) It's always within minutes
- ) Depends on what bus you're taking – if you're on El Camino it's a whole different story
- ) As disabled person - I won't take it during busy hours; I will take Redi-Wheels instead

*SamTrans buses run frequently*

- ) Agree – 3
- ) Just on certain routes
- ) I can work around the schedule
- ) They run frequently but on El Camino it's so crowded
- ) Bike rack – need capacity

*SamTrans buses are generally reliable*

- ) Agree – 9
- ) They don't break down
- ) Lifts don't hang up
- ) Generally on schedule
- ) Safe drivers

*SamTrans routes are convenient*

- ) Agree – 4
- ) Run up and down – very easy
- ) Point A to Point B
- ) I do have to transfer halfway – take 2 buses instead of 1
- ) Almost like we're talking about 2 different things (have to transfer or direct)

*SamTrans buses travel time is too long*

- ) Agree – 4
- ) On El Camino -- too many stops
- ) No express from where I live

*Moderator distributes current SamTrans Fare Chart.*

**Reaction to fare chart?**

- ) Great
- ) Inexpensive
- ) Very fair
- ) Affordable
- ) Just got new disabled card – didn't say anything about us having to swipe it – (question)

**Are these fares a good value?**

- ) Yes (multiple) why?
- ) Cheaper than driving
- ) Nothing else out there
- ) It's 5 dollars to go over the bridge
- ) Very good value
- ) Can't convince my kids of this, but for \$27 to go anywhere I wanted – at their age I would be all over that
- ) If more kids did it – a lot of kids take the bus – otherwise everyone just sits on Ralston
- ) I don't want more kids on the bus though

*Fare question – into SF – first 4 columns – into SF, then KX, etc. out of SF – did any of you notice that?*

Yes (multiple/many)

*If you have a day pass – will ask you for more on top of that - how many were not aware of those differences?*

[show of hands] 6

*Questions about it? Anyone know why there is a difference?*

- ) Out of SF – assumed you guys have to pay
- ) Makes more sense at airport, like BART
- ) No idea
- ) Assume have to pay sf money

*Are these fares clear? Are they understandable?*

- ) Yes
- ) Some bus drivers make announcement about it, others don't
- ) They are confusing – because into San Francisco – that is confusing
- ) Just into San Francisco – that's not confusing



**Fares – how do you usually pay your fare?**

- ) Clipper – 7
- ) Cash – 3
- ) Don't have local pass any more
- ) It's not convenient for me to get a Clipper card
- ) Live up the street but didn't know they were available – Caltrain doesn't seem to have them Available – just don't know where
- ) Just want to know I paid for it
- ) I do half and half - Redi-Wheels and Clipper

*Moderator distributes Potential New Fare Products handout and asks participants to review it.*

**Reaction to monthly/ 31 day pass?**

- ) Makes sense
- ) Very clear
- ) If I bought it on December 10th is it good until January 10th?
- ) Confusing
- ) Clear
- ) I think it's clear

*Existing monthly pass – only good for calendar month; this particular product – only change is it's good for full 31 days – 12/10 good through 1/10 – yes (not like that now – this is a future proposed)*

- ) Would be clearer if you added the example –
- ) From a customer standpoint – great – from SamTrans – a lot not
- ) Takes stress away from having to get it for the 1<sup>st</sup> of the month
- ) If you go on vacation you aren't losing usefulness of a pass
- ) How would bus driver know? (printed on it presumably or readable on clipper)
- ) I think SamTrans would lose some money there
- ) But from customer standpoint – maybe more riders

**Day pass concept – clear?**

- ) Whoever thought of that – it's the greatest thing – I go places 10x a day sometimes
- ) Don't understand it
- ) Tourists would love it
- ) Great –
- ) Not sure how it would work
- ) Unlimited, all day
- ) Unclear? 1-2

*(moderator explanation)*

*Reaction to that?*

- ) Don't have that already?

- ) Things pop up unexpectedly
- ) Don't have to know ahead of time
- ) Now you have to know that ahead of time
- ) I thought they said it was already in effect on Clipper
- (moderator) no*
- ) Don't like having to pay – have to plan –
- (moderator) that is the way it is now – has to be purchased*
- ) How come Clipper is cheaper on fares (generally)?
- Anyone know why? (moderator)*
- ) They don't have to store/touch the money
- ) It's an incentive to ride the bus –
- ) They don't have labor cost and there's always a balance on your card –

***Moderator distributes system map***

- ) *Show of hands - # use it? 4*
- What would you like to see on this?*
- ) Timetable
- ) # of buses
- ) Streets
- ) Can't put a whole schedule on it
- ) Great - shows you can go into San Francisco
- ) What more can you put on a map?
- ) Bus numbers/routes
- ) Color of route
- ) Landmarks
- ) BART stations are on here
- ) Fare info? [show of hands who want] yes =4
- ) Map [useful/use] yes = 2-3
- ) Schedule info – somewhat, yes
- ) 511 thing – have to know that # on side
- ) Can't put too much on a map – not a good idea
- ) Don't need it
- ) How long it runs [how late]

*Stop locations? Important?*

- ) Cannot put on map – it would have to be huge

*Info on events*

- ) No (multiple)
- ) If you didn't have a version – to be able to zoom in and get stop numbers, etc. – no
- ) Do I have to use a paper map? Just want it on my phone
- ) Give it to students and parents so they don't have to drive them to school every day
- ) Why is coloring off?
- ) Every route should have a different color

) Can't – you would need far more colors than you have – it's fine the way it is

*Routes by area – is that clear which routes are which area? Any other comments?*

) I see no problems whatsoever

) It's an overview – as an overview it's very informative

) It's very positive

) Everybody's welcome

) I think these should be at workplaces, new hires too – it seems as though SamTrans is a big secret

***Moderator distributes route 141 map (new version)***

*Point out a couple of things – printed larger; different type of map*

*What is key info you want to see on this?*

) Exactly what's here – directions it's going

) Times

) First and last times especially

) Key stops

) Want to see my stop

) If there aren't stops that happen – a notation so I know there are stops in between

) You need to know where they stop

) Would be good to know every stop – want to see all stops so I know best place to get off

) Would be nice to do it if legible

) Question – they have bus to BART things – should they have a discount for that since you're paying for BART already and taking transit?

) Are bikes allowed on all buses or just certain ones? Would be good to know

) Like that it says different on school days (so you know variations)

*Advertising/points of interest?*

) There are NO points of interest on the 141!!! (laughter)

*Take a look at map that's on here – how useful?*

) Not very

) How straight

) I think it's useful

*Timetable – how's the size?*

) Nice

) Good

) How would you read that timetable?

) Very clear

) Got to guess in between stops (multiple)

*These are called time points – familiar?*

) Yes

*Is it clear that's what it's showing?*

) no, not always

) It's first thing on here (reads from schedule)

) Would rather just read the timetable and see my stop

) Could make it a hybrid – if on map you delineated those other stops I could guess that – but don't know how many stops in between

*Major issue no stops in between?*

) No (multiple)

) If my stop is in between the two stops on the schedule yes

) People at my work won't always get it

) Once you take the route you sort of get it

*What is your preference – printed or online only?*

Printed – 4

Online – 6

## **Mock exercise**

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### **Wrap-up**

*Last thing – around the table – if you could make one recommendation to the director of SamTrans, what would it be?*

) Bus routes to other transportation

) Do a lot of checking on routes (undercover)

) Transfer system for limited time (e.g. 90 minutes)

) Subscription service for express route from Coastside – guarantee # of riders

) Make sure it's safe at night

) Welcome packets to realtors, new people in community – how great the schedule is

) Update the fleet of buses

) Express buses on El Camino

) New time on bus routes – run later

) Smartphone app with schedules

## Focus Group #2 (Former Riders)

Tuesday, December 12, 2017 | 7:30 pm

12 attendees

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### Introductions

#### Quality of life in the Bay Area

*Show of hands – number who say life in Bay Area is:*

- ) Same – 2
- ) Better - 0
- ) Worse – 10

#### Positive words and phrases – Quality of Life in Bay Area

- ) Diverse
- ) Weather

#### Negative words and phrases – Quality of Life in Bay Area

- ) Traffic
- ) Construction
- ) Potholes

#### Trips made within San Mateo County – positive words and phrases

- ) Scenery
- ) Redwood City – sunny (Daly City – fog)
- ) Lots of options
- ) Parks – county, national
- ) Always events
- ) Different modes of transportation – sometimes take BART into San Francisco

#### Trips made within San Mateo County – negative words and phrases

- ) Potholes
- ) Roads
- ) Traffic
- ) Big buses on freeways
- ) Construction
- ) Drivers
- ) Lack of access to public transportation
- ) Difficult to get from point a to point b
- ) Parking at BART – no spaces left
- ) New drivers

**How do you normally get around in San Mateo County? (around the table)**

- ) Drive, sometimes BART, carpool
- ) Drive
- ) Drive
- ) Drive
- ) Drive
- ) Drive or Caltrain
- ) Mostly drive
- ) Sometimes also park
- ) Sometimes SamTrans
- ) Carpool
- ) Drive and Uber
- ) Drive

**What comes to mind when I mention each of the following agencies/companies?**

*Caltrain*

- ) Convenient – can use any time
- ) Inconvenient – not much of a schedule
- ) Fast – doesn't stop as much
- ) Noisy
- ) Crowded
- ) Expensive
- ) Far away
- ) Not many places to catch it
- ) Public transit
- ) Not super reliable
- ) Suicides on track
- ) Noisy
- ) Need at least 2 modes of transportation

*BART*

- ) Dirty
- ) Scary
- ) Overcrowded
- ) Crime
- ) Fast
- ) Noisy
- ) Crime
- ) People are rude

- ) Hard to get help to buy a ticket or parking – they talk in the booth but they don't acknowledge you
- ) Bureaucracy
- ) Kind of slow – Millbrae up through Daly City – quicker to drive if not a lot of traffic
- ) Not enough parking

*SamTrans*

- ) Takes a long time to get anywhere
- ) Not necessarily convenient
- ) Very delayed if traffic
- ) Not reliable – schedules
- ) Not many stops
- ) Dirty
- ) Have to change buses a lot
- ) Expensive
- ) Good service
- ) Sometimes overcrowded
- ) Bus drivers are nice
- ) Can call and find out schedule – customer service phone

*San Francisco Muni*

- ) Crowded
- ) Ugh (multiple)
- ) Dirty
- ) Smelly
- ) Unreliable
- ) Rude drivers
- ) Unsafe – personal safety
- ) Not convenient – can find a stop anywhere within 3 blocks in San Francisco
- ) Schedule seems nonexistent
- ) Drivers not responsive
- ) Can track it on cell phone

*Uber/Lyft*

- ) Easy
- ) Clean
- ) Convenient – at top of your cell phone if you need to get to a place fast
- ) Easy to pay
- ) Easy to pay if you have a credit card
- ) Pricey
- ) Double park
- ) No experience

- ) Bad drivers
- ) Make their own rules
- ) Convenient – easy access
- ) Don't trust it
- ) Drivers have been nice
- ) Modern
- ) Everywhere
- ) Clean cars
- ) Take you to airport at 3 am
- ) Convenient
- ) Overpriced

*Chariot*

- ) Never heard of it
  - ) What is it?
- # heard of chariot – 6*
- ) Very elite and expensive
  - ) Heard it but don't know it
  - ) Thought they went out of business
  - ) Seem like another bus

**As an agency, how does SamTrans compare to other transit agencies in the Bay Area?**

- ) Buses seem more welcoming
- (can be perception)*
- ) Buses just look cleaner, nicer
  - ) Seem newer
  - ) Don't ever see many people on them
  - ) Fewer people
  - ) Problems – don't seem to have them – don't remember a SamTrans strike ever – and they pick up kids for school – seems more community oriented
  - ) Unfortunately a lot of drivers make a lot of traffic violations – have to call dispatch
  - ) Don't seem to have as much garbage – papers, wrappers – on buses
  - ) Does take a while to get around
  - ) Less graffiti
  - ) Drivers not all that friendly

**Key areas that SamTrans is outstanding/exceptional for riders [perception if not ridden in a while]**

- ) Customer service
- ) Specialized routes
- ) Along ECR – regularly
- ) Seem to have buses that go into area I live



- ) Customer service usually answers phone with live person promptly
- ) Parking in a lot of the spots
- ) Great with Caltrain – easy to get on the train and then get on bus if need to
- ) Times I've been on SamTrans – where Caltrain had a delay and SamTrans was free

**Suggestions to improve the rider experience on SamTrans**

- ) Express routes (multiple)
- ) Bus stops on busy points – e.g. 250 – takes an hour to get from downtown to College of San Mateo looping around San Mateo – but that's the only route it goes that way
- ) Predictability – real time eta on buses – signage
- ) Would rather they don't just sit and wait
- ) Used to get transfer as a kid and last time I rode realized they don't exist – have to pay separately and have to take multiple buses to get anywhere
- ) Don't know if there's an app for SamTrans
- ) It is difficult – rode it for a few weeks when car broke down – found since I didn't have a pass it was more difficult for me to pay – they need to make it easier to pay
- ) Would like to see it expand more along Coastside

*Moderator distributes Self-Administered Questionnaire #1 (Barriers to Use)*

**What are some barriers to why you don't use SamTrans more?**

- ) 2 different kids, 2 different schools – can't be delayed
- ) Take too long to get somewhere
- ) Location not convenient – live in Redwood City and work in South San Francisco – no way can work
- ) Takes too long
- ) No working routes
- ) Bus stop too far
- ) Only worth to take to Caltrain station – to get from my house to
- ) If you take a bus somewhere you need Uber or Lyft to get rest of way – no direct way – having to transfer
- ) Express buses used to have worked well – took from San Mateo to San Francisco and in an hour you're there
- ) Takes too long
- ) Just faster to drive
- ) Just stops too often – every couple of blocks – like baby bullet train – with buses it stops every few blocks

**Besides SamTrans, what public transit options are available where you live/travel?**

- ) Caltrain
- ) BART
- ) BART
- ) Caltrain
- ) BART
- ) Caltrain
- ) BART closets
- ) Caltrain
- ) Caltrain and BART
- ) BART
- ) BART
- ) Caltrain
- ) Caltrain
- ) BART

