

SamTrans Triennial Survey Key Findings

Board of Directors
August 3, 2016
PD&S Agenda Item 2

San Mateo

Purpose



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

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Methodology



- Onboard survey - October 2015
 - 50 routes (weekday)
 - 24 routes (weekends)
 - Peak and off-peak schedules
- Response
 - 6,430 completed surveys
 - 67% response rate


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Changes Since Last Survey



- **SamTrans Service Plan**
 - August 2013: weekday ECR service (weekend ECR was implemented prior to the October 2012 survey)
 - January 2014: system-wide changes, including redesign of bus stop signs adding bus stop ID to access real-time departures information
- **Day Pass decreased from 3 to 2.5 times the one-way fare**
 - January 2014: pilot program
 - July 2015: adopted as permanent change


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Results

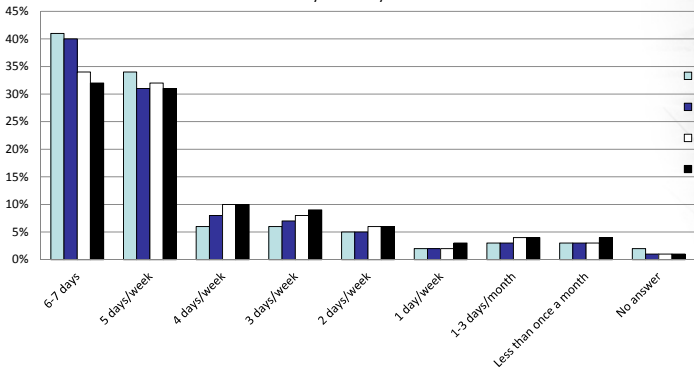
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Usage



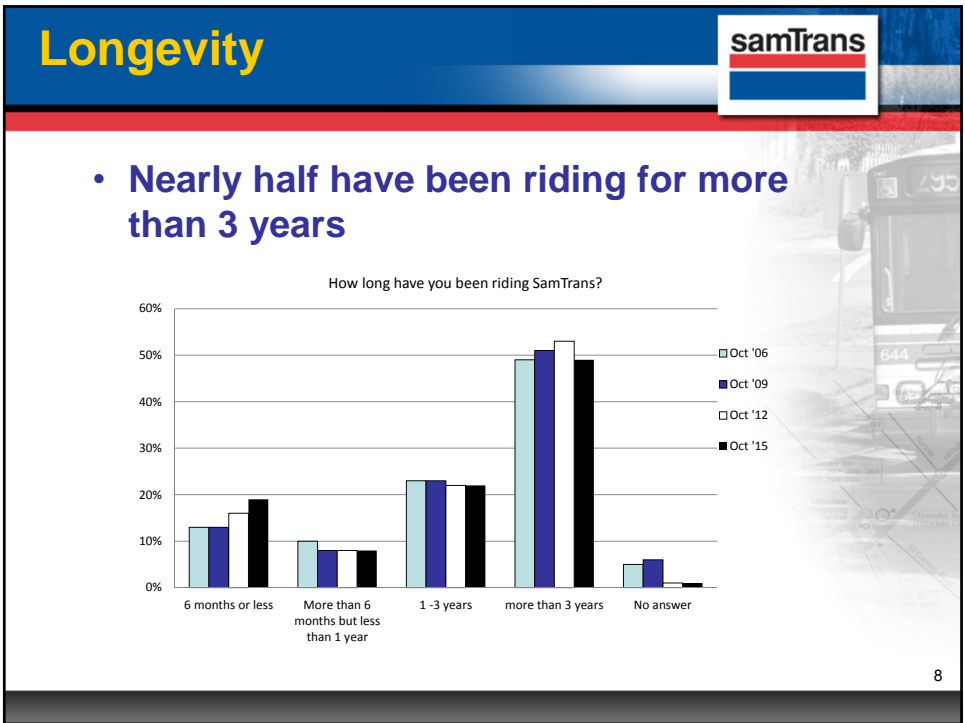
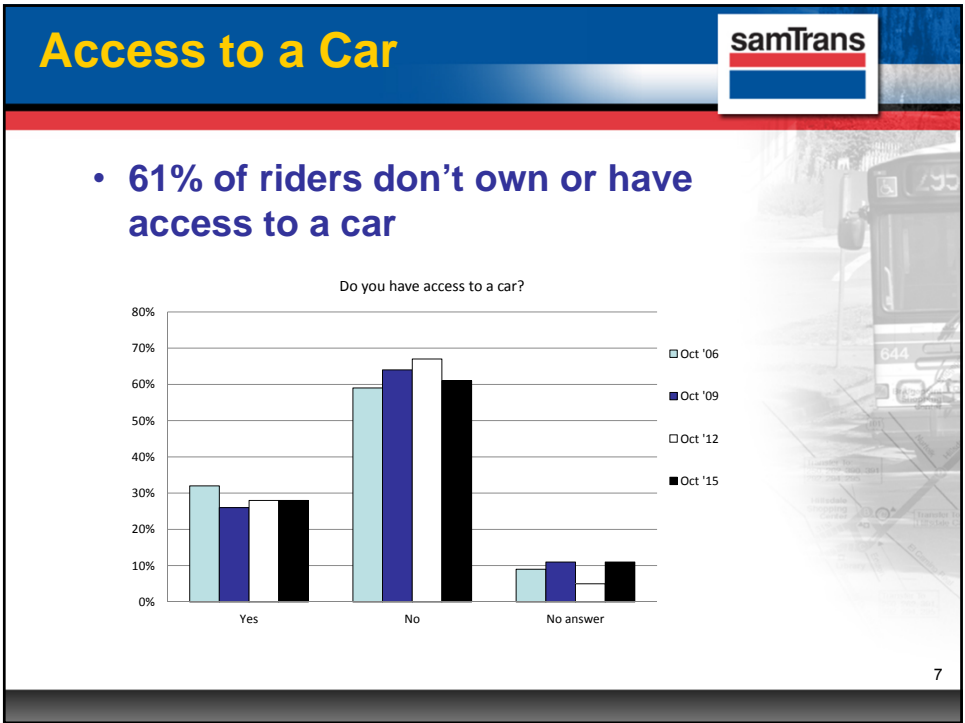
- The majority of customers ride 5+ days a week and make a round-trip

