

The logo for samTrans, featuring the text "samTrans" in a bold, sans-serif font. The "a" and "m" are lowercase, while "T" and "r" are uppercase. Below the text are two horizontal bars: a red one on top and a blue one on the bottom.

Customer Experience Survey Key Findings

Community Relations Committee

July 5, 2017

Agenda Item #7

San Mateo

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- Objective
- Methodology
- Results
- Next steps

Objective

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- Support SamTrans planning in choosing the priorities for future investments

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Methodology

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- Online survey
 - February 27 – March 20, 2017
 - Opt-in, not statistically valid
 - Various outreach methods
 - Current riders
 - Former riders
 - Non-riders
- Response
 - 1,182 respondents, including incompletes
 - 68% of these completed the survey

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Results – Current Riders

Current Riders

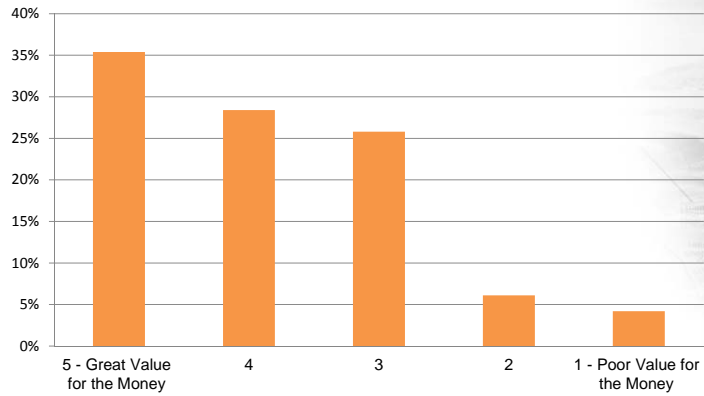
- **Trip characteristics**
 - Have been riding SamTrans for more than three years (59%)
 - Ride at least 3 days a week (52%)
 - Adult riders (62%)
 - Pay with Clipper cash value (40%), cash (26%) and Clipper SamTrans Monthly Pass (13%)
 - Travel to work (40%), school (21%) and social/recreational purposes (20%)

Value of Service



- **Current riders: rating of 4 or 5 (64%)**

How would you rate the value of SamTrans service relative to the amount you pay on a scale of 1-5, where 5 is Great Value for the Money, and 1 is Poor Value for the Money.



Results – Former Riders

Former Riders

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- Trip characteristics

- More than three years since last rode SamTrans (55%)
- Rode less than once a month (55%)
- Adult fare category (75%)
- Used cash tickets (61%)
- Traveled to work (40%)

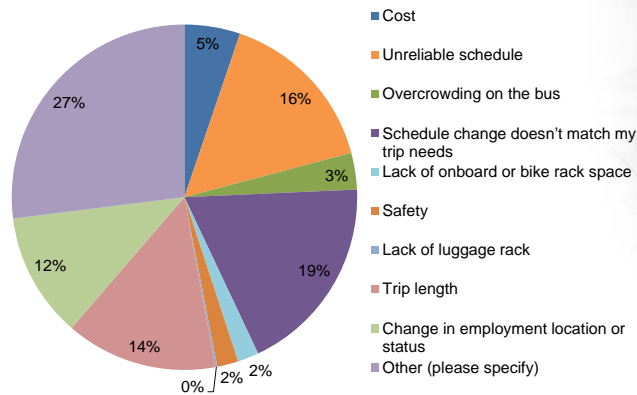
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Reasons for not riding

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- Schedule change (19%)

What was the reason you stopped riding SamTrans (check all that apply)



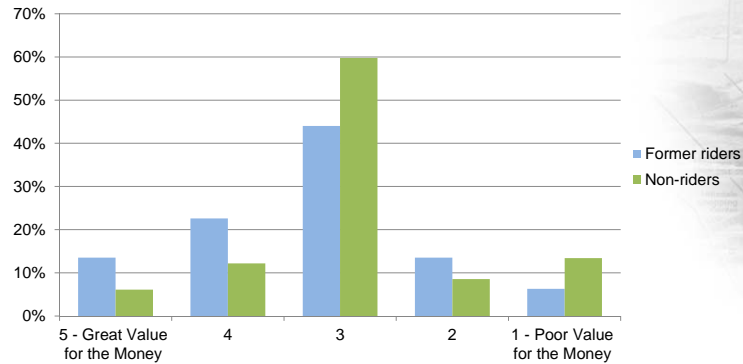
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Value of Service



- Average rating former rider (3.2) and non-rider (2.9)

What is your perception of SamTrans' value of service relative to its cost? 5 is Great Value for the Money, and 1 is Poor Value for the Money.