**Show of hands – how many have used other public transportation within the last 6 months?**

11 (of 12)

**What are some positive words and short phrases about other transit systems [system – comment]**

- ) Uber – convenient
- For now let's keep Uber out*
- ) Caltrain - convenient don't have to drive and can go to eh game (not pay for expensive parking)
- ) Muni – frequent
- ) BART – when running right goes to a lot of places
- ) BART – goes into city and no worry about parking
- ) Caltrain – reliable
- ) Spent a lot of time in England – the tube goes everywhere in London and 200 stops – buses cleaner and drivers are nicer and it's part of society to just use the buses
- ) Caltrain – runs often
- ) BART – convenient – goes every 12 minutes
- ) Kids like to take the train – fun, and easier to take the train as a family

**What are some negative words and short phrases about other transit systems [system – comment]**

- ) BART – embarrassed – someone smells or dirty
- ) BART – panhandlers
- ) BART – too expensive
- ) BART – don't feel safe, with attacks which have happened

- ) BART – don't feel safe, lots of homeless
- ) BART – loud; doctor said you should have ear protection
- ) BART – unpredictable
- ) BART – in station at night – no employees, even in booths, not responsive to you
- ) BART – girlfriend was held at gunpoint and robbed

**What are the key reasons for you to consider/use public transit (in general)?**

- ) Save gas
- ) Parking – don't have to worry - convenient
- ) Stay out of traffic
- ) Go somewhere
- ) Can get there quicker than sitting in traffic
- ) More family friendly
- ) Parking is tough
- ) Lower stress
- ) Save money
- ) Be productive while you're on it
- ) Less stress – not caught in traffic
- ) Safety
- ) Sometimes not safe to drive

**(around table) What is one thing SamTrans could do to get you to at least try using its service again?**

- ) If routes went to where I want to go
- ) If route from Pacifica to San Francisco without taking 3 buses and a train
- ) If riding bus was faster
- ) If a stop in South San Francisco from Redwood City –
- ) If a free ride once in a month – to know more about route
- ) If more routes/more express routes – maybe something for free rides for seniors
- ) If it didn't take so long
- ) If faster routes
- ) If complimentary routes and up to date pamphlets
- ) Fewer bus changes and more express routes
- ) Routes and raising awareness – convenient transportation
- ) Routes –

*Moderator distributes Self-Administered Questionnaire #2 (Information Sources)*

*SamTrans printed schedules*

) Used - 11

*Reaction?*

) Confusing

) Not accurate necessarily

) Not up to date

) Not all route one brochure for one route – so have to take 5 different brochures to connect them

) Try to get through which one is the right route

) The colors -red, blue, what do they mean?

) I pick them up but then I get home and throw them away

*SamTrans.com*

) Used – 10

*Reaction?*

) Convenient – can look at on my phone

) Just being able to have it on phone

) Just like having on phone

) Does it show where you're coming from /going to? (question)

) Last time I tried it too much info for the screen

*(do you access on phone?)*

) Tried on computer but couldn't parse all info on it

*Customer service phone number*

) Used - 2

) I like it – can tell him where you are and where you need to get it and they help you, with times

) Professional too – answer quickly, seem to know what they're doing – get a live person

*Google maps*

) used 10

*Google maps used SamTrans info?*

) 3

) So easy

) Awesome – just easy to use, convenient

) Tells you all the different ways – car, other transit, see which one gets you there and how

) Got me here – it's convenient

) Looks the same if you're using it here or using it somewhere else

) Once you know it it's very familiar regardless of where you are

) Tells you real time traffic

) Walking distance is accurate, and traffic – delays -tells you – as well as bridge tolls

*Google maps for SamTrans-specific info*

- ) Integrates really well – tells you which routes
- ) Gives you all the choices [not just bus]

*511.org website*

- ) use – 6
- ) Stopped using it when google got good
- ) All info, every transit system -e very time they update it gets worse
- ) Use it mainly for more accurate traffic
- ) Use it in AM
- ) 511 for SamTrans? 1
- ) Seemed to work, but a while ago when I did it – it was fine for trying to figure out from Point A to Point B

*511 phone*

- ) 2 use
- ) Just called to see what it was like
- ) It's good for traffic conditions – long menu to go through and horrible voice recognition

*SamTrans related tweets – no one in group uses*

*Twitter – SamTrans related Tweets*

- ) None

*Twitter – use at all*

- ) 3 use generally

*SamTrans related tweets – comments*

- ) Would never think to follow them on twitter feed
- ) Caltrain has twitter feed when hit someone or over 10 minutes late – very helpful

*SamTrans related Facebook posts*

- ) None
- ) Not think of looking at it on Facebook
- ) Seems more static

**Preference for accessing schedule or real time information: on printed material, on a website, or using a mobile app?**

- ) Printed – 1
- ) Web – 1
- ) Mobile app – 9
- ) [none of above] Calling – 1

*Printed material – why?*

) Never worry about power, have it with you

*Mobile apps – why?*

) I liked it when I used it

) Instant

) For every

) When I go somewhere I have phone with me

) Phone is always with me

) If schedule always follows printed material, id' want that (phone could be dead, etc.)

) Just convenience

) Seems like better interface than website which vary by browser

*Mobile apps – is there an exceptional one for SamTrans?*

) No

) Didn't think they had one

*What would the ideal SamTrans mobile app include?*

) Location

) Routes

) GPS

) Delays – updates

) Alternative routes – if regular route isn't workable

) If you had a bus stop and how far away bus was # minutes – real time

) Show bus, routes, input where you are, and where you want to go, and could tell you what is coming

) Fare – buy ticket – calculate your fare from where you are to where you want to go

) Transfers – tell you which buses to go to, when to transfer

) Payment options too using app

*Other sources of info – on buses?*

) Next bus stop

) From other passengers

) Bus driver

) Pamphlets – routes or transfer points

) Sometimes advertising – about the system

*Information at bus stops?*

) Phone #

) Destination of line

) Bus numbers

) What buses serve stop

) Doesn't tell you what hours they run

**Familiarity with bus stops or drop off points for SamTrans – “How familiar are you with SamTrans bus stops/drop off points? Around the table – are you familiar?”**

- ) Yes
- ) Yes
- ) Yes
- ) Yes
- ) Yes
- ) No
- ) Sort of/close to ECR and I know that
- ) Yes
- ) Just one
- ) Know where bus stop is but don't know where it takes me – assuming it would but not sure
- ) Don't know where local one is – know where hub is
- ) Just know local one – just down El Camino is all I know and stops every 2 blocks

*Moderator distributes Self-Administered Questionnaire #3 (SamTrans Service)*

**Words or phrases that strongly apply to SamTrans bus service - positive**

- ) Economic
- ) Great customer service
- ) Nice drivers
- ) Reliable

**Words or phrases that strongly apply to SamTrans bus service - negative**

- ) Inconvenient
- ) Delays
- ) Time consuming
- ) Unkept schedules
- ) Need to know how to get somewhere
- ) Too many tops
- ) Slow
- ) Mostly empty
- ) Not cool – stigma (take bus – assume destitute, near homeless)

**Agree or disagree with each of the following statements. Show of hands. And, very briefly, why?**

*SamTrans buses are generally on time*

- ) 5 agree
- ) Why?
- ) I see buses – assume they're keeping a schedule

- ) See them picking up people
- ) They were always on time when I took them

*Disagree?*

- ) Sometimes traffic
- ) Schedule just says every 15 minute – not set time – hard to say on time or not
- ) Don't really know
- ) Personal experience – kids going to high school – got detention late or not showing up – was not a good excuse

*SamTrans buses run frequently*

- ) Agree– 5

*Why?*

- ) Always see them
- ) See them a lot
- ) Always behind them in a car
- ) Always in the wrong lane – behind them (laughter)
- ) Seem to be there a lot
- ) Depends – along El Camino yes, other places not

*Disagree?*

- ) Never see them at all
- ) See them during commute and school hours – outside of those hours no

*SamTrans buses are generally reliable*

- ) Agree - 8
- ) If you're waiting something will show up
- ) Qualify reliability it doesn't break down – haven't seen any on side of road
- ) Have seen a lot which say not in service

*SamTrans routes are convenient*

- ) Agree - 0
- ) Only goes on El Camino
- ) Not destination based – seems to just loop around the town or on El Camino – if you need to get somewhere not convenient
- ) Takes too long
- ) Costly
- ) Very roundabout
- ) Doesn't come close enough to my home and doesn't stop close enough to destinations

*SamTrans buses travel time is too long*

- ) Agree – 12
- ) Tonight would have been 2.5 hours on the bus from Pacifica
- ) Would have been 2 hrs. for my kids to get to the mall



- ) If I was going to see a client other than here- take me a really long time to get there – 2 hrs.
- ) Or can't get back from destination – buses stop running

*Moderator distributes current SamTrans Fare Chart.*

**Reaction to fare chart?**

- ) Interesting monthly pass – valid for unlimited rides 7 days a week – buses aren't available 7 days a week
- ) Cheap
- ) Confusing
- ) 18 – that's an adult
- ) 19-64 adult - ?
- ) Why is senior – 65?
- ) Day pass is too high – should be round trip
- ) Trend to force everyone onto clipper – this is same
- ) What is this into San Francisco and out of San Francisco? Why the difference?
- ) More expensive to get out of San Francisco? Should be the same

**Are these fares a good value?**

- ) No – expensive – when I took it, it was 25 cents
- ) When I was a kid it was 25 cents, but BART was 5 bucks – I think the fares are cheap; last time I took a SamTrans – was an express route – if you can go one way for \$2.25 – can't think any other system where you can go one way for that amount
- ) You can go further than muni –
- ) Good value but how long does it take – time is money – if it takes too long to get there it's not a good value
- ) Excellent value – if that's what it takes to get to my destination 2.25 – yes; if I can't get there, then no; \$2 to Caltrain which is 2 miles – no
- ) It's time vs distance
- ) If it's here to market street yes – we don't know where it's going
- ) [difference in pricing]
- ) BART is set – this is what it is – this is almost random – like being punished for leaving San Francisco
- ) More community based so for San Mateo county – funded for San Mateo residents – don't know if you're a resident
- ) Just distance based – farther you go
- ) Thought it would cost more to go in than to go out – e.g. charge a fee to drive in/not come out
- ) So if I go into San Francisco - have to come out – why are the monthly passes 2 different prices when you have to go out if you come in

*Are these fares clear? Are they understandable? (generally – not including San Francisco fares)*

- ) Don't know if round trip or one way
- ) Wasn't sure if 225 only applied to KX, 292, etc. or cheaper on other routes
- ) Yes, clear – applied only to those lines
- ) Clear, understandable
- ) Don't understand why KX is priced same as local – should be priced differently

*Fare question – into SAN FRANCISCO – first 4 columns – into SAN FRANCISCO, then KX, etc. out of SAN FRANCISCO – did any of you notice that? Anyone know why there is a difference?*

- ) No
- ) Threw me off
- ) Confusing you can get day pass into San Francisco but don't know that it gets you out of San Francisco
- ) How do you get a day pass?
- ) Says it down there you can buy it on the bus
- ) Can pay cash; particularly coins; don't know what a change card is –
- ) Do they take credit cards? Think you have to have the exact change? (Jon – or clipper)

### ***Moderator distributes system map***

*What would you like to see on this?*

- ) If you're on a bus, how to connect to BART or Caltrain
- ) Should fare info should be on this – yes
- ) Not be on? No, it's necessary

*Map – is the map critical info?*

- ) yes
- ) Any type of schedule info o this? Should there be?
- ) Time schedules; how often/frequency of run; hours of each run
- ) Eta times; yes
- ) This is too much info – this map
- ) Too much info –
- ) The stations are fine – should just have SamTrans – everything else is . . .
- ) No because a lot of people take the bus to get to BART – they need to know that
- ) But they have to know which bus to take to get to that BART or Caltrain station

*Info on events – is that appropriate to have, useful?*

- ) No (multiple)
- ) It's useful on venues advertising – but not on this document

*Routes are colored – is that helpful, needed?*

- ) Yes

- ) It distinguishes because they are in different colors
- ) Blue – lines to BART; red – to Caltrain

*Anyone think coloring not helpful –*

- ) Lots of colors and green is very light – gets lost
- ) Multiple shades of same color

*Assigning routes by area – is that clear to you? Is that useful?*

- ) Like the smaller #s neighborhood numbers?

***Moderator distributes route 141 map (new version)***

*Point out a couple of things – printed larger; different type of map*

*What is key info you want to see on this?*

- ) Street name
- ) Key stops
- ) Cities it services
- ) Key stops and times
- ) Like it – it's clear, has the times and clear to me- everything is right there for you
- ) Doesn't make me feel dumb – other one I just looked at and it's overwhelming – didn't care to figure it out
- ) This is cleaner, easier on the eye
- ) Doesn't show where bus stop actually are – just key ones
- ) Should have disclaimer within 5 min not considered late – how often does SamTrans update schedule or thrown in schedule?
- ) Hard to explain it's up and down same street – don't know which side of street I'm supposed to be on

*How useful is the map?*

- ) Useful and like way they detail the routes that don't go every time – n
- ) If you know the area it's easier to read, but from out of town, you're like where is this?
- ) Doesn't show the wiggly parts – don't care it has to go around curves but a to b to c – makes it easier to figure out start point and destination –

*Timetable itself – size ok?*

- ) Yes
- ) All these asterisks and school days – why not just make it consistent?

*Do you understand how to read it?*

- ) I could never figure this out – couldn't understand the map thing on left and try to figure out – it's always a guessing game

*Time points – is that clear (yes)*

- ) There are more stops than these?