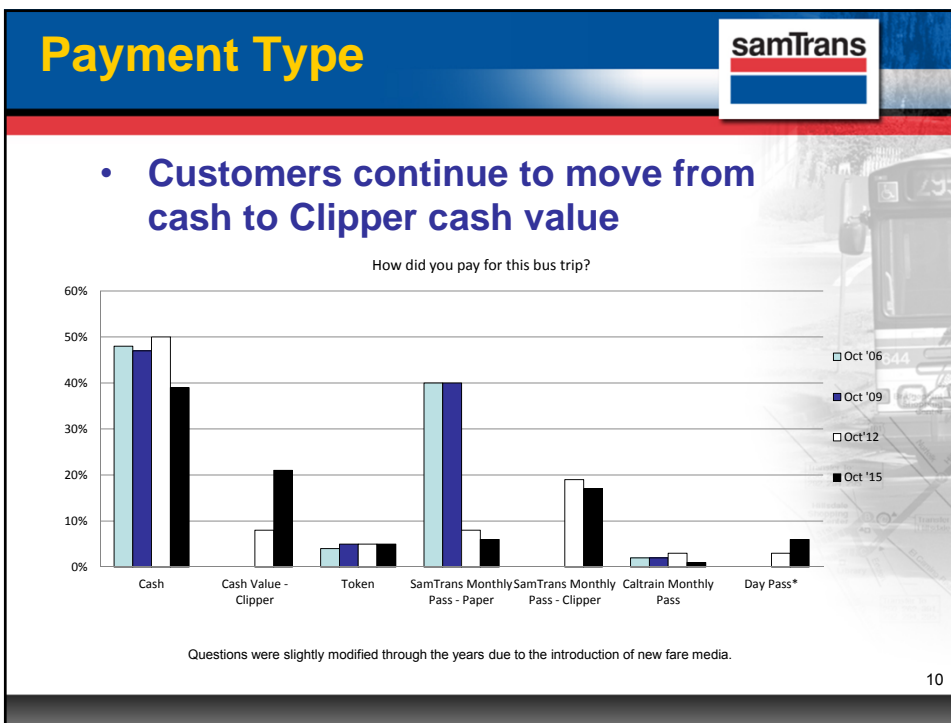
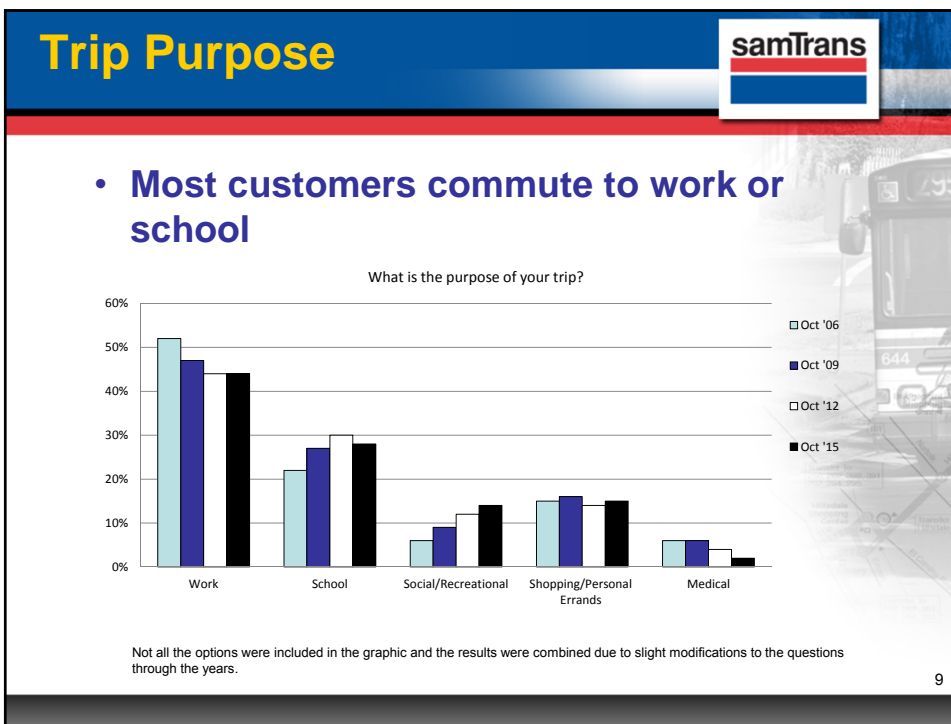
How often do you usually ride SamTrans?