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Results – All Respondents

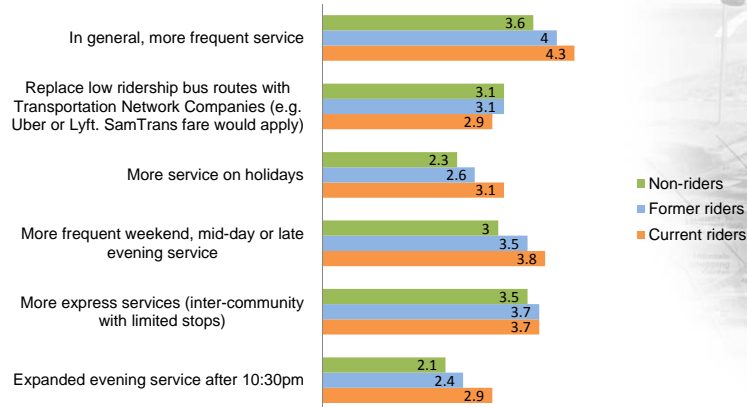
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Service Ratings

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- **Top ratings for more frequent service**

Please indicate how important each of the following is to you on a scale of 1-5, where 5 is very important, and 1 is not at all important.



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Service Rankings

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- **Top three rankings**

1. **In general, more frequent service**
2. **More express services (intercommunity with limited stops)**
3. **More frequent weekend or midday service**

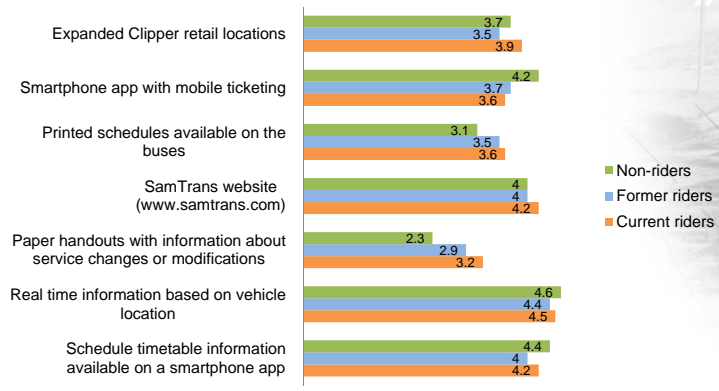
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Communication and Payment Ratings



• Top ratings for real-time information based on vehicle location

Please indicate how important each of the following is to you on a scale of 1-5, where 5 is very important, and 1 is not at all important.



Communication and Payment Rankings



• Top three rankings

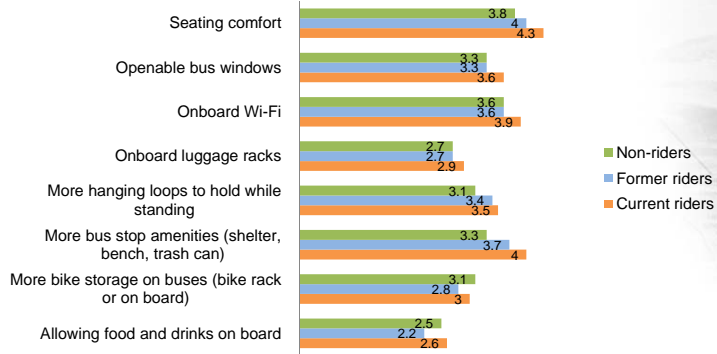
1. Real time information based on vehicle location
2. Schedule timetable information available on a smartphone app
3. SamTrans website (www.samtrans.com)

Enjoyment and Comfort Ratings



- Seating comfort and bus stop amenities most popular

Please indicate how important each of the following is to you on a scale of 1-5, where 5 is very important, and 1 is not at all important.



Enjoyment and Comfort Rankings



- Top three rankings
 1. Seating comfort
 2. Onboard Wi-Fi
 3. More bus stop amenities (shelter, bench, trash can)

Demographics

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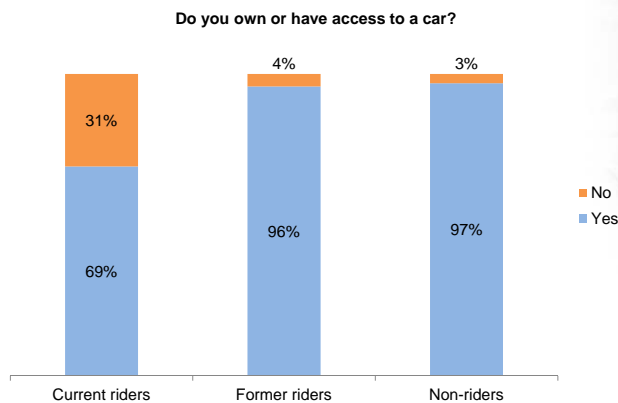
- **Survey respondents**
 - Female (59%) male (36%)
 - Ages mostly between 19-64 (67%)
 - 51% of former riders aged 55 or older
 - 31% earn \$74,999 or less
 - 59% of non-riders earn \$100,000 or more
 - Top ethnicities are White/Caucasian (56%), Hispanic/Latino (11%) and Chinese (9%)
 - Speak English (98%), Spanish (11%), Chinese (8%)
 - Top five cities: Pacifica, Redwood City, San Mateo, San Francisco, Half Moon Bay

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Access to a car

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- **69% of current riders have access to a car**



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Next Steps

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- Use information to:
 - Inform ongoing customer experience priorities
- Report
 - www.samtrans.com/surveys

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Thank you!
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