- ) There are more stops than these – these are the major stops - is that a problem (Jon)
- ) Yes – never knew these weren't all the stops
- ) They're going to stop every 2 blocks
- ) Problem between points – these are not linear roads – could be a point here and a point there – don't know where you are and where stop is-
- ) Sort of –
- ) Would have assumed it was showing all the stops

*What is your preference – printed or online only?*

- ) Printed material- 2
- ) Online only – 10

### **Mock exercise**

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**Wrap-up exercise - around the table – if you could make one recommendation to the director of SamTrans, what would that be?**

- ) Promote SamTrans
- ) Innovate
- ) Change routing so it's more convenient
- ) Better driver training safety and smile –
- ) Wi-Fi on buses
- ) Express routes
- ) Make it more cool – get rid of red, white, and blue colors – it looks old fashioned
- ) Find some route people don't use too much and change to smaller buses
- ) More convenient routes and express routes
- ) Tech on buses – to attract kids
- ) Experiment with flexible routes and demand busing
- ) Streamline routes – more express routes

## Focus Group #3 (Non-Riders)

Wednesday, December 13, 2017 | 5:30pm

9 attendees

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### Introductions

#### Quality of life in the Bay Area

Show of hands – number who say life in Bay Area is:

- ) Better – 0
- ) Same – 0
- ) Worse – 9

#### Positive words and phrases – Quality of Life in Bay Area

- ) Weather
- ) Culture
- ) Parks for kids
- ) Lots to do
- ) Variety of cultures/diversity

#### Negative words and phrases – Quality of Life in Bay Area

- ) Congestion
- ) Housing Prices
- ) Overall costs going up
- ) Roads – beat up

#### Trips made within San Mateo County – positive words and phrases

- ) Flow during off peak is fine; it's OK
- ) Took 280 because it still flows, not as bad as 101
- ) Have access to natural beauty

#### Trips made within San Mateo County – negative words and phrases

- ) Leave an hour earlier than normal to get somewhere on 101
- ) Lack of parking
- ) Pay for parking
- ) Lack of HOV lanes on 101
- ) Bottlenecks between SF and San Mateo; bottlenecks in San Mateo county
- ) Traffic on border of Mountain view is awful; leave for school at 7:30am and takes an hour
- ) Congestion because of job market and because of people going on bridge (San Mateo)
- ) Use HOV lane, have done multiple tests and it is slower than the regular lanes
- ) Not enough access points to get to bridge

**How do you normally get around in San Mateo County?**

- ) Car
- ) Car
- ) Car

(anyone use anything but car?)

- ) No. all car drivers

**What comes to mind when I mention each of the following agencies/companies?**

*Caltrain*

- ) Expensive
- ) No parking
- ) Dated – technology is dated, routes not direct, has not kept up w times
- ) Crowded at times
- ) Crowded
- ) Not accessible for people with disabilities
- ) Seems slow

*BART*

- ) Badly needed but has problems
- ) Improving, upgrading trains and expanding, it's OK
- ) Expensive to park
- ) Expensive
- ) Security issue last time I was on BART

*SamTrans*

- ) Feeder network to Caltrain; people that live here and need to get to Caltrain
- ) Should have more benches
- ) Unreliable
- ) Bus is empty most of the time
- ) Empty buses
- ) Broken down buses, takes too long to get somewhere
- ) Don't have accommodation for people with mobility disabilities

*SF Muni*

- ) Old
- ) Crowded
- ) Will close door when trying to get on
- ) More dedicated lines
- ) Trying to improve
- ) Bottlenecks, traffic jams

*Uber/Lyft*

- ) Love em
- ) Helpful
- (*what love about it?*)
- ) New services...uber pool, uber express. Have taken it for less money than BART
- ) Simple to use, reliable
- ) Use it for airport and can book ahead
- ) Good for emergencies
- ) Cheap
- ) Haven't used...but and going to try it
- ) Seems like everyone uses
- ) Easy to pay for

*Chariot*

- ) Don't know it
- ) Not familiar
- ) Have seen in SF; don't think it comes down here
- (how many have heard of chariot)
- ) 2 people
- ) Trying to be like uber, but can't tell if vans are driven by a regular person, like Uber or Lyft drivers, or someone who works for Chariot

**As an agency, how does SamTrans compare to other transit agencies in the Bay Area?**

- ) Antiquated, not like Uber / Lyft
- ) Outdated – that's my perception - last time I road was 2003
- ) Looks like they have hard time catching up with competition; buses are usually empty, maybe people not interested
- ) Not reliable
- ) Buses are not always full
- ) Other places do light rail, rely here in San Mateo county on buses/vans, it's not efficient

**Key areas that SamTrans is outstanding/exceptional for riders**

- ) Used to use express between foster city and SF- that was OK
- ) Drivers are nice
- ) Have point to point for disabled – that is a positive

**Suggestions to improve the rider experience on SamTrans**

- ) Frequency, increase this
- ) Increase destinations where they go. Very few between Mt View and Palo Alto, etc.
- ) Need light rail with dedicated lines; buses are just going to go slower and slower as time goes by and traffic gets worse
- ) Seems like you want more buses but buses are empty

- ) Need to adapt, mimic what other transportation companies do, like Uber and Lyft, you are not going to last if you don't, must adapt
- ) People want to get there fast
- ) Need to look at services like chariot, the people who use this service are people who might usually take bus

*Moderator distributes Self-Administered Questionnaire #1 (Barriers to Use)*

**What are some barriers to why you don't use SamTrans more?**

- ) Have other rides
- ) Main one – need to carry a lot of tools, laptops, materials
- ) Like convenience of my own car
- ) Just takes too long
- ) More buses in mornings, see a lot of people not able to get on, think that is the problem. Sometimes buses leave without everyone getting on
- ) Don't see need to use it; I drive, have my own car

**Besides SamTrans, what public transit options are available where you live/travel?**

*(around table)*

- ) Uber, Lyft and Zoom
- ) Train station – Caltrain
- ) Caltrain
- ) SamTrans
- ) Caltrain
- ) Taxis
- ) Provided by JCC and the city; go to different places, bring people to doctor's office, appointments
- ) Just Samtrans, down at El Camino, I'm 3 miles away
- ) I use BART, and can see Caltrain when I'm at the Millbrae station
- ) Use carpooling, BART, Muni and Caltrain

**Show of hands – how many have used other public transportation within the last 6 months?**

- ) 4 of 9 have used other public transit in past 6 months
- ) Does taxi count?

*(not really)*

**What are some positive words and short phrases about other transit systems [system – comment]**

- ) Bullet on Caltrain – fast and convenient
- ) Bart – with teachers and students, it worked, was crowded
- ) Caltrain – took with my boys, it was fun
- ) Train – Caltrain, when we need to get to ballgame, get there quick



- ) BART – go to Berkeley to avoid traffic, parking. Convenient – don't have to drive in bottleneck traffic and look for parking  
(*how about those who haven't used*)
- ) Caltrain – bullet gets you there quickly
- ) Buses - Depends if it is rush time, during day not crowded

**What are some negative words and short phrases about other transit systems [system – comment]**

- ) BART – Security problems, noise
- ) BART - Not really safe in Oakland area
- ) BART – not safe at certain hours, or going to certain places
- ) Caltrain – if already purchased pass, should have a secure parking spot. Do not provide that now
- ) BART – Can be crowded at certain times
- ) BART – Noisy

**What are the key reasons for you to consider/use public transit (in general)?**

- ) More accessible – it's not anywhere around me; anywhere near me, there are not stops. When younger I could get to Stanford shopping center
- ) Convenient – when there is a big event in SF, hop on train and can get there and avoid traffic, also feel safer and it is fun
- ) If it could get me to the new Warriors stadium, I would try it.
- ) If did not have to do a lot of research on schedules, that has been my experience trying buses before, with Uber / Lyft it is just easy
- ) Avoiding parking and traffic for special events
- ) Like to pay one fare and be able to go from point a to point b without having to pay extra each time you change systems. One direction should be one ticket, like in Montreal

**One thing SamTrans could do to get you to try using its bus service**

(*around table*)

- ) Convenient, if had to drive, it wouldn't work. Stop would need to be close by
- ) Like to know more about services, know they run bus but, if I didn't not have car, would like to know what they offer
- ) Have more buses in my area, don't have many there
- ) Should be more flexible, get smaller buses and ask the population where they want to go. Not rigid
- ) More buses where you live, would help
- ) Don' know the one thing, I have not felt need for it up to know, when traffic gets really bad I might like some information on it. That would help
- ) Not having a set route, more like an on-demand service
- ) More accessible bus stops, I don't see any near me. Also, cost – from what I've heard it is more expensive to use SamTrans that it is to call up Uber / Lyft, (with Uber/Lyft) \$2 you are done to get somewhere for local trips

- ) Closer stops, I don't pay attention to where stops are, maybe stops should be more clear, might try it if I got a free ride. Seems like it is not efficient.

**If your normal transportation mode was not available, what would be your back up option**

- ) Depends where going, call Lyft. Go to city, call Lyft to get to BART
- ) Would try public transportation
- ) Would try Caltrain if going to city
- ) Vanpool
- ) Uber/Lyft/Taxi
- ) Uber
- ) Uber

**Assume you had to take SamTrans, how would you look up SamTrans information**

*(around table)*

- ) Would go online. SamTrans website. Find out service offered and look up options. Schedule based on where live and where trying to go
- ) Go on website, SamTrans website
- ) Would put start and end point and would go on google, would search from foster city to SF
- ) Would go on phone, would go to SamTrans website
- ) I'd google it, likely type in SamTrans for my search
- ) Google maps, 100%, can put in departure and arrival info, and tells you options.
- ) Go to google, would type in public transportation – Redwood City to Palo Alto and see what comes up
- ) Would google SamTrans buses and see what comes up
- ) Depends on where traveling, if local, would type in SamTrans on google. If further may use google maps

**Familiarity with bus stops or drop off points for SamTrans**

- ) Stops located where they meet up with Caltrain
- ) Know stop when I'm stopped behind bus in my car
- ) Just see some buses empty
- ) Not familiar
- ) No

*(Most not familiar with stops)*

*Moderator distributes Self-Administered Questionnaire #3 (SamTrans Service)*

**Words or phrases that strongly apply to SamTrans bus service - positive**

- ) Appealing to students who have a direct connection to location
- ) Seem to have a lot of buses
- ) On time, for the most part

**Words or phrases that strongly apply to SamTrans bus service - negative**

- ) Slow and antiquated
- ) Empty buses
- ) Empty buses
- ) Not near me, not accessible to me since stops are not near me
- ) Schedule –they have cut back in our area, only comes by twice a day. If me and the kids wanted to use it would take all day to use it from Redwood City to Palo Alto
- ) No coordination between lines
- ) Scheduling not convenient
- ) Need to know more about it, advertising
- ) More provisions for people with disabilities

**Agree or disagree with each of the following statements. Show of hands. And, very briefly, why?**

*SamTrans buses are generally on time*

- ) 3 agree
- (why?)
- ) Think they have factored in congestion so probably not delayed as result, from what I've heard buses aren't crowded
  - ) Can be within 3 or 4 minutes, that is pretty good
  - ) If you miss one, you will have to wait for an hour

(why not?)

- ) Unsure
- ) Not sure
- ) Don't know
- ) Think of people waiting for bus
- ) Just what she said, could wait an hour for bus

*SamTrans buses run frequently*

- ) 1 agrees
- (why?)
- ) When I leave see a lot of buses
- (why not?)
- ) Will find out that some areas need more buses if they surveyed areas
  - ) Never see buses at stops

*SamTrans buses are generally reliable*

- ) 5 agree
- (why?)
- ) Don't see them breaking down
  - ) Are moving, are going
  - ) Sometimes I see 2, right together

- ) Making assumption they are
- ) Buses are relatively new, figure there is a surplus if they break down  
(why not?)
- ) Not sure
- ) Don't know
- ) Sound of the buses making noise

*SamTrans routes are convenient*

- ) 0 agree  
(why not?)
- ) Don't know
- ) Need to be a genius to figure out schedule
- ) Need to survey population to see where there is a need for service

*SamTrans buses travel time is too long*

- ) 3 agree  
(why?)
- ) So many stops. See them pulling over, as cars go by
- ) Tough because want a lot of stops but there are then too many stops
- ) Image of stopping buses, not able to maneuver in traffic

*Moderator distributes current SamTrans Fare Chart.*

**Reaction to fare chart?**

- ) Confusing because if have pass, should be able to go into SF and this looks like cost is more
- ) If going into SF, cash is \$2.25, day pass if \$5.50, what are you getting with that pass
- ) Why is it priced that way, in SF, out of SF, why?
- ) Seems complicated, if I was using a monthly pass and I'd be thinking I need to use it right away in month
- ) Why is day pass only available into SF and not out of SF

**Are these fares a good value**

- ) Expensive
- ) Think they are a good value, are heavily subsidized
- ) Senior fares are very good
- ) Youth and senior discounts really good, monthly pass depends on how much you use, and if it carries over or not

*(fares clear and understandable)*

- ) Don't understand, if I go in to SF...but if I buy a day pass is that eligible
- ) Need to be pretty intense to read this info, not everyone wants to do that
- ) What is KX
- ) It isn't bad

) Just reminds me when I took bus decades ago, there were a lot of categories then

### **Moderator distributes system map**

#### *Key information you would you like to see*

- ) Overwhelming
- ) Should have an app where you can put where you are and where you are going and it would tell you how to get there
- ) Time and price

#### *(how many would want to have this map handy when you want to ride)*

- ) 2 would
- ) Nice to have, but also would like an app
- ) Would use it since I don't have a lot of knowledge of SamTrans, I'd use it
- ) What is this, is it for the entire system or not
- ) Explains the whole 292 and 397 questions that I had on the fare chart – primary bus routes that go in and out of San Francisco
- ) If you studied this map it would be useful
- ) Visually appealing

#### *Is it helpful that the routes are colored?*

- ) Yes
- ) Categorizes it by region
- ) Color highlights streets and you can follow it
- ) Lot of work to read this

#### *Other comments on map*

- ) If take time to look at it, but it would help
- ) Seems like a waste, only thing it provides is a coverage area, now that I know, I would use google maps to find out where I need to go
- ) How current is map; if do the work to figure it out, is it still accurate

### **Moderator hand out Route 141 map (new version)**

#### *Key information like to see on route schedule*

- ) Very limited stops
- ) See a lot of dashes, what does that mean. It doesn't stop?