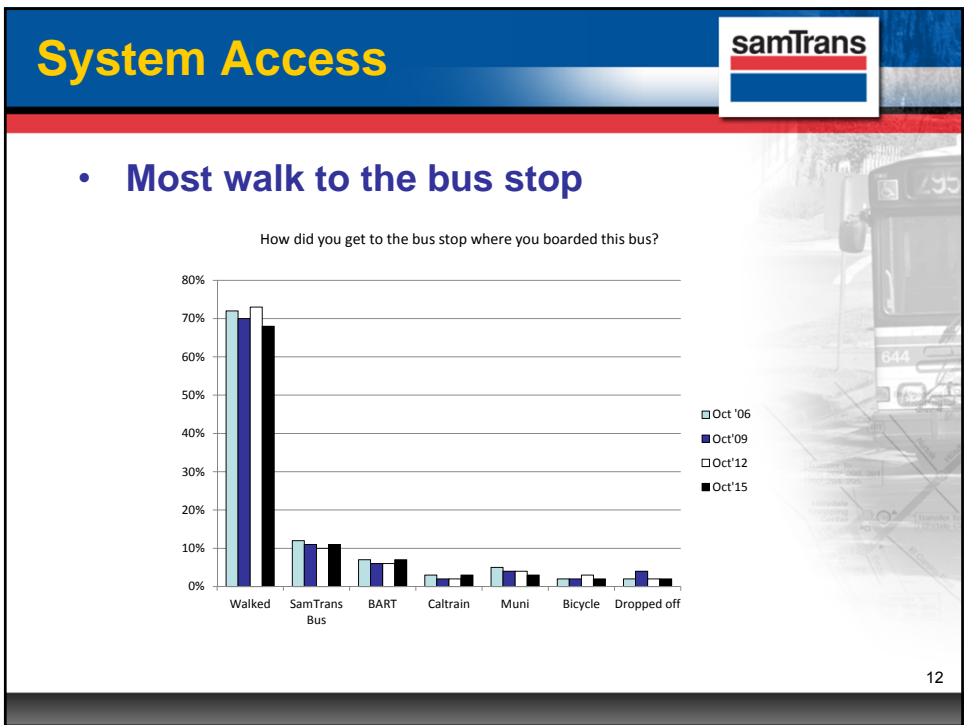
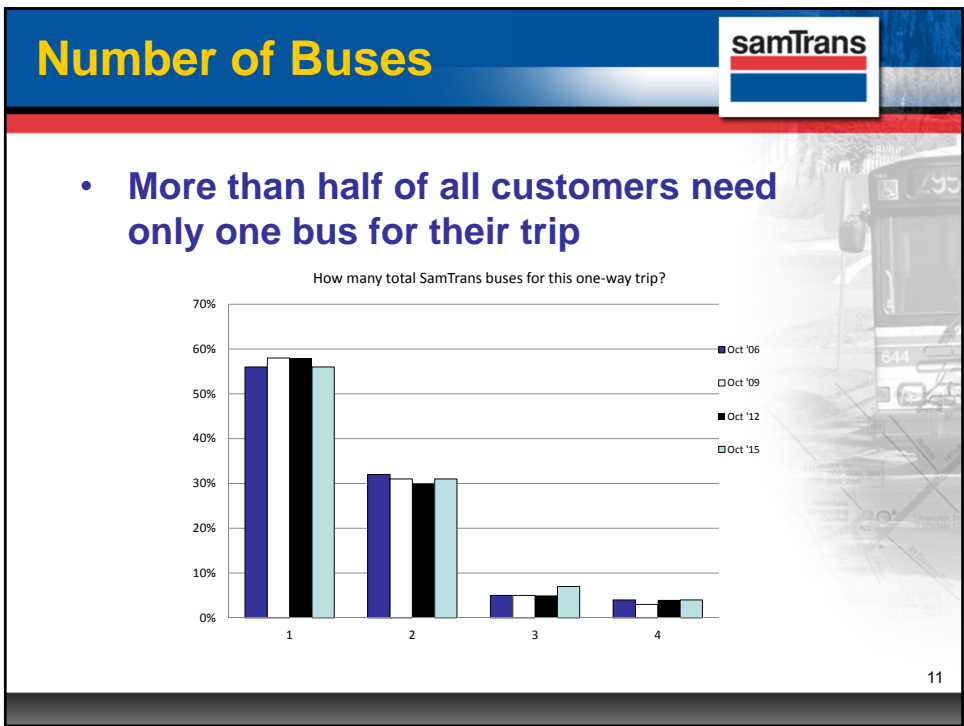


