



This slide has a blue header with the word "Objectives" in yellow. The samTrans logo is in the top right corner. The background is a faded image of a bus. The content is a bulleted list of objectives in dark blue text.

Objectives

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

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Methodology

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- **Onboard survey**
 - October 2012
 - 45 routes (weekday)
 - 24 routes (weekends)
 - Peak and off-peak schedules
 - English and Spanish surveys available
- **Response**
 - 5,947 completed surveys returned
 - 56% response rate

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Results

[2009 data]

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SamTrans Usage

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

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Trip Purpose

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Most customers commute to work or school

Trip Purpose	% Total	2009
Work	44%	47%
School	30%	27%
Shopping#	14%	16%
Social/recreational	12%	9%
Medical	4%	6%
No answer	1%	3%

Multiple answers accepted on this question
in 2009, the option was "shopping/errands"

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Paying Their Way

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Half of the customers pay with cash

Fare Media	% Total	2009
Cash	50%	47%
Monthly Pass	27%	40%
Token	5%	5%
BART Plus Ticket	4%	4%
Day Pass*	3%	na
Caltrain Monthly Pass	3%	2%
Redi-Wheels / Dis. Pass	1%	1%

* Implemented in January 2012

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Clipper Use

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37 percent of customers used Clipper

Travel Period	% Total
Weekday Peak	38%
Weekday Off-peak	36%
Weekend	33%

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Number of Buses

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More than half of the customers only need one bus for trip

# of Buses for one-way trip	% Total	2009
1	58%	58%
2	30%	31%
3	5%	5%
4+	4%	3%
No answer	3%	3%

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System Access

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Most walk to bus stop

Mode	% Total	2009
Walked	73%	70%
SamTrans Bus	10%	11%
BART	6%	6%
Muni	4%	4%
Bicycle	3%	2%
Caltrain	2%	2%
Dropped off	2%	3%
Drove / VTA / Free shuttle	3% (each 1%)	3% (each 1%)

Multiple answers accepted on this question

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Customer Satisfaction

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Favorable evaluation of SamTrans

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

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Satisfaction (5-point scale)

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

in 2009, wording was "Responsiveness of Customer Service"

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Sources for Information

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Nearly three-quarters want to receive information on the bus

Information Location	% Total	2009
On the bus	71	59%
At bus stop	52	36%
SamTrans Web site	27	18%
Customer Service	20	15%
Social Network	12	8%
511	9	6%
City hall or library	6*	na

* Written in by respondents
Multiple answers accepted on this question

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Access to the Internet

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More than three-quarters (79%) have access to the Internet

Access Location	% Total
Home	79
Cell/Mobile	49
Library/ other public area	27
Work	23
No answer	4

Multiple answers accepted
Question wasn't asked in 2009

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Demographics

[2009 data]

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Age & Gender

Average age is 35, and females account for half of customers

Age	% Total	2009
13-17	18%	18%
18-24	21%	19%
25-34	14%	14%
35-44	11%	11%
45-54	12%	13%
55-64	10%	10%
65+	8%	7%
No answer	4%	8%

Gender	% Total	2009
Female	50%	47%
Male	44%	45%
no answer	6%	8%

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Employment

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Nearly one-third are employed full time

Employment Status	% Total	2009
Full time	31%	30%
Student	27%	27%
Part time	24%	19%
Unemployed	11%	7%
Retired	7%	6%
Homemaker	3%	2%
No answer	6%	9%

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Income

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- 41% had household incomes of <\$25k/year
- Average household income is \$36,100

Annual HH Income	% Total	2009
<\$10,000	20%	21%
\$10,000 - \$24,999	21%	20%
\$25,000 - \$49,999	16%	17%
\$50,000 - \$74,999	9%	9%
\$75,000 - \$99,999	4%	5%
\$100,000+	5%	6%
No answer	25%	23%

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Residence

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- **73% live in San Mateo County [71%]**
 - 7% in San Francisco [7%]
 - 2% in Santa Clara County [4%]
- **Top cities of residence**
 - Daly City/Colma (17%) [19%]
 - San Mateo (12%) [14%]
 - Redwood City (10%) [8%]
 - So San Francisco (8%) [10%]
 - Pacifica (6%) [4%]
 - East Palo Alto / PA (6%) [3%]
 - San Bruno (5%) [5%]

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Languages

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- **85% spoke English at home**
- **Language of survey: 90% English/10% Spanish**
 - [89%]
 - [12%]

Language	% Total	2009
English	85%	81%
Spanish	31%	31%
Tagalog	15%	16%
Cantonese	3%	3%
Mandarin	2%	2%
Hindi / Other Indian	2%	2%

Multiple answers accepted on this question

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Ethnicity



More than one-third of customers are Hispanic/Latino

Ethnicity	% Total	2009
Hispanic / Latino	36%	34%
White / Caucasian	23%	23%
Filipino	21%	19%
African American	9%	8%
Chinese	7%	7%
Asian / Pacific Islander	4%	4%

Multiple answers accepted on this question

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Next Steps



- **Maintain or increase service quality and information availability**
- **Use information to:**
 - **Market service and attract new customers**
 - **Retain current customers**
 - **Inform future planning**

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Bus Awareness Campaign



It's All About the People

- Spring through end of year
- Possible elements
 - Print ads
 - Cable TV ads
 - Exterior bus ads
 - Bus shelter ads
 - Social media



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