#### *How useful is map*

- ) Prefer map on system map. More detailed. Not straight lines like this map
- ) This one gives you times, which is good
- ) Need map to figure out timetable
- ) I've worked with this one – looks useful

- ) Looks useful but could be improved – just relevant information. Since have never used, not sure what A and C mean. Also, not having stops in between, for a first-time person using this, I would want something simpler
- ) Need to move away from this, to an app. Want an app and want real time

*(others agree?)*

- ) A question of generation – I am used to printed but would also like an app. I can manage either way
- ) She's right, you need to have both. You have senior and younger people. Young people would prefer to have something on their phone, quick. Need multiple options – print and app
- ) The reality is many people have to switch buses, then you'd need two of these
- ) This gives you a lot of info, and it is easy for you to make a mistake. When use BART I use the trip planner. Stops and times are given around the times I want. I don't know if they have anything like that, but a trip planner makes it much easier
- ) Yeah, I've used the trip planner on BART. It's great
- ) This is a little complicated for me, would rather have an app or something I can look up on my phone
- ) Definitely an app or trip planner. I just want to know to go here, and it gets you here (to a location), and it gives you the times
- ) OCD, it doesn't work for me
- ) It's hard to understand, the first time looking at it

*What is your preference – printed or online only?*

- ) Printed = 0
- ) Online = 9(*why?*)
- ) Can't be responsible to remember to bring all these papers everywhere I go each day.
- ) Easier and faster
- ) If you don't go from here to here, may need to have three or four schedules like this
- ) Online easier and quicker
- ) More current, pretty much only information I want. Not excessive information. And if I want it on paper I can print it out
- ) Online will give you the most options, so if you are going somewhere SamTrans might not be the best option. It might be marginally more to get somewhere 20 minutes faster, online tells you that.

**Mock exercise**

- ) Brand messaging
- ) Radio and TV
- ) Be out there

Promotional

- ) Free ride day/passes

- ) Do so through Yelp or Trip Advisor - to direct people to other platforms and read reviews
- ) Apps – does SamTrans have app now?
- ) Part of image will be new services like smaller buses and vans, updated schedule, and flexibility on fares/transfer. Easy connections

*Moderator distributes Potential New Fare Products handout*

### **Fare Media/Products**

#### *31 day pass*

- ) Not losing any days which is a good thing for some
  - ) Seems like a good value
  - ) Think it is great, just hung up on wording.
- (moderator explains pass)
- ) Great
  - ) Can buy and use it for the full time – 30 days
  - ) Will price be same as it is now. Good idea but would want price to be the same as it is now

#### *Accumulator Concept*

- ) Like flexibility since you could take a bus without intention of using another but would save if you did
- ) Would simplify
- ) More flexible
- ) Like a maximum daily fare that you'd pay
- ) Would it apply to all categories – youth, regular, senior

### **Wrap up – around table – recommendation**

- ) Be sure drivers are friendly, better customer service from start of trip to finish
- ) Getting word out, knowing what service is, what is available, maybe promotional
- ) Developing an app that works
- ) Ease and flexibility, has to be easier than schedule shows and has to be flexible
- ) Getting word out that SamTrans is up to date
- ) Really good app
- ) Listen to riders, and adapt
- ) An app
- ) Modifications for people with disabilities

## Focus Group #4 (Spanish Language)

Wednesday, December 13, 2017 | 7:30pm

10 attendees

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### Introductions

#### Quality of life in the Bay Area

- ) 0 better
- ) 7 worse
- ) 3 stayed the same

*(same)*

- ) My life changed when I had children, schools in my area are very good, lot of jobs, but you have to do a lot of running around. But there are special opportunities in the schools.

*(worse)*

- ) More traffic
- ) Rent is outrageous
- ) No housing
- ) Getting kicked out of our area
- ) Building wherever they want to. Even animals are coming down from hills because they are cutting down trees and building

#### Positive words and phrases – Quality of Life in Bay Area

- ) Public transportation
- ) Climate
- ) Have worked in SF, but now I work in East Bay. Is difficult because transportation is not good. Better transportation here in this county vs the East Bay'
- ) Don't drive because of traffic
- ) Buses come here more often. Every 2 hours in the east bay
- ) San Mateo is small; people know each other, don't know if that is good or bad
- ) But there are a lot of means of transportation - can take train or bus
- ) This county has more resources for Latinos

*(like what?)*

- ) Like the schools, like she said
- ) Resources for children,
- ) It is a wealthy county
- ) Uber and Lyft have improved public transportation, it's faster



**Negative words and phrases – Qualify of Life in Bay Area**

- ) Rent
- ) The rent
- ) Yeah, the levels of the rent

**Trips made within San Mateo County – positive words and phrases**

- ) Uber and Lyft
- ) BART
- ) Constant, can get anywhere at all times
- ) County produces income, taxes go toward transportation
- ) Everything near where I live
- ) Bus, can take me to places I need to go
- ) Never taken bus but stores are easy to get to, I work in construction, stores that sell constructions materials are close

**Trips made within San Mateo County – negative words and phrases**

- ) How community has grown
- ) Traffic congestion is incredible
- ) Rate has gone up. I don't drive – use Uber/Lyft/Taxi. Rate of everything has gone up
- ) When I used bus, at night, felt safe, even if I was alone. I was at ease. But back then I'd buy pass. Now the pass cost has gone up

**How do you normally get around in San Mateo County?**

- ) Drive with people I work with. 4 people.
- ) Use buses for places nearby.
- ) Mostly car. Would take a long time if I took a bus; I work in Mountain View
- ) Car alone. Easy for me. I start early, 5 am in morning
- ) Car – by myself mostly. Except when we go to SF on train once in a while. Like to show my girls how to use it. Parking in SF is expensive, one reason I use train
- ) I don't drive, when I go to hospital or stores, go on bus
- ) Lot of emission
- ) Take SamTrans to BART, and VTA on other end.
- ) I do use SamTrans, sometimes BART, when I go to Milpitas, lot of traffic between 5-6pm in evening, not worth it to drive. Time, gasoline, etc.
- ) I don't drive, my husband drops off me and kids at school

**What comes to mind when I mention each of the following agencies/companies?**

*Caltrain*

- ) The train
- ) Speed
- ) Expensive
- ) You'll go relaxed

- ) Relaxing, when we go for fun, to see the Giants, more accessible because train goes from south bay to north. Don't have to deal with traffic, less stops
- ) When I used to use bus would take KX, what I like about train is stations are usually in middle of each city, usually near downtown

#### *BART*

- ) Dirty
- ) Scared
- ) Scared in afternoons
- ) Now I take it daily
- ) Things have happened, sexual assaults, feel safer on bus, know driver, they are familiar with you on bus. At BART, there is not that contact, they don't take care of you
- ) It's fast and also gives you options to go a further distance. BART goes to Pittsburg, Oakland, gives you greater access without having to drive
- ) Lot of delays, lot of problems with BART
- ) Times I've use have been to SF, been fine, never had any problem. Comfortable, fast
- ) When you work in SF for years, it went from better to worse now. Homeless, fights
- ) Not as safe as it should be
- ) If there is a problem on one line, everything stops

#### *SamTrans*

- ) Safe
- ) Clean
- ) Don't see trash
- ) Doesn't smell bad
- ) Buses every 15 minutes to 20 minutes
- ) Really close to where I live, takes you to stores, to hospital, like my daughter she uses it to go to school, and it is safe
- ) Feel that sense of trust
- ) Driver doesn't care, doesn't wait for you
- ) Some of them do. Some drivers do. Some are more kind and friendly
- ) There is a disadvantage where I live. Use 141. After 7pm it does not run, and doesn't run Sundays and less often on Saturdays. Disadvantage for someone who doesn't drive. Especially at nighttime.

#### *Muni*

- ) Violence
- ) Used for Giants game, only time I've used it
- ) Buses better now than used to be
- ) But always safety problem, and very tightly packed, too many people
- ) And if there is a problem, very crowded
- ) Muni accessible in city, moves fast

- ) Same thing. On Muni I feel like in my home County. Because SamTrans won't squeeze people on. SamTrans has a limit. No limit with muni, squeeze as many as possible on.

#### *Uber and Lyft*

- ) Best thing that's happened in life
- ) More economical than taxi, takes you directly where you want to go
- ) Different rates at times. Sometimes cheaper, the farthest I've taken it is to Milpitas, it was like \$20, Have promotions and may only cost \$10
- ) Service is very punctual
- ) Tell you when, and they are right there

#### *Chariot*

- ) *(no response)*
- (anyone heard of chariot?)*
- ) One person
  - ) Thought it was for disabled, or elderly. Have seen small buses with Chariot name

#### **As an agency, how does SamTrans compare to other transit agencies in the Bay Area?**

- ) Drivers professional and follow rules. Safety rules. Trained well
- ) Connections, today I took BART and missed my bus, driver did not wait even though he saw me. Took Uber instead today. Connections on SamTrans do not coincide. On muni it is better
- ) Times I've used you need to see schedules and stops, sometimes you need to wait a long time, half hour or so

#### **Key areas that SamTrans is outstanding/exceptional for riders**

- ) Priority for people in wheelchairs, they take their time. Ask people to move. Always liked that
- ) Bus driver helped someone with a baby and groceries, that kind of customer service is what I like
- ) On El Camino, the 390 or 391, you can get off at stores or other places on that boulevard

#### **Suggestions to improve the rider experience on SamTrans**

- ) Have never used but my friends tell me that it could be more punctual, they can sometimes arrive late
- ) On weekends, should not reduce, let them run normally like on weekday. Would be less likely to use my car if this was the case
- ) Good comment about weekend service. Parking is so bad, people would use. Like if you go to party and drink you might use
- ) Seems more expensive if it is a family of 4. If I don't want to drive, have to figure out whether it runs later (after 7pm), and on Sundays it's as if everything goes dead. No traffic and the buses still come late on that day

- ) They have cut down on down on service on weekends and holidays also. Better for me to go on bus, I have little ones, BART is more expensive. On the bus I must come back a certain time because there is a limited schedule on weekend and holiday on SamTrans

*Moderator distributes Self-Administered Questionnaire #1 (Barriers to Use)*

**What are some barriers to why you don't use SamTrans more?**

- ) Work in construction. I have my own truck and need to carry materials
- ) Sometimes I don't take it because of time issues. Would take me longer to go on SamTrans than my own car. Time
- ) Not accessible to my work, from home to work no access
- ) First I said schedules and connections, that I often miss the connection and need to wait 20 minutes, sometimes 30 minutes, and the reduction in lines on weekends and holidays, at least in my area
- ) Faster to use my car
- ) Doesn't reach my final destination, where I live it doesn't come much
- ) Where I live, doesn't reach my work, otherwise I'd use it daily
- ) Time factor, faster by train, sometimes taking SamTrans is like driving because of traffic. Bullet train reduces travel time, also – on train, they announce stops, with bus you really need to know where you are going and exactly where your stop is
- ) Some people are stuck waiting. I sometimes have to go to Milpitas, it can't get me there
- ) Have not used it lately, when I did they did not give change or take credit cards. Needed to ask people for change
- ) If you could pay by phone, that would be a great idea, now, you carry \$5 and you get a ticket, and it keeps deducting from it. Like BART

**Besides SamTrans, what public transit options are available where you live/travel?**

- ) BART
- ) Have used BART but not often, just when I go to SF

**Positives about public transit**

- ) BART – reaches a lot of points, depending on where you live. For example, SamTrans gives a tour of the city. Takes a long time but good for some. Have to go around all of San Bruno
- ) SamTrans – For students, it's accessible for schools

**Key reason to use public transit**

- ) Save money
- ) Save gas, given how expensive it is
- ) Not so much gas but car maintenance
- ) I take it because I go a far way. Take bus and BART and another bus. But I don't have to deal with traffic. Not less expensive, but I don't have to deal with traffic, and my car is expensive to maintain. Using car ends up costing more in the long run

- ) One of the questions insurance companies ask you is how much you drive, the less you drive the less you pay on insurance. Save on insurance. Involves everything you need to pay with your car – maintenance and insurance.
  - ) Some take it because it is the only option. Some people who have no license. A lot of people are undocumented around here. If you don't have license than public transit becomes your main means of transportation
  - ) Have bicycles but not everyone wants to use a bike.
  - ) Maybe the weather, maybe it's cold, maybe there is rain. Some people don't like to drive. Difficult for me to learn to drive. There are a lot of people who don't dare to drive.
- (why would you use public transit, if you do not now)*
- ) Would use for fun, not in connection with work

**Assume you had to take SamTrans, how would you look up SamTrans information**

- ) Webpage on my phone
- ) There is an app, that you can download on your phone, it has different transit and schedules. Don't have it on my phone now. It is for all public transit, can see each one, and they keep changing with new arrival information.
- ) I normally ask around, people at stop, or the driver. The first time using I'd ask
- ) Have daughter, she doesn't trust schedules so she calls SamTrans directly, and they tell her how long bus will be
- ) What I'm assuming, buses won't always be according to schedule. It is unpredictable, if there is an accident, or a truck in the road
- ) Assuming regardless of how aggressive SamTrans drivers are, they will still not be on schedule
- ) This is the app - called 'transit real time'. When I used to use it, it would tell me when connection were late
- ) I use it
- ) Like my daughter who goes to school, she uses an app and calls me to say the bus is running late. I'm not sure how she knows but uses an app for this
- ) I would look for bus number and route if I was looking up SamTrans information
- ) Would look for fare amount, whether it goes to my destination, would ask friends who use it
- ) Would find out neighboring streets

*Moderator distributes Self-Administered Questionnaire #2 (Information Sources)*

*Schedules and maps*

- ) 4 familiar
- ) Know them but don't use them
- ) Aware, but don't use
- ) 2 use

*(why don't use?)*

- ) Since I'm accustomed to same route don't need the schedule
- ) If need to find another route I'd use webpage, would not understand printed one

- ) Use it to see, if I miss connection, how much time I have, if have 30 minutes can go to Target and shop
- ) On paper, sometimes they change the time so it is more punctual/precise, when it is printed. More up to date than webpage. Just seems easier.
- ) If I were to use I'd use booklet. Booklet easier
- ) On BART there are different kiosks that you can get schedules, SamTrans has this too.

**Prefer printed material, on a website or using a mobile app**

- ) Printed
- ) Printed
- ) Paper
- ) *(Paper easier for most)*

*(when IS IT easier to have online)*

- ) When it is not on paper
- ) When there are schedule changes, then the internet is easier
- ) Does anyone know about calling to find out when bus coming
- ) I did not but my daughter did
- )

*(what do you think about calling?)*

- ) Good options
- ) Sometimes you don't want use phone because your battery may run down
- ) Not sure if phone call in is well staffed
- ) Maybe you may have to wait on hold

*Mobile app*

(anyone aware?)