Frequency	Oct '06	Oct '09	Oct '12	Oct '15
6-7 days/week	40%	38%	35%	32%
5 days/week	34%	31%	32%	31%
4 days/week	6%	8%	10%	10%
3 days/week	6%	7%	8%	9%
2 days/week	5%	5%	6%	6%
1 day/week	2%	2%	3%	3%
1-3 days/month	3%	3%	4%	4%
Less than once a month	3%	3%	4%	4%
No answer	1%	1%	1%	1%


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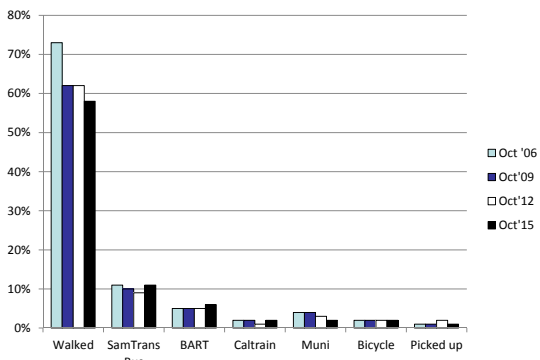


System Egress



- **Most walk from the bus stop**


After you get off this bus, how will you get from the bus stop to your final destination?



Egress Method	Oct '06	Oct '09	Oct '12	Oct '15
Walked	~73%	~62%	~61%	~58%
SamTrans Bus	~11%	~10%	~10%	~11%
BART	~5%	~5%	~5%	~6%
Caltrain	~2%	~2%	~2%	~2%
Muni	~4%	~4%	~4%	~3%
Bicycle	~2%	~2%	~2%	~2%
Picked up	~1%	~1%	~1%	~1%

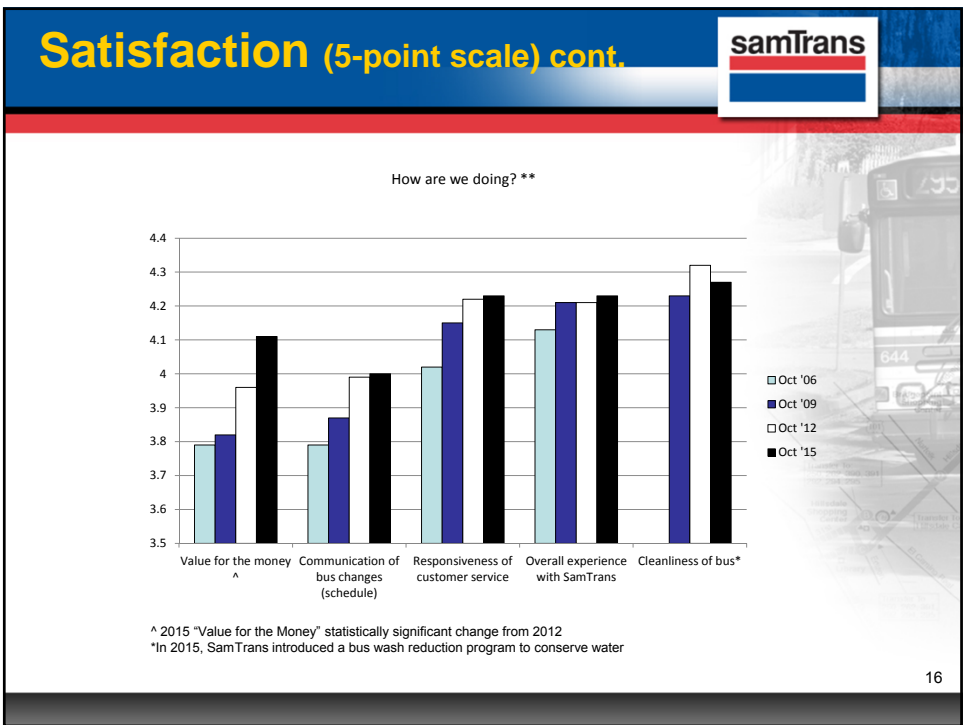
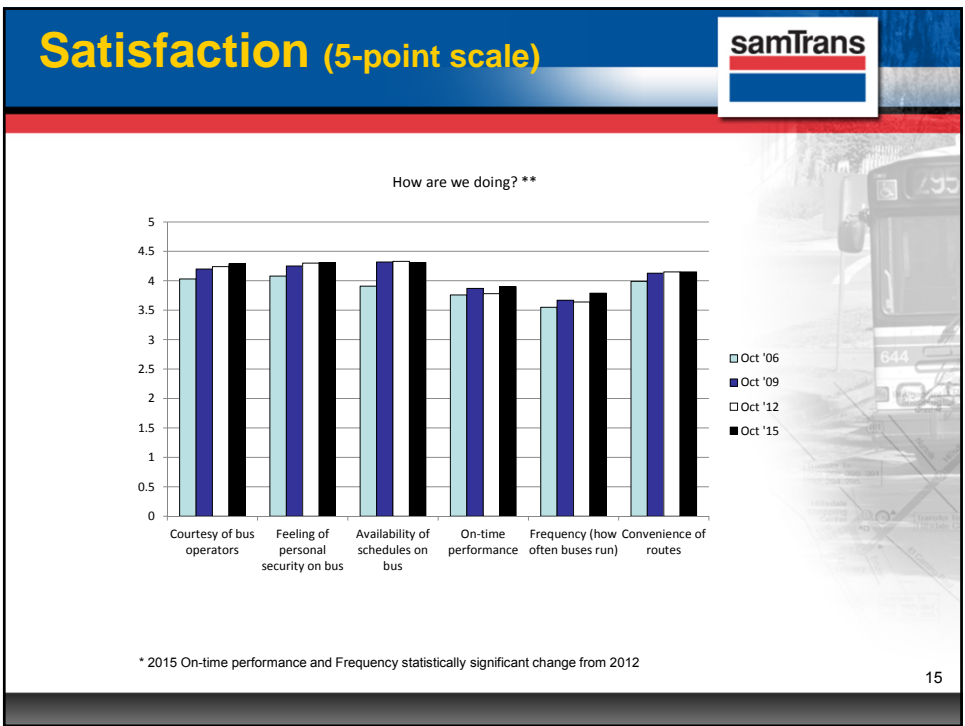
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Customer Satisfaction