- ) 0 participants aware of one

*Ideal SamTrans App*

- ) One that works like Uber, shows where bus is
- ) I use google maps, shows where bus
- ) Should show where bus is
- ) So I can see that the bus is 2 blocks away
- ) That app exists - Muni has an app like that
- ) SamTrans has an app, but it tells you the schedule. The buses have GPS, you should be able to see the bus when it is coming, in the app
- ) Sometimes I'm driving on El Camino, can see people who are looking at nothing, waiting for bus to arrive. Would be good to have an app to let them know
- ) On the train, there is a sign saying the train is 3 min late, that helps quite a bit
- ) There are times that the scheduled bus on Samtrans doesn't come. Maybe the driver is sick, I don't know. And I call SamTrans to ask what is going on. Then I have to call Uber or my boyfriend.

- ) Like Uber, show you where bus is
- ) Google maps is useful
- ) Transit real time – download that and then you have Samtrans, BART, Caltrain, etc. Then you touch bart, or whatever, and it will tell you what time it will arrive, or if you take muni, it will show you the map and the stops, and you can tell when it will arrive

### **Other sources used to get information about SamTrans**

#### *On buses*

- ) Schedule
- ) Schedule guide, bus number, route
- ) Schedule for other buses, not just one you are on
- ) (Moderator - How useful is that information)
- ) Very useful
- ) Quite useful
- ) Announcements, ads for free clinics, if victim of abuse, that type of thing.
- ) Do not think info on bus is sufficient – I missed bus in past
- ) I prefer to ask. Sometimes a lot of info ab all buses, would rather have info ab that bus specifically.

#### *At stops*

- ) Very dirty
- ) Along glass, have some info
- ) Stops don't tell you how far bus goes
- ) Would be good if knew when bus was coming, in so many minutes
- ) Or a speaker, like a recording
- ) Would be good to have speaker, press and it tells you how long bus will be

### **SamTrans service – easy to find stops**

- ) Yes, easy
- ) In San Bruno, no it is not

*Moderator distributes Self-Administered Questionnaire #3 (SamTrans Service)*

### **Words or phrases that strongly apply to SamTrans service**

- ) Comfortable
- ) Safe
- ) Clean
- ) Good customer service
- ) Safety
- ) Need better schedules
- ) Very modern

- ) Drivers are quite professional and very customer service oriented
- ) Drivers are kind, very pleasant, helpful
- ) Can be relaxed without thinking about traffic
- ) Would be fun if they allowed clowns

*(moderator instructed to skip rest of this section, to focus on the Fare Chart and Hispanic Specific Topic given the time left in group)*

*Moderator distributes current SamTrans Fare Chart.*

**Reaction to fare chart?**

- ) Seems like a lot if 4 are in household
- ) If I used, I'd buy for month. It would be almost \$400 for all in my family
- ) I'd buy for month so I can use it all the time, not pay every time I board
- ) That way you can use it always
- ) I used to use it, I'd get off here at Holly
- ) Per month – if not every day, then of course it isn't worth it to purchase pass
- ) For example, if you don't use the bus on daily basis, you can use SamTrans daily pass
- ) First thing pay attention to, is the fact that you will pay \$2.25/day. First thing is comparing the monthly amount to the daily cost
- ) Hardly a difference if you were paying daily vs monthly
- ) If it was a matter of working in SF, I would happily pay \$96
- ) It would not be convenient to pay daily. Don't want to pull out coins. Eliminate the coins, would not want to have to pull out change
- ) Confused, one rate into SF and another out

*(why do they do that)*

- ) I think this is because SF puts a tax on SamTrans, for SamTrans to use the roads in SF
- ) The customer is the one who has to pay
- ) Routes from SF to San Mateo – it is faster
- ) Different county, different rules
- ) I did not think it was fair when I saw this, why would people pay different rates
- ) What's the reason, every county has their own rules
- ) Maybe because SF taxes are more.
- ) Not fair, shouldn't be that way. When get on it is \$2 but \$3.50 on way back

**Are these fares a good value**

- ) Yes, a bit expensive but buses are clean
- ) You feel safe
- ) Yes, worth the price, compared to other services, compared to muni
- ) More customer service and safety than BART, so it is a good value

**Fares clear and understandable**



- ) I'm clear
- ) Not sure, how far can I go on that rate
- ) Says \$2.25, get on bus, then get off two blocks later, then have to pay again.
- ) Not like Muni, doesn't give you a transfer like Muni

*(If first time using, any information needed)*

- ) Should specify that you don't get a transfer, that every time you use it you must pay
- ) On sheet, should be one box showing prices to and out of SF
- ) Wasn't understanding the rates going into sf and out
- ) Not highlighting important information. Simplify it. Need to read too many details
- ) Not totally clear, but I'd get used to it

### **Fare Media – How many use Clipper**

- ) 2 use clipper

*(why don't you use Clipper)*

- ) Have no idea what Clipper is
- ) Can no longer buy monthly pass, not clear about when you can use it.
- ) Did use in past, but that was when my company paid for it
- ) Not aware of it

*(what is positive ab clipper)*

- ) With clipper, it does not expire
- ) Can buy daily, or load monthly pass
- ) Can use it everywhere, Muni and everywhere.
- ) With Clipper, there is a reduced fare for children. Can register it, and if you lose it you can call.

*(why is it not more used)*

- ) no advertisement encouraging people to use it.
- ) Hasn't appeared on TV
- ) Think it is free of charge at Walgreens

*Moderator distributes Potential New Fare products handout*

### **Reaction to 31 day pass**

- ) Explains if very well
- ) Tells you what you bought
- ) Excellent. Previously if used mid-month, only good for 15 days.
- ) When purchased before, I always bought at beginning of month, then I wouldn't feel I was being ripped off

### **Reaction to Accumulator**

- ) Fine
- ) Better
- ) Excellent
- ) Because you pay 5.50 and can use it many times
- ) Can get on and off. Otherwise, it's \$2.50 then another \$2.50 each time you use. This way, all the rides you want in day
- ) Sounds like a good idea if you are going to go to more than 2 locations, since it would be \$2.25 per trip

*(any questions)*

- ) If I want to pay with a \$10 bill, would I get change with a card like this. What would happen. If it doesn't expire that would be fine, but if it is only good that day, not so much.
- ) Do I need to have exactly that amount for payment

### **SamTrans and the Hispanic community**

#### **How well does SamTrans serve the Hispanic community**

- ) See drivers from different cultures
- ) I feel comfortable
- ) Drivers treat me the same – since I'm a Latin they do not treat me differently, better or worse. I see that the drivers are professionals in the way they treat the public in general
- ) Don't see a racial difference. I don't speak English. I speak to drivers in Spanish and they try, they make an effort, even if they don't speak Spanish. They make effort to understand me. They are helpful that way
- ) Also, ads on buses appear in Chinese, English, and Spanish. I like that. They are concerned about their riders, what language their riders speak.

#### **Positives about SamTrans and the Hispanic community**

- ) There are a lot of Latin passengers and drivers on SamTrans
- ) ECR – a lot of Latins in this area that use this line. Quite a few. Especially in redwood city
- ) Children are also in bilingual schools, even children without Latin roots do speak Spanish

#### **Things SamTrans could do better**

- ) Employee more Latin drivers
- ) Buses for children, to take kids to school
- ) Where I live – SamTrans does not go to my daughter's school
- ) I'm Latin and have never been discriminated against on SamTrans, so I can't really respond to that
- ) For children, more buses, I'm talking about more buses in general, for all children of different ethnicities

#### **How can SamTrans communicate better with the Hispanic community**

- ) Reach point that they are doing a lot now. Shows they care when information is in Spanish and Chinese, and English
- ) Love for all drivers to speak Spanish but that wouldn't be fair really. Would need to be evenhanded with everyone because we are all from different countries
- ) Ensure good translations – ideas are not always clear. At my work, when I go to Spanish page sometimes it does not make sense, need to also read it in English. Make sure you translate well so those who are not bilingual can understand.
- ) Central American words are not the same as Mexico or South America. At my work at a hospital, this was a problem – I was told I interpreted incorrectly because I hadn't used the proper Mexican word. Need to use very generic words so those from different countries can understand

### **Mock**

*(mock conducted verbally since time was past 9:30pm at this point)*

- ) Website is fine, maybe a little more in Spanish
- ) Need more marketing, Spanish language TV and radio. Telling about SamTrans services
- ) Effort for the public to be aware of it, and to hear about SamTrans and to see it so they can connect to SamTrans service
- ) After you use 5 times, we give you something. A free transfer
- ) An app like Uber so I can see when the bus will come

*(messages?)*

- ) Make rates understandable
- ) More discounts
- ) Can't always pay a daily rate of \$4, \$8 roundtrip, that can be more difficult
- ) People want to use public transportation on the weekends, to save on parking, less stress
- ) More buses on same routes
- ) More routes because they are limited
- ) Buses should look colorful and they should catch your eye
- ) Announce the stops on board, some of us fall asleep
- ) Bathroom on board
- ) No, no, that would be too messy
- ) The connections, they are not coordinated with BART or other transit. Makes you late

### **If you could make one recommendation to the Director of SamTrans, what would that be?**

- ) Schedules. If it was less expensive, that would be good. App which shows what time bus will arrive and where it is
- ) Family pack, if several are travelling you get a fare discount.
- ) Allow you to take a pet on board. Would make a difference
- ) Some are allergic to pets, though
- ) If got subsidies through employers, a lot more people would take it. Would not want pets on board

- ) Discounts if a certain number of people are travelling. If 4 travelling, maybe the 4<sup>th</sup> person free
- ) Paper could be provided which shows you how to use the new app
- ) Simplifying things is important. Do marketing and advertising, it would make a difference if you promote SamTrans
- ) On buses, would like if you could push a button and it would give you the number of minutes for bus. Also, no braille on bus stop for people who are blind

# APPENDICES

## APPENDIX A – TELEPHONE SURVEY QUESTIONNAIRE

## SamTrans Segmentation Study Questionnaire (v4.2 Feb 8, 2018)

### Introduction

Hello, this is \_\_\_\_\_ with Corey Research. We are conducting an important survey with adults who live in San Mateo County. The results will be used to help make future planning decisions in your county.

*(INTERVIEWER NOTES: If necessary explain:*

- *The survey should take between 12 – 14 minutes to administer.*
- *The study is being conducted on behalf of SamTrans. We are interested in surveying those all residents – not just those who use transit.*
- *No selling is involved. All responses will be treated in confidence.)*

Do you live in San Mateo County:

- Yes
- No (thank and discontinue)

1. About how long have you lived in San Mateo County?

- Less than a year
- 1 – 3 years
- 4 – 10 years
- 11 – 20 years
- More than 20 years
- Don't know (*do not read*)
- Do not live in San Mateo County (*do not read. thank and terminate*)

2. Have you ever ridden a SamTrans bus?

- Yes
- No
- Don't know

*(if yes in Q2, ask)*

3. How often do you usually ride SamTrans? (read list)

- 4 or more times a week
- 1 to 3 times a week
- At least once a month
- Less than once a month

*(if less than once a month in Q3, ask)*

4. Have you ridden SamTrans in the past 6 months?

- Yes
- No

Riders: Ride SamTrans at least once a month or more often (Q3) or have ridden in past 6 months (Q4)

Former Riders: Have ridden SamTrans in past (Q2), but not in past 6 months (Q4)

Non-Riders: Have not ridden SamTrans in past (Q2)

### Typical Destination

The next few questions ask about how you travel from home to a typical destination.

5. What is your primary weekday destination? (*read list. select one*)

- Work
- School
- Errands
- Some other place (specify): \_\_\_\_\_

6. How do you typically get to this destination? (*read list if necessary. select one*)

- Drive alone
- Drive with others
- SamTrans
- Other public transportation (Caltrain, BART, etc.)
- Uber, Lyft or similar
- Bicycle
- Walk
- Other (specify): \_\_\_\_\_

(*if drive alone or drive with others selected in Q6, ask*)

7. If a vehicle was not available for this trip, how would you get there? (select one only)

- SamTrans
- Other public transportation (Caltrain, BART, etc.)
- Uber, Lyft or similar
- Bicycle
- Walk
- Other (specify): \_\_\_\_\_

Interviewer note: Assume no vehicle is available, so “get a ride” or drive with others is not a response option for this question.

8. Is your typical travel time from home to <*insert primary destination from Q5*> less than 30 minutes, 30 – 60 minutes, or more than 60 minutes?

- Less than 30 minutes
- 31 – 60 minutes
- More than 60 minutes
- Don't know (*do not read*)



9. Do you usually make this trip or during commute times or at other times of the day?

- During commute times
- Other times of the day
- Both commute and other times (*do not read*)
- Don't know (*do not read*)

*(Interviewer note: commute times are 6am-9am and 3pm-7pm)*

(if "other times of day" or "both commute and other times", ask)

10. What times do you usually make this trip...would you say (read list)

- Early morning, before 6am
- OR between 9am-3pm
- OR Evening, after 7pm
- Don't know (*do not read*)

11. Do you usually make this same trip on the weekends?

- Yes
- No
- Don't know (*do not read*)

---

### Likelihood of Using SamTrans

*(If "SamTrans" is NOT selected in Q6, ask)*

12. How likely would you be to consider using SamTrans for this trip? Would you say... (*read list*)

- Very likely
- Somewhat likely
- Not too likely
- Not at all likely
- Don't know (*do not read*)

*(If "SamTrans" IS selected in Q6, ask)*

12a. How likely are you to continue to use SamTrans at the same level that you do now for this trip? Would you say... (*read list*)

- Very likely
- Somewhat likely
- Not too likely
- Not at all likely
- Don't know (*do not read*)

13. Why is that? (*Ask all respondents. Probe fully.*)

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### Statements Regarding Trip

Now I am going to read you two statements regarding your trips to <insert primary destination from Q5>. For each, please rate the statement on a 5-point scale where 5 means agree strongly and 1 means disagree strongly. You may choose any number in between.

14. I must arrive at my destination by a very specific time...

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

15. I'm not concerned about how much it costs to get to my destination...

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

---

### SamTrans Statements (Non/Former Users)

(Ask among Non/Former SamTrans users *only*)

Using the same 5-point scale please rate the following statements about SamTrans. Please rate the statement even if you DO NOT use SamTrans. (*Randomize statements*)

16. I know how to reach my destination using SamTrans...

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

*Interviewer note: Assume this would be a trip to your typical destination*

17. SamTrans would take too long to reach my destination

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

*Interviewer note: Assume this would be a trip to your typical destination*

18. SamTrans would be less expensive than my current option

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

*Interviewer note: Assume this would be a trip to your typical destination*

19. It would be confusing to plan a trip on SamTrans

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

20. Adding express routes which make fewer stops would make me more likely to use SamTrans

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

21. Adding free wi-fi onboard buses would make me more likely to use SamTrans

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

22. Overall, SamTrans provides better service than other bus systems in the Bay Area

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

**SamTrans Statements (Current Users)**

*(Ask among SamTrans users only)*

Using the same 5-point scale please rate the following statements about SamTrans.

23. SamTrans takes too long to reach my destination

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

24. SamTrans is less expensive than my other options

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

25. It is confusing to plan a trip on SamTrans

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

26. SamTrans buses do not come often enough

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

27. Adding express routes which make fewer stops would make me likely to use SamTrans more

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

28. Adding free wi-fi onboard buses would make me likely to use SamTrans more

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

29. Overall, SamTrans provides better service than other bus systems in the Bay Area

- 5 – agree strongly
- 4
- 3
- 2
- 1 – disagree strongly
- Don't know (*do not read*)

---

**SamTrans Service Near Your Home**

30. Do you live within a 15-minute walk (or so) from El Camino Real?

- Yes
- No
- Don't know (*do not read*)

*Note: If needed, this would be approximately ½ mile from El Camino*

31. How familiar are you with the location of the SamTrans bus stops near your home? (*read list*)

- Very familiar
- Somewhat familiar
- Not too familiar
- Not at all familiar
- Don't know (*do not read*)

---

**SamTrans Route / Fare / Real Time Information**

*(Ask among SamTrans users only)*

32. What SamTrans route do you ride most often? (try for one, accept up to two)

\_\_\_\_\_ (route/s)

33. How do you typically pay your SamTrans fare?

- Clipper (cash value or monthly pass)
- Cash
- Token
- Day Pass
- Paper SamTrans Monthly Pass
- Caltrain Monthly pass (2 + zones)
- Way2Go Pass
- Other (specify)\_\_\_\_\_

34. Are you interested in being able to get real-time SamTrans bus information?

- Yes
- No
- Maybe
- Don't know (do not read)

*(if yes or maybe, ask)*

34a. Which of the following would you prefer to use to get real time SamTrans bus information? *(read list. select one or more)*

- Mobile app (on your phone)
- Website
- Text message sent to you
- Email sent to you
- Calling a phone number
- Other (specify): \_\_\_\_\_
- Don't know (do not read)

---

**Use of Public Transit / SamTrans Trip Time**

*(Ask among Non/Former SamTrans users only)*

35. Have you ridden public transit, such as Caltrain or BART, in the past 6 months?

- Yes
- No
- Don't know *(do not read)*

*(If yes, ask)*

36. Which systems have you used in the past 6 months? *(select all that apply)*

- BART
- Caltrain
- SF Muni
- Santa Clara VTA
- AC Transit
- Capitol Corridor
- Other (specify) \_\_\_\_\_
- Don't know *(do not read)*

37. Realistically, would you ever consider using SamTrans for your trip to <pick up from Q5>?

- Yes
- No
- Don't know (do not read)

*(If yes, ask)*

38. Would you still consider using SamTrans if it took slightly longer than a typical trip to get to your destination?

- Yes
- No
- Don't know (do not read)

(if yes, ask)

39. About how much longer would be acceptable?

(read list. select one)

- Less than 10 minutes
- 10 – 20 minutes
- 21 – 30 minutes
- 31 – 45 minutes
- 46 – 60 minutes
- More than 1 hour
- Don't know (*do not read*)

---

### Demographics

The following questions are included to help ensure survey participants represent all the residents of San Mateo County. Your responses are confidential.

40. Do you own a car, or have regular access to a car through family or friends?

- Yes
- No
- Don't know / Refused (*do not read*)

41. Do you currently have a Clipper card?

- Yes
- No
- Refused (*do not read*)

42. Including yourself, how many people live in your household?

- (Just yourself)
- 2
- 3
- 4
- 5
- 6 or more
- Refused (not read)

43. What is your home zip code?

Record 5 digit zip \_\_\_\_\_

(Don't know / Refuse = 99999)

44. How old are you? (*read list*)

- 18
- 19 – 24
- 25 - 34
- 35 – 44
- 45 – 54
- 55 – 64
- 65 or older
- Refused (*do not read*)

45. What gender do you identify with?

- Male
- Female
- Other (specify) \_\_\_\_\_
- Refused (*do not read*)

46. What ethnic group do you consider yourself a member of? (If hesitates, ask): Are you white, African American, Hispanic/Latino, Asian, or of some other ethnic or racial background?

- Caucasian / White
- Black / African American
- Hispanic / Latino
- Asian
- American Indian or Alaska Native
- Filipino
- Other (specify) \_\_\_\_\_
- Refused (*do not read*)

47. What is your approximate annual household income before taxes? (*Read responses if necessary*)

- Less than \$10,000
- \$10,000 - \$24,999
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more
- Don't know / Refused (*do not read*)

48. And for validation purposes, may I please have your first name...

\_\_\_\_\_

**COMMENTS**

Those are all the questions I have.

Do you have any final suggestions on things SamTrans could do to get more people to ride their buses (or ride them more often)?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



PICK UP FROM SAMPLE

Phone Number: \_\_\_\_\_

Sample Type: \_\_\_\_\_

Language: \_\_\_\_\_

## APPENDIX B – FOCUS GROUP SCREENING QUESTIONNAIRE

**SamTrans Focus Groups | November/December 2017**  
**Screening Questionnaire**

*[NOTE: CONTACT/GROUP INFORMATION FILLED OUT ONLY FOR RECRUITED RESPONDENTS]*

		<input type="checkbox"/> Cell phone (high priority)	( )
Name	<input type="checkbox"/> Work <input type="checkbox"/> Home		( )
Address Line 1	Email (high priority)		
Address Line 2	Source		
City	ZIP		
Recruited for:			
<input type="checkbox"/> <b>Group 1 (Riders)</b> – Tuesday, December 12, 2017, at 5:30 pm			
<input type="checkbox"/> <b>Group 2 (Previous riders)</b> – Tuesday, December 12, 2017, at 7:30 pm			
<input type="checkbox"/> <b>Group 3 (Non-riders)</b> – Wednesday, December 13, 2017, at 5:30 pm			
<b>Group 4 (Spanish speaking - mix)</b> – Wednesday, December 13, 2017, at 7:30 pm			

**Introduction**

- Hello, I'm \_\_\_\_\_ with CC&G [Corey, Canapary & Galanis], a market research firm.
- ) We are recruiting participants for focus groups about traveling in San Mateo County.
  - ) We have a brief screening process – two brief phone calls – to confirm you are in the group.
  - ) The group will last approximately two (2) hours, and if you are selected and attend, you will receive \$100 for your participation.
  - ) The groups will all be held December 12-13, 2017, in a central location in San Mateo County. The location has parking nearby and is also accessible via public transit.
  - ) *If asked, you may say that SamTrans are the sponsors of the groups; however, emphasize this is a focus group about ALL types of transportation – not just transit.*
  - ) Let me ask you a few questions to see if you might qualify (if you might be a good fit).

Introduction wording above may vary. OK to modify wording above this line; read questions as written below this line.

1. What city or unincorporated area do you live in? (**DO NOT** read list!!)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Atherton       | <input type="checkbox"/> Half Moon Bay | <input type="checkbox"/> Portola Valley      |
| <input type="checkbox"/> Belmont        | <input type="checkbox"/> Hillsborough  | <input type="checkbox"/> Redwood City        |
| <input type="checkbox"/> Brisbane       | <input type="checkbox"/> La Honda      | <input type="checkbox"/> San Bruno           |
| <input type="checkbox"/> Burlingame     | <input type="checkbox"/> Menlo Park    | <input type="checkbox"/> San Carlos          |
| <input type="checkbox"/> Colma          | <input type="checkbox"/> Millbrae      | <input type="checkbox"/> San Gregorio        |
| <input type="checkbox"/> Daly City      | <input type="checkbox"/> Montara       | <input type="checkbox"/> San Mateo           |
| <input type="checkbox"/> East Palo Alto | <input type="checkbox"/> Moss Beach    | <input type="checkbox"/> South San Francisco |
| <input type="checkbox"/> El Granada     | <input type="checkbox"/> Pacifica      | <input type="checkbox"/> Woodside            |
| <input type="checkbox"/> Foster City    | <input type="checkbox"/> Pescadero     |  |

Other unincorporated area in San Mateo County – includes (**circle name respondent mentions**) Broadmoor, Burlingame Hills, Devonshire, Emerald Lake Hills, Fair Oaks, Highlands/Baywood Park, Ladera, Loma Mar, Los Trancos Woods/Vista Verde, Menlo Oaks, North Fair Oaks, Palomar Park, Princeton, South Coast/Skyline, Sequoia Tract, Skylonda, West Menlo Park

San Francisco (*continue if max # has not yet been met*)

Any city/unincorporated area in Santa Clara County (*continue if max # has not yet been met*)

Any Other (**terminate**)

2. Thinking about **your current travel during a typical week**, about **how many days per week** do you typically. . . (*write # next to each possibility; if not at all, write "0"*)

- \_\_\_\_\_ Drive or carpool (including motorcycle/moped)
- \_\_\_\_\_ Bike/bicycle
- \_\_\_\_\_ Walk (including wheelchair, skateboard, Segway, scooter)
- \_\_\_\_\_ Use SamTrans
- \_\_\_\_\_ Use Caltrain
- \_\_\_\_\_ Use VTA, Muni, or other public transit
- \_\_\_\_\_ Use a taxi or ridesharing service, such as Lyft/Uber
- \_\_\_\_\_ Other (specify) \_\_\_\_\_ *Probe for any other modes of*

*transportation used; e.g. "Do you travel in any other way, typically?"*

3a. (*Ask ONLY if '0' indicated for use of SamTrans*) Have you **ever** used SamTrans? (**PROBE as needed**)

- Yes (*continue to 3b.*)
- No (never) used SamTrans
- Don't know (**thank and terminate**)

**3b. When did you LAST ride SamTrans?**

Month \_\_\_\_\_

Year \_\_\_\_\_

*(If indicated in Q2 or Q3a ride SamTrans)*

4a. How often do you currently use SamTrans? *(DO NOT read list – allow respondent to answer and then check the appropriate box)*

- 4 or more times per week
- 1 to 3 times per week
  - At least once a month
  - Several times a year
  - Rarely/only on particular occasions (e.g. car in shop, holiday shopping) – provide details \_\_\_\_\_

4b. *What route(s) do you ride most often on SamTrans?*

\_\_\_\_\_

5. *(Ask ONLY if use SamTrans currently) How do you normally pay your SamTrans fare?*

- Cash (NOT on Clipper)
- Cash (loaded on Clipper)
  - Token
  - Day Pass
  - Paper SamTrans Monthly Pass
  - Monthly pass on Clipper
  - Caltrain Monthly Pass (2+ zones)
  - Way2Go Pass
- Other (specify) \_\_\_\_\_

**I just have a few additional questions to ask. We ask these questions to ensure that we have a good cross-section of participants in the group.**

6. Which category does your age fall into? *["Note that we are not looking for a specific number here, just broad ranges; let me read you the categories"]*

- Under 18 **[Thank and Terminate]**
- 18 to 34 years old IF 18 – check with Supervisor
- 35 to 54 years old
- 55 to 64 years old
- 65+ years old
- Refused **[Thank and Terminate]**

7. Gender *(by observation; ask if necessary)*

- Male
- Female
- Other

8. How many people, including yourself, are part of your household? *Do not include college students living away while attending college or people who live at another place most of the time.*

*# in Household* \_\_\_\_\_

9. What is your racial or ethnic background?

- |                          |  |                          |                          |
|--------------------------|--|--------------------------|--------------------------|
| <input type="checkbox"/> | Caucasian/White                        | <input type="checkbox"/> | Asian                    |
| <input type="checkbox"/> | Native Hawaiian/Other Pacific Islander |                          |                          |
| <input type="checkbox"/> | Hispanic/Latino/Spanish                | <input type="checkbox"/> | Black / African American |
| <input type="checkbox"/> | American Indian or Alaska Native       | <input type="checkbox"/> | Other: _____             |

10a. What language do you primarily speak in your home?

- English
- Spanish
- Other (specify) \_\_\_\_\_

10b. *(Ask only if respondent says they speak Spanish at home in 14a)* How well do you speak English? Would you say . . .

- Very well
- Well
- Not well
- Not at all

11. For statistical purposes, what is your approximate total household income before taxes?

*[may wish to add: "Note that we are not looking for a specific number here, just broad ranges; let me read you the categories."]*

- Less than \$25,000
- \$25,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$124,999
- \$125,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

*Note: OK to read these categories as .... "\$25,000 to \$50,000". If respondent says, "It is exactly \$25,000," then code to HIGHER category.*

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*[supervisor to ask questions below this line; may confirm information above]*

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12. Have you participated in any **focus groups** related to public transit? *[if yes]* How long ago?

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*If 'yes' and focus group was within past 2 years, terminate.*

13. Do you or anyone **in your immediate household** work for:

- SamTrans
- Caltrain
- Any type of transportation-related company (including bus/rail/ferry system, limo or taxi company, companies such as Uber or Lyft, etc.)
- A market research firm

*If yes to any of the above – get specifics -*

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14a. What would you say is your work status. Are you . . . ?\* *(read list as necessary)*

- Employed **full-time** (including self-employed full-time)
- Employed **part-time** (including self-employed part-time)
- Full-time caregiver/stay at home parent/homemaker
- Student\*
- Retired
- Unemployed
- Other \_\_\_\_\_

\*Try for **ONLY** one response. If both work and attend school, whichever activity is full-time/majority of hours should be recorded. If work part-time and school part-time, record as "employed part-time" AND "student").