- **Above average scores across all 12 attributes**
- **Most attributes rated higher or about the same as 2012**
- **Rated overall experience 4.23, compared to 2012 when the overall rating was 4.21**
- **Long-time riders and respondents completing the Spanish version of the survey are more satisfied**
 - More than 3 years 4.25
 - Spanish version 4.26

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Sources for Information

- An equal share get information from the website or a printed timetable

Sources for bus schedule and real-time departure*	2015
www.samtrans.com	35%
Printed timetable	35%
Google maps	15%
511.org schedule information	6%
SamTrans Customer Service	6%
Call or text 511 for real-time departure	6%
511.org real-time departure	5%

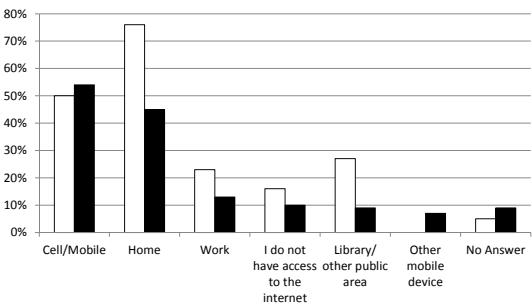
*multiple responses allowed

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Access to the Internet

- Most have access to the Internet (90%) generally at home or on their cell

Where do you access the internet?



Location	Oct'12 (%)	Oct'15 (%)
Cell/Mobile	50	55
Home	75	45
Work	25	15
I do not have access to the internet	15	10
Library/other public area	25	10
Other mobile device	5	10
No Answer	5	5

*multiple responses allowed

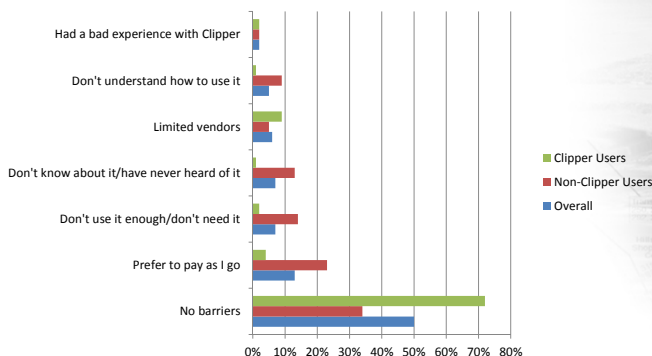
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Barriers to Using Clipper