14b. *(If employed at least part-time)* What industry do you work in? What is your occupation? *[Note: Get either company (if well-known name) or industry, AND occupation, e.g. 'salesperson in software industry' or 'tech support at Google'.]*

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## Recruiting Guidelines:

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1. Group specific criteria:

a. To qualify for **Group 1 (Riders)**, candidate must be a current active user of SamTrans (has used the service within the past 6 months). MOST should be a San Mateo County residents; however, it is OK to include 1-2 respondents from either San Francisco or Santa Clara County.

b. To qualify for **Group 2 (Previous Riders)**, candidate MUST have used SamTrans, but most generally will not have ridden in the previous 6 months. MOST should be a San Mateo County residents; however, it is OK to include 1-2 respondents from either San Francisco or Santa Clara County.

c. To qualify for **Group 3 (Non-Riders)**, candidate MUST NEVER have used SamTrans at all. ALL of these group members MUST be residents of San Mateo County.

2. Obtain a representative mix of income/age/gender/race, but all participants must be at least 18 years old.

2a. Note: As 18 year olds are still eligible for a SamTrans youth fare, avoid recruiting more than one person of this SPECIFIC age for each group. (Confirm specific age of those in 18-34 age group.)

3. Obtain a mix of occupations – should be broadly representative of the Bay Area. Students and unemployed respondents should *not* be a disproportionate share of the group.

4. Among rider groups, obtain a mix of route(s) ridden (e.g. Coastside, North, Central, South) proportionally – with Coastside the fewest and North the most. Among non-rider groups, obtain a mix of residential locations in San Mateo County which reflect these same areas.

## APPENDIX C – FOCUS GROUP MODERATOR OUTLINE AND PARTICIPANT HANDOUTS

## **TOPIC GUIDE**

### **SAMTRANS MARKET SEGMENTATION FOCUS GROUPS**

(Version 4, December 8, 2017. Spanish Consolidated)

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#### **1. Introductions (all)**

Moderator Introduction: Moderator introduces herself/himself and explains purpose and procedures:

- The study is being conducted to gather feedback from people who travel in and around San Mateo County.
- Moderator is there to ask questions and direct commentary rather than participate in the discussion or answer questions. She/he explains that all comments will be treated in confidence, it is important to hear from everyone, and the group is being audio and video tape recorded.

Respondent Introduction (around the table): Each respondent asked to introduce themselves giving first name, occupation, where live, and how long lived in Bay Area.

#### **2. San Francisco Bay Area – Quality of Life**

- ) (show of hands) Is life in the Bay Area getting better, staying about the same, or getting worse than it was a couple of years ago.
- ) Positives (words and phrases).
- ) Negatives (words and phrases).

#### **3. Trips Within San Mateo / Within the Bay Area**

General Discussion – Travel/trips within San Mateo County

- o Positives (words and phrases)
- o Negatives (words and phrases)
- o How do you get around in San Mateo County (drive alone/drive with others/bus/train/Uber or Lyft/Chariot)

#### **4. Agency / Terms**

- ) What comes to mind when I mention each of the following agencies/companies? *(To review quickly. Ask for words and short phrases.)*
  - o “Caltrain”
  - o “BART”
  - o “SamTrans”
  - o “San Francisco Muni”
  - o “Uber and Lyft”
  - o Chariot

#### **5. SamTrans Perception**

*(for non-riders, response should be based on their perceptions)*

- ) As an agency, how does SamTrans compare to other transit agencies in the Bay Area
- ) Key areas that SamTrans is outstanding/exceptional for riders
- ) Suggestions to improve the rider experience on SamTrans

### **6/7/8. SamTrans for Non-Riders/Former Riders/Riders**

*Moderator explain that this group includes some who use SamTrans, some who used SamTrans in the past, and others who have never used it.*

#### **Barriers**

*Moderator distributes Self-Administered Questionnaire #1 (Barriers to Use) and asks respondents to complete it without discussion. After completion – moderator asks respondents to circle the biggest barrier.*

) Barriers or reasons you do not use SamTrans or use it more often? Why?

#### **Attitudes Toward Public Transit - General**

) Besides SamTrans, what public transit options (e.g. Caltrain, SF Muni, VTA, BART, etc.) are available where you live/travel?

o (show of hands) How many have used another public transit system in past 6 months?

- Positives (words and short phrases) about other public transit used
- Negatives (words and short phrases) about other public transit used

) What is key reason for you, or someone like you, to consider using public transit (in general)?

#### **Communication**

) (around table, ask for each) Assume that you had to take SamTrans to a destination, how would you go about looking up SamTrans information? What would you search for?

*Moderator distributes Self-Administered Questionnaire #2 (Information Sources) and asks participants to complete it without discussion.*

) Familiarity and usage (review each source listed on questionnaire)

) Preference for accessing schedule or real time information: on printed material, on a website, or using a mobile app?

- Which prefer and why?
- For mobile app – Is there currently an exceptional mobile app you use for SamTrans? What would the ideal SamTrans mobile app include?

) Other sources used to get information about SamTrans

- On Buses - What type of information available on-board?....usage/reaction.
- At Bus Stops - What type of information available at bus stops?.... usage/reaction.

### **9. SamTrans Service**

General discussion: Familiarity with bus stops or drop off points for SamTrans. (If possible, distribute SamTrans system map showing all routes.)

) Moderator distributes Self-Administered Questionnaire #3 (SamTrans Service - all) and asks respondents to complete without discussion.

- o Words or phrases that strongly apply to SamTrans bus service.
- o Positives (words and phrases)
- o Negatives (words and phrases)

) Agree or disagree with each of the following statements. Very briefly, why?

- o “SamTrans buses are generally on-time”
- o “SamTrans buses run frequently”
- o “SamTrans buses are generally reliable”
- o “SamTrans routes are convenient”
- o “SamTrans buses travel time is too long”

### **10. Fare Chart**

- J Moderator distributes system map and asks participants to refer to fare chart – in Spanish – (on back of map)
  - o Reaction to fares. Short discussion.
  - o Are these fares a good value for the services provided? Why?
    - Reaction to difference in pricing – to San Francisco / from San Francisco
  - o Are these fares clear and understandable? Is there any confusion about these fares?

### **11. Fare Media / Fare Products**

- J (show of hands) How many use Clipper to pay your SamTrans fare?
  - o Why do not use Clipper?
- J Potential new fare products
  - o Moderator distributes Potential New Fare Products handout and asks participants to review it.
    - Reaction to 30 day pricing
    - Reaction to accumulator concept

### **12. Printed Material (this section not included for Spanish language group)**

### **13. SamTrans and the Hispanic Community (for Spanish language group only)**

- J Moderator explains: *This particular focus group was put together to get feedback from the Latino/Hispanic community about SamTrans.*
  - o Short discussion: How well does SamTrans serve the Hispanic community?
  - o Positives: SamTrans and Hispanic community (words and short phrases)
  - o Negatives: SamTrans and Hispanic community (words and short phrases)
- J Thinking specifically about communication. What are some ways in which SamTrans...
  - o communicates well with the Hispanic/Latino community?
  - o could communicate better in serving the Hispanic/Latino community?

### **14. Role Play**

The moderator asks respondents to role play that they are consultants hired by SamTrans. Their task is to make specific recommendations to the SamTrans in order to a) better communicate information to existing riders, and b) attract new riders. Recommendations should include how to communicate to riders/potential riders and specific messages that should be conveyed. “Realistic” changes to the service can also be suggested. Moderator emphasizes that is important for the group to come to a consensus on these recommendations. A spokesperson is appointed and group participants are given five to ten minutes to make their deliberations. The moderator returns and listens to recommendations from the group as a whole.

### **15. Wrap Up - if time**

- J Around the table (ask all respondents) – If you could make one recommendation to the Director of SamTrans, what would that be?

Group # \_\_\_\_\_

First Name \_\_\_\_\_

**SELF-ADMINISTERED QUESTIONNAIRE 1**  
**(Barriers – All)**

1. List three barriers or reasons why you do not use SamTrans, or do not use it more often.

Barriers

Why?

a. \_\_\_\_\_



\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

b. \_\_\_\_\_



\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

c. \_\_\_\_\_



\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**(When finished, please turn sheet over)**

Group # \_\_\_\_\_

First Name \_\_\_\_\_

**SELF-ADMINISTERED QUESTIONNAIRE 2**  
(Information Sources – All)

1. Which of the following SamTrans information sources are you familiar with? (select all that apply)

- SamTrans printed schedule and map
- www.samtrans.com
- SamTrans customer service phone number (1-800-660-4287)
- Google maps
- 511.org website
- 511 phone number
- SamTrans related Tweets
- SamTrans related Facebook posts

2. Which of these do you use...

	Use frequently	Use sometimes	Have never used
SamTrans printed schedule and map .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
www.samtrans.com .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SamTrans customer service phone number (1-800-660-4287) .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Google maps .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
511.org .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
511 phone number .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SamTrans related Tweets.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SamTrans related Facebook posts .....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. What other sources do you use when you need SamTrans bus information?

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_

**(When finished, please turn sheet over)**

Group # \_\_\_\_\_

First Name \_\_\_\_\_

**SELF-ADMINISTERED QUESTIONNAIRE 3**

(SamTrans Service - All)

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*Note: Please answer regardless of whether you use the service...*

1. Please list any words or phrases that you feel apply strongly to **SamTrans** bus service? (List as many as you can think of)

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

**(When finished, please turn sheet over)**



## Potential New Fare Product

### Monthly/31 Day Pass

) Currently, monthly passes are valid from 12:01 a.m. on the first day of the month for which they are issued until 2:00 a.m. on the first day of the following month. So, whether you buy your Monthly Pass on December 1<sup>st</sup> or December 31<sup>st</sup>, it would expire at 2 AM on January 1<sup>st</sup>. A 31-day pass would be valid for 31 days from the moment of sale. In this case, if you bought the pass on December 1<sup>st</sup>, it would expire on December 31<sup>st</sup>. If you bought the pass on December 31<sup>st</sup>, it would expire January 31<sup>st</sup>, and so on.

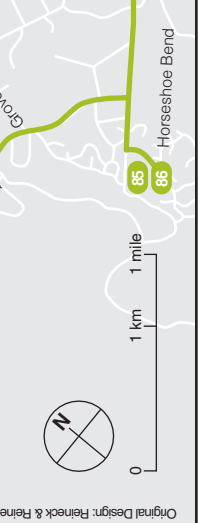
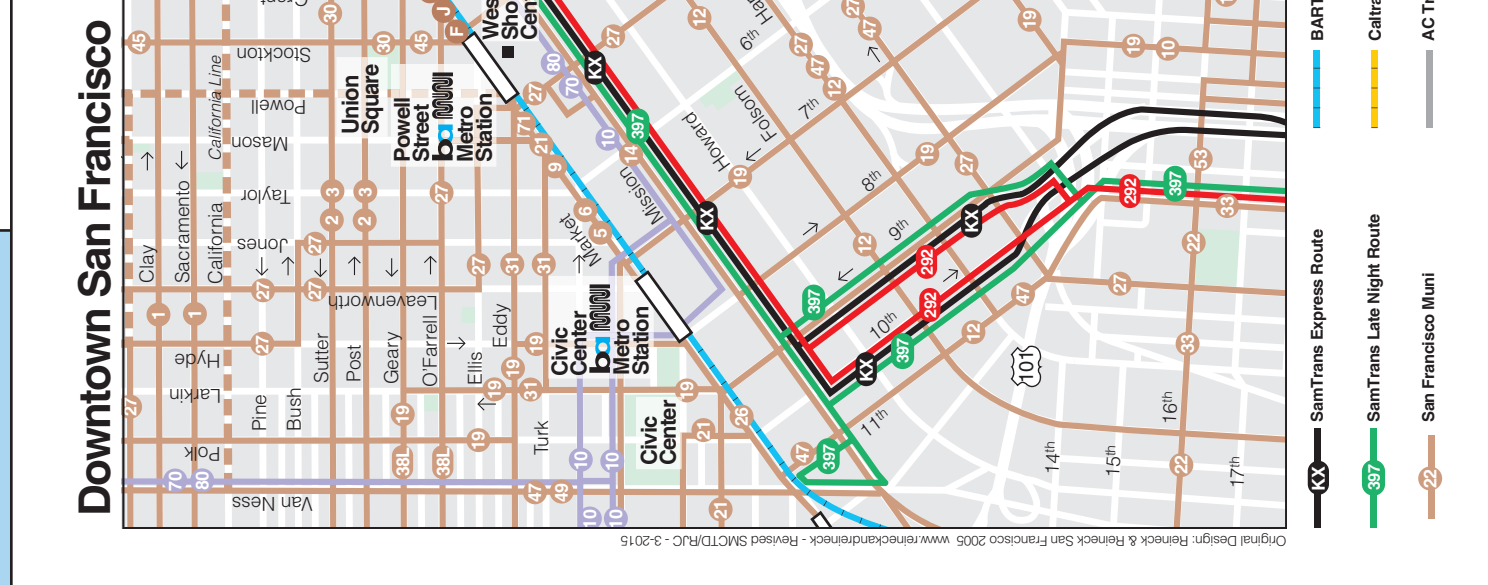
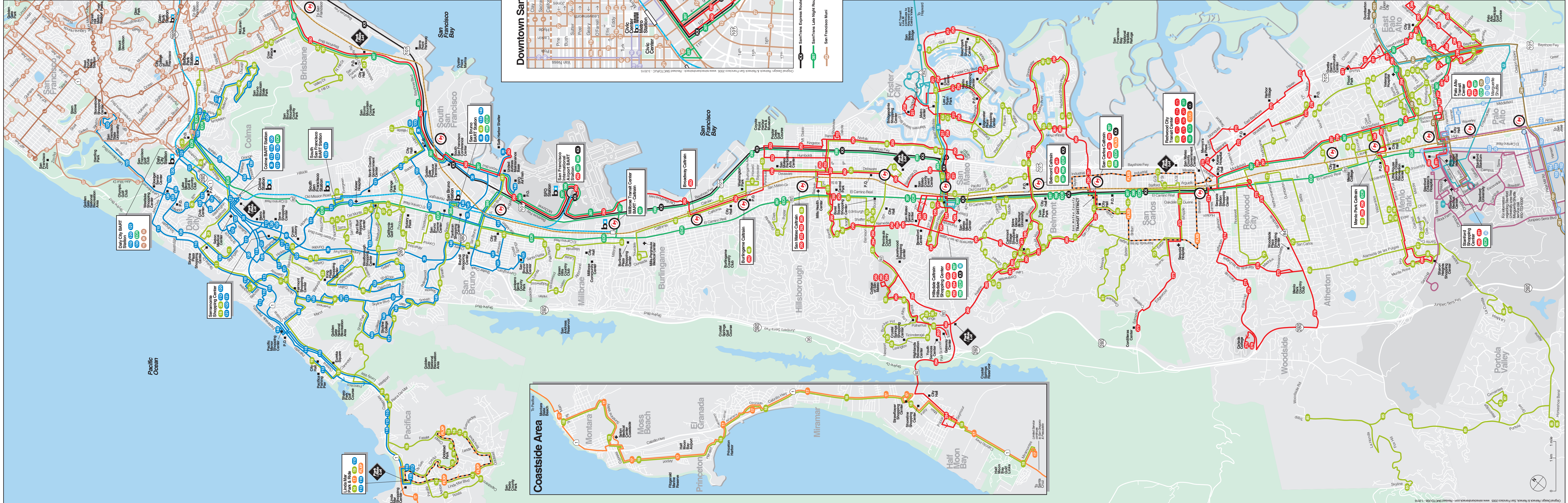
### Day Pass/Day Pass Accumulator

) Currently, day passes are available for Youth, Eligible Discount and Adult customers and are valid on all fixed-route buses until the end of the service day (2 a.m.). The adult cost is \$5.50, or 2 ½ times the cost of one-way adult fare. However, a day pass must be purchased *before* you intend to use it. With a day pass accumulator, a customer does not need to purchase a day pass. Instead, they pay the adult fare up to a total of \$5.50 for the day; after that their rides are free. Put another way, passengers may make unlimited trips for \$5.50 without the need to purchase a day pass.