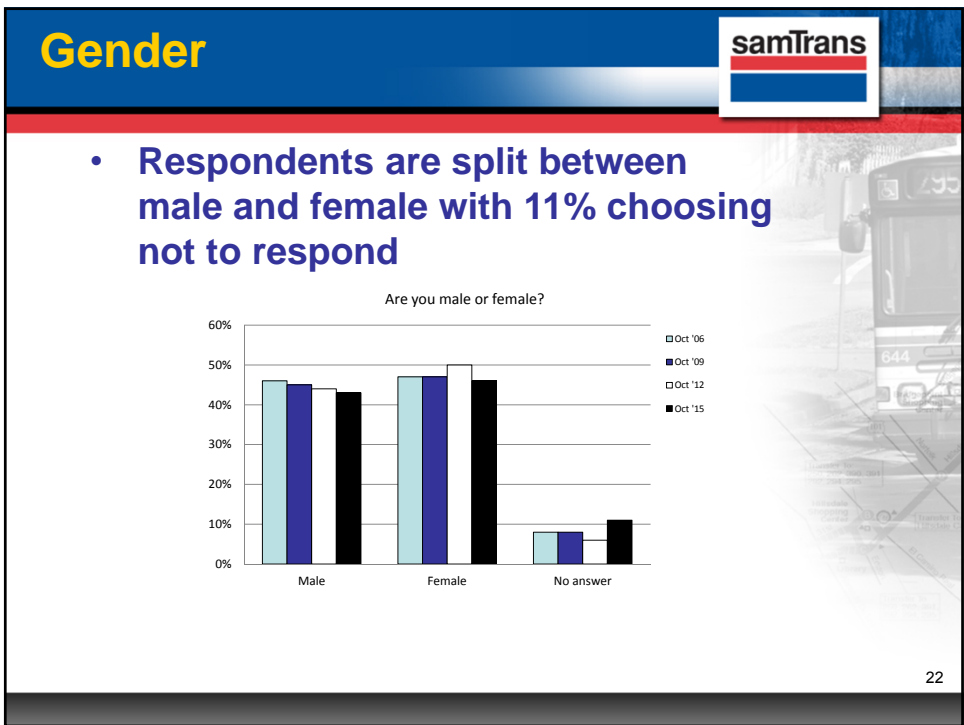
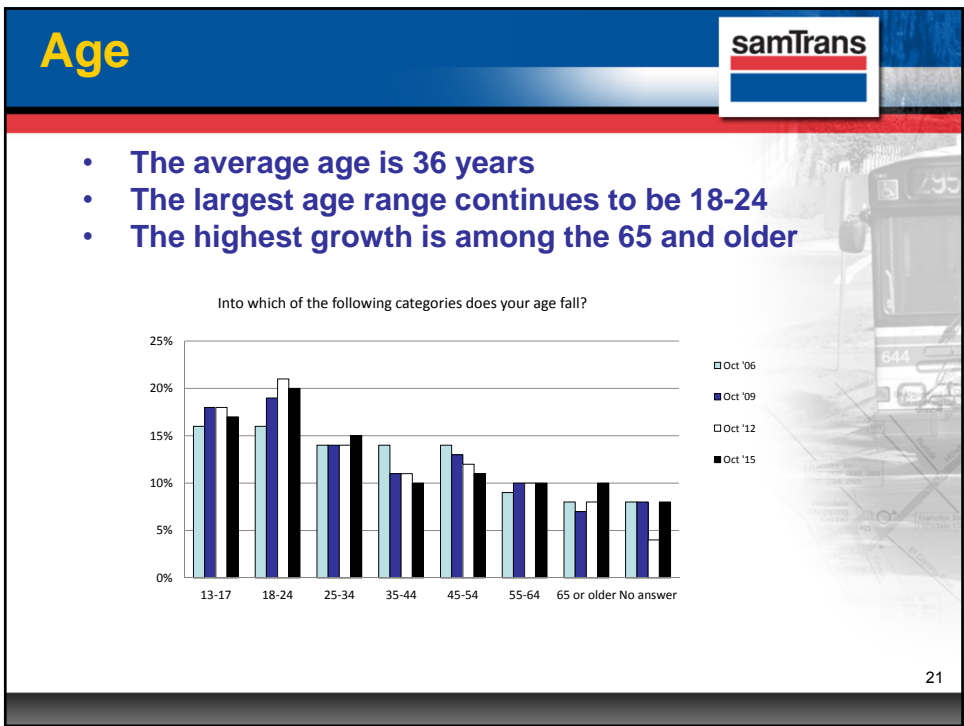