### LEGEND

- SamTrans **School-day Only** Routes
- SamTrans **Coastside** Routes
- SamTrans Routes connecting to **BART** Stations
- SamTrans Routes connecting to **Caltrain** Stations
- SamTrans Routes connecting to **BART and Caltrain** Stations
- SamTrans **FLX Pacifica** Route
- SamTrans **FLX San Carlos** Route
- SamTrans Express Route
- BART Lines & Stations
- Caltrain Line & Stations
- AC Transit Service
- Dumbarton Express Service
- San Francisco Muni Routes
- VTA Transit Routes
- Stanford Marguerite Shuttle Routes
- Hospitals
- Post Office



## Weekends to San Bruno BART

A Airport/Linden	B San Bruno BART
7:15	7:27
8:15	8:27
8:45	8:57
9:15	9:27
9:45	9:57
10:15	10:27
10:45	10:57
11:15	11:29
11:45	11:59
<b>12:15</b>	<b>12:29</b>
<b>12:45</b>	<b>12:59</b>
1:15	1:29
1:45	1:58
2:15	2:28
2:45	2:58
3:15	3:28
3:45	3:58
4:15	4:28
4:45	4:58
5:15	5:28
5:45	5:58
6:15	6:28

AM - light type. **PM - bold type.**  
 Bus is not considered late until 5 minutes past scheduled time. Not all stops shown.  
 Please call 1-800-660-4287 for other bus stops.

## Fares

	Local Cash	Day Pass*
<b>Adult</b> .....	\$2.25	\$5.50
Age 19 – 64		
<b>Youth</b> .....	\$1.10	\$2.75
Age 18 and younger		
<b>Eligible Discount</b> ....	\$1.10	\$2.75
Age 65+, disabled & Medicare cardholder (proof of eligibility or identity required)		

\* Purchase at farebox.  
 Info at [www.samtrans.com/daypass](http://www.samtrans.com/daypass)

Use Clipper® and receive a discount.

### Children

Two children (age 4 and younger) ride free with each adult or eligible discount farepaying passenger. Additional children subject to youth fare.

Discounted tokens available for purchase.

Monthly passes are available on Clipper® card.

For more details about fare payments, visit [www.samtrans.com/fares](http://www.samtrans.com/fares)



### South San Francisco

- City Hall

### San Bruno

- BART
- The Shops at Tanforan
- Belle Air School
- San Bruno Senior Center
- Peninsula High School
- Parkside School

# 141

Effective 1/21/18

## Weekends to Airport/Linden

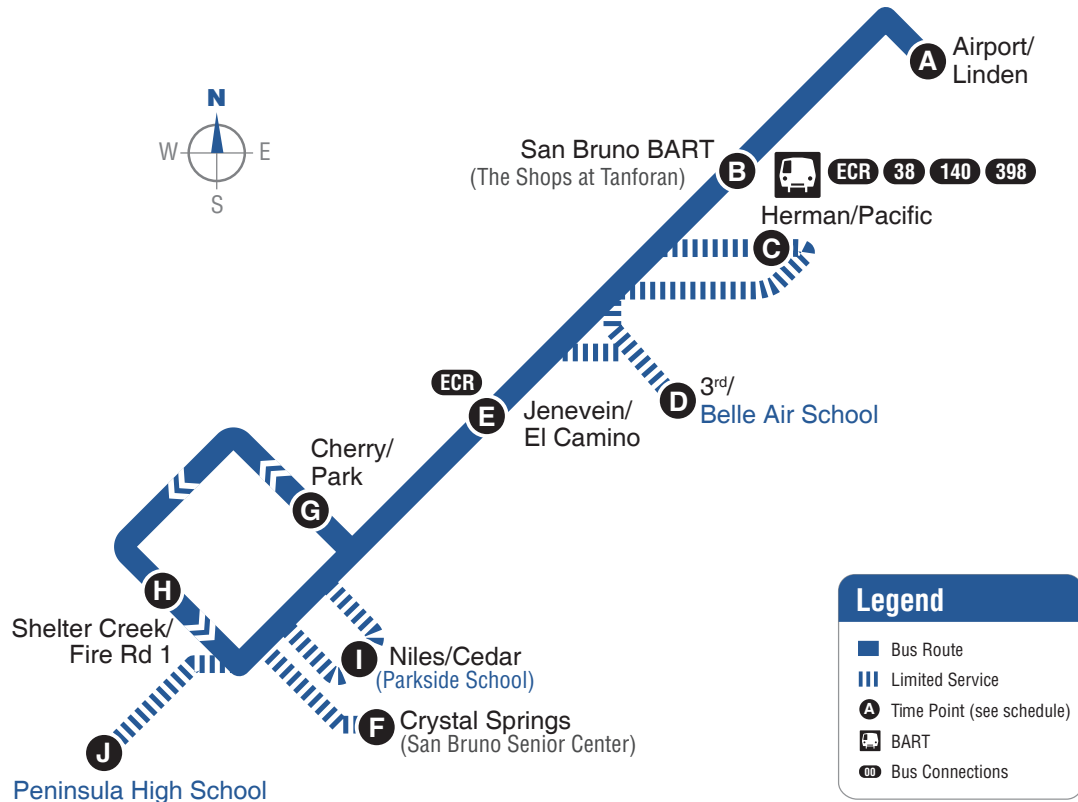
B San Bruno BART	A Airport/Linden
7:30	7:41
8:30	8:41
9:00	9:11
9:30	9:41
10:00	10:11
10:30	10:41
11:00	11:12
11:30	11:43
<b>12:00</b>	<b>12:13</b>
<b>12:30</b>	<b>12:43</b>
1:00	1:13
1:30	1:42
2:00	2:12
2:30	2:42
3:00	3:12
3:30	3:42
4:00	4:12
4:30	4:42
5:00	5:12
5:30	5:42
6:00	6:12
6:30	6:42

AM - light type. **PM - bold type.**  
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Information/Información  
**1-800-660-4287**  
 (TTY 650-508-6448)

[www.samtrans.com](http://www.samtrans.com)





**Legend**

- Bus Route
- Limited Service
- Time Point (see schedule)
- BART
- Bus Connections

### Weekdays to Shelter Creek

	A	C	B	D	E	F	G	H	I	J
6:10	—	—	6:21	—	6:25	—	6:28	6:31	—	—
6:40	—	—	6:51	—	6:55	—	6:58	7:01	—	—
7:10	—	—	7:22	—	7:27	—	7:30	7:33	—	—
—	—	7:22 <sup>^</sup>	7:26 <sup>^</sup>	7:34 <sup>^</sup>	7:38 <sup>^</sup>	—	—	—	7:42 <sup>^</sup>	7:51 <sup>^</sup>
—	—	7:35 <sup>*</sup>	7:39 <sup>*</sup>	7:47 <sup>*</sup>	7:51 <sup>*</sup>	—	—	—	7:55 <sup>*</sup>	8:04 <sup>*</sup>
—	—	7:40 <sup>*</sup>	7:44 <sup>*</sup>	7:52 <sup>*</sup>	7:56 <sup>*</sup>	—	—	—	8:00 <sup>*</sup>	—
7:40	—	—	7:52	—	7:57	—	8:00	8:03	—	—
8:10	—	—	8:22	—	8:27	—	8:31	8:34	—	—
8:40	—	—	8:52	—	8:57	—	9:01	9:04	—	—
9:10	—	—	9:22	—	9:27	—	9:31	9:35	—	—
9:40	—	—	9:52	—	9:57	—	10:00	10:04	—	—
10:10	—	—	10:23	—	10:28	10:35	10:38	10:41	—	—
10:40	—	—	10:53	—	10:58	—	11:01	11:04	—	—
11:10	—	—	11:23	—	11:28	11:35	11:38	11:41	—	—
11:40	—	—	11:53	—	11:58	—	12:01	12:04	—	—
12:10	—	—	12:24	—	12:29	—	12:32	12:35	—	—
12:40	—	—	12:54	—	12:59	1:06	1:09	1:12	—	—
1:10	—	—	1:24	—	1:29	1:36	1:39	1:42	—	—
1:40	—	—	1:54	—	1:59	2:06	2:09	2:12	—	—
2:10	—	—	2:24	—	2:29	—	2:32	2:35	—	—
2:40	—	—	2:54	—	2:59	3:07	3:10	3:13	—	—
3:10	—	—	3:24	—	3:30	3:38	3:42	3:45	—	—
3:40	—	—	3:54	—	4:00	4:08	4:12	4:15	—	—
4:10	—	—	4:24	—	4:30	—	4:33	4:37	—	—
4:40	—	—	4:55	—	5:01	—	5:04	5:08	—	—
5:10	—	—	5:25	—	5:31	—	5:35	5:39	—	—
5:40	—	—	5:55	—	6:01	—	6:05	6:09	—	—
6:10	—	—	6:25	—	6:31	—	6:35	6:38	—	—
6:40	—	—	6:52	—	6:57	—	7:00	7:03	—	—
7:10	—	—	7:22	—	7:27	—	7:30	7:33	—	—

AM - light type. **PM - bold type.**  
<sup>\*</sup>School days only. <sup>^</sup>School Days Only - Wednesdays.  
 Bus is not considered late until 5 minutes past scheduled time. Not all stops shown.  
 Please call 1-800-660-4287 for other bus stops.

### Weekdays to Airport/Linden

	J	I	H	F	E	D	C	B	A
—	—	—	6:31	—	6:37	—	—	6:40	6:49
—	—	—	7:01	—	7:08	—	—	7:12	7:23
—	—	—	7:33	—	7:40	—	—	7:44	7:56
—	—	—	8:03	—	8:10	—	—	8:14	8:26
—	—	—	8:34	—	8:41	—	—	8:45	8:57
—	—	—	9:04	9:08	9:14	—	—	9:17	9:29
—	—	—	9:35	9:39	9:45	—	—	9:48	10:00
—	—	—	10:04	10:08	10:14	—	—	10:17	10:29
—	—	—	10:41	—	10:47	—	—	10:51	11:03
—	—	—	11:04	11:08	11:14	—	—	11:17	11:29
—	—	—	11:41	11:45	11:51	—	—	11:54	12:06
—	—	—	12:04	12:08	12:14	—	—	12:17	12:29
—	—	—	12:35	12:39	12:45	—	—	12:48	1:00
—	—	—	1:12	1:16	1:22	—	—	1:25	1:38
—	—	—	—	—	—	1:30+	1:37+	1:40+	—
—	—	—	1:42	1:46	1:52	—	—	1:56	2:09
—	1:50+	—	—	1:57+	2:01+	2:08+	2:11+	—	—
—	—	2:12	—	2:17	—	—	—	2:22	2:35
—	—	2:35	—	2:40	—	—	—	2:45	2:58
—	—	3:13	—	3:18	—	—	—	3:23	3:37
—	—	3:05 <sup>^</sup>	—	—	3:12 <sup>^</sup>	3:16 <sup>^</sup>	3:24 <sup>^</sup>	3:26 <sup>^</sup>	—
—	—	3:45	—	—	3:51	—	—	3:56	4:10
3:30 <sup>*</sup>	3:36 <sup>*</sup>	—	—	3:43 <sup>*</sup>	3:47 <sup>*</sup>	3:55 <sup>*</sup>	—	3:57 <sup>*</sup>	—
—	—	4:15	4:19	4:25	—	—	—	4:30	4:44
—	—	4:37	—	4:43	—	—	—	4:48	5:02
—	—	5:08	—	5:14	—	—	—	5:19	5:33
—	—	5:39	—	5:45	—	—	—	5:50	6:04
—	—	6:09	—	6:15	—	—	—	6:20	6:34
—	—	6:38	—	6:44	—	—	—	6:49	7:02
—	—	7:03	—	7:09	—	—	—	7:14	7:26
—	—	7:33	—	7:39	—	—	—	7:44	7:56

AM - light type. **PM - bold type.**  
<sup>\*</sup>School days only. <sup>^</sup>School Days Only - Mondays, Tuesdays, Wednesdays & Fridays. <sup>+</sup>School Days Only - Thursdays.  
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### How to Use this Timetable:

Locate the time point (A) on the map prior to where you want to board the bus. Not all bus stops are shown. Find the same time point on the schedule. The departure/arrival times are listed under each time point. *Pls. plan to arrive 5 minutes prior to your departure time.* To plan your trip, use this timetable with the SamTrans System Map, which shows where all routes operate. Trip-planning assistance is available by calling SamTrans or by visiting [maps.google.com](http://maps.google.com) or [511.org](http://511.org).