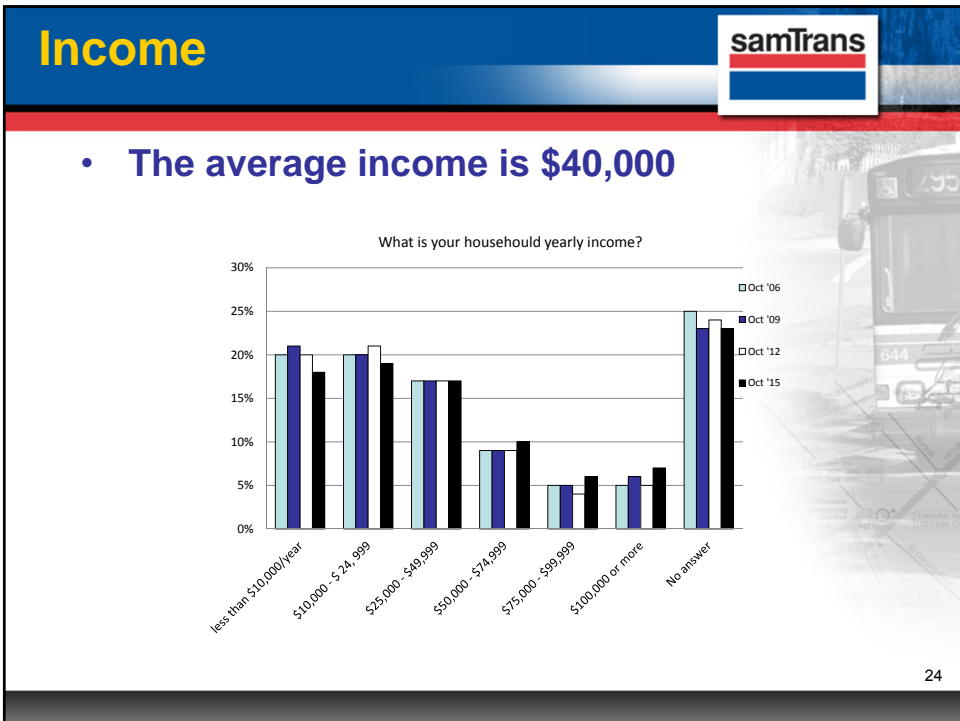
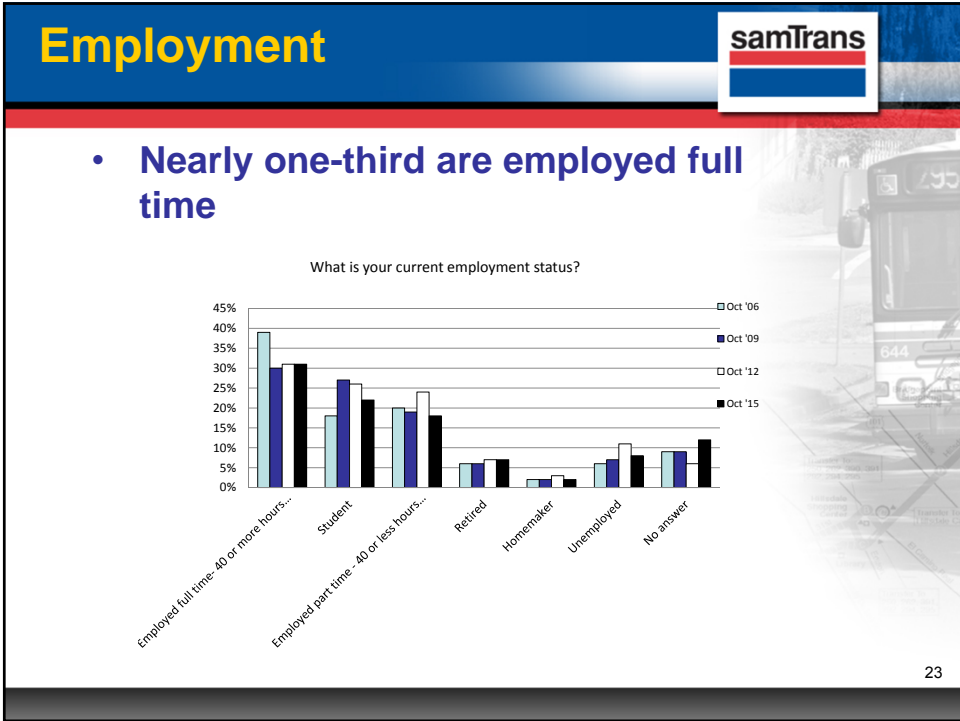
- Nearly half (46%) use a Clipper card

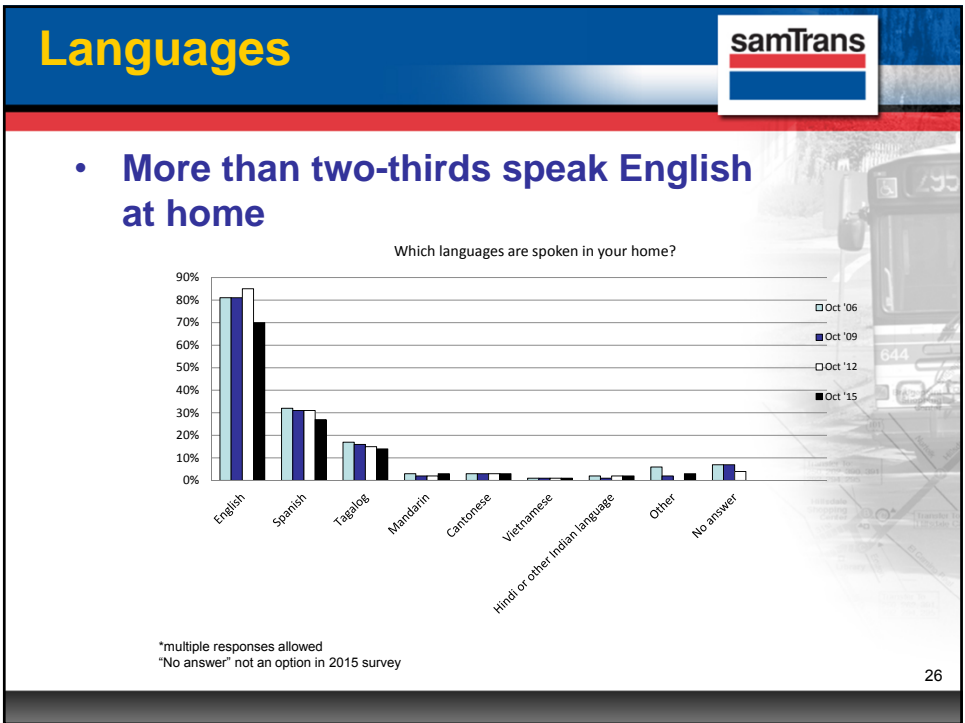
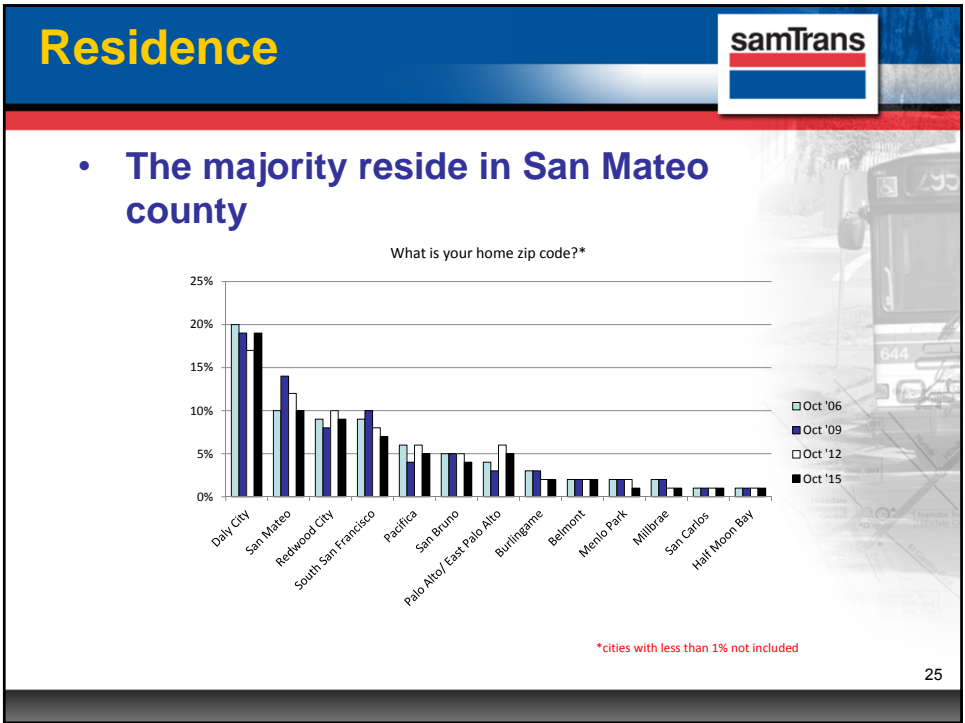
Are there any barriers to using a Clipper card? (multiple responses accepted)




Demographics





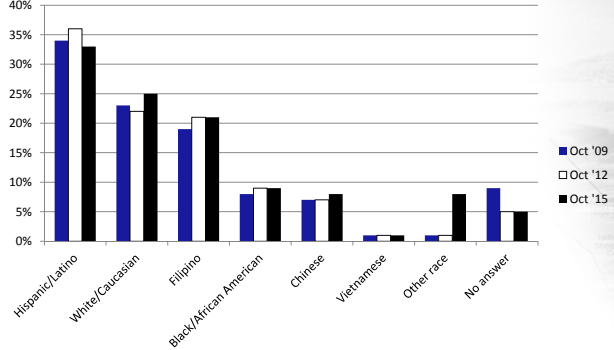


Ethnicity



- One-third of customers are Hispanic/Latino

Which of the following best describes your ethnic background?



Ethnic Background	Oct '09	Oct '12	Oct '15
Hispanic/Latino	34%	36%	32%
White/Caucasian	23%	22%	25%
Filipino	19%	21%	21%
Black/African American	8%	9%	9%
Chinese	7%	7%	8%
Vietnamese	1%	1%	1%
Other race	1%	1%	8%
No answer	9%	5%	5%

*multiple responses allowed

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Communications Focus Groups

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Background

The logo for samTrans, featuring the text "samTrans" in a sans-serif font above a stylized graphic of three horizontal bars in red, white, and blue.

- **Goal: Improve customer communications regarding access to information about routes, schedules, and fares to encourage increased ridership.**
- **Four focus groups – May 2016**
 - Frequent Riders
 - Non-Frequent Riders
 - Non-Riders
 - Spanish-speaking (mix of frequency)

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Key Findings

The logo for samTrans, featuring the text "samTrans" in a sans-serif font above a stylized graphic of three horizontal bars in red, white, and blue.


- **Apps and mobile website access are emerging as preferred methods of accessing information**
- **Non-riders are willing to try SamTrans, particularly if it goes someplace fun and they get a free ride or two**
- **Possible use of ride sharing services for routes with low ridership received positive feedback**

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Next Steps




- Customer Experience Task Force
- Fare Study
- New Technologies
- Full Report available online-
www.samtrans.com/surveys



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Questions



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