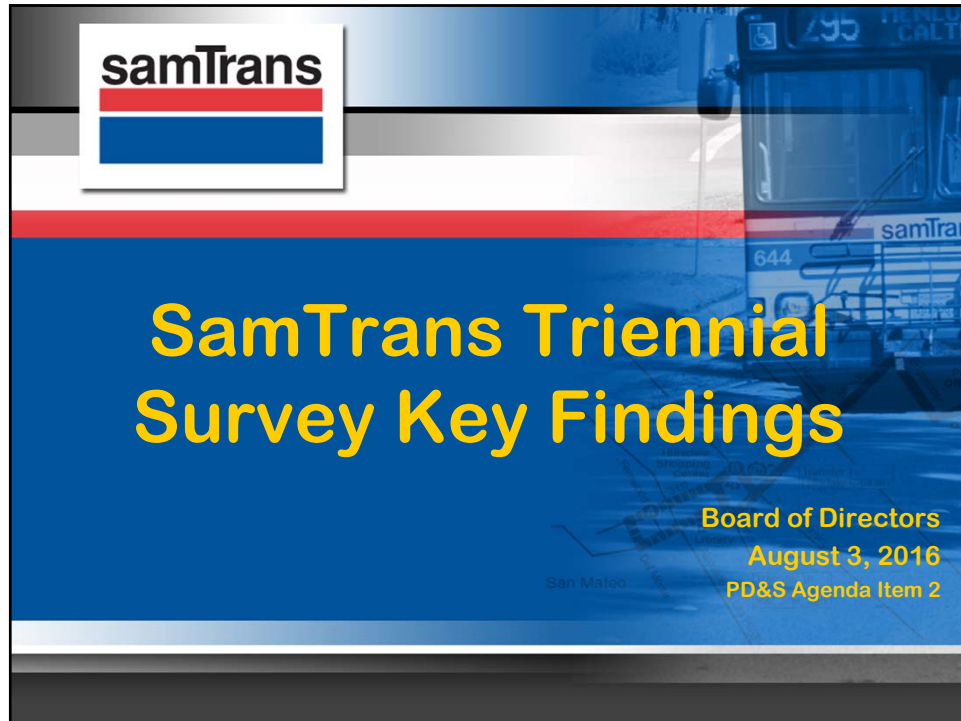




Purpose



- 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

2

Methodology

samTrans

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

3

Changes Since Last Survey

samTrans

- 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

4

Results



Results



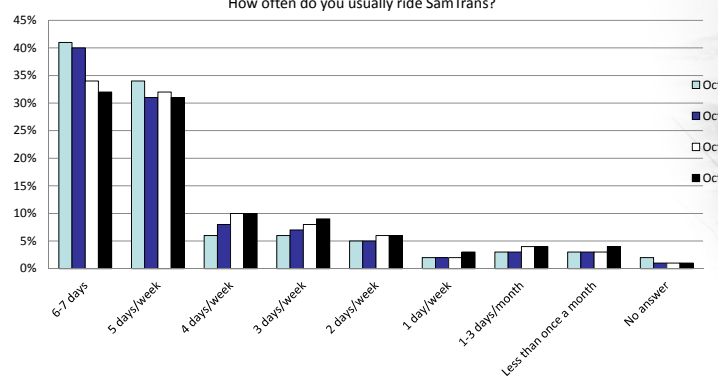
5

Usage



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

How often do you usually ride SamTrans?



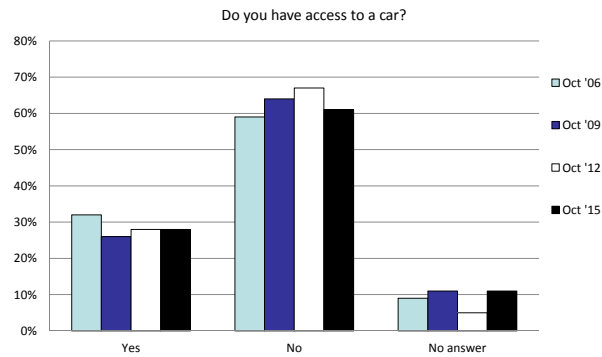
Frequency	Oct '06	Oct '09	Oct '12	Oct '15
6-7 days	40%	40%	33%	32%
5 days/week	34%	31%	32%	31%
4 days/week	6%	8%	10%	10%
3 days/week	6%	7%	8%	9%
2 days/week	5%	5%	6%	6%
1 day/week	2%	2%	3%	3%
1-3 days/month	3%	3%	4%	4%
Less than once a month	3%	3%	4%	4%
No answer	2%	1%	1%	1%

6

Access to a Car



- 61% of riders don't own or have access to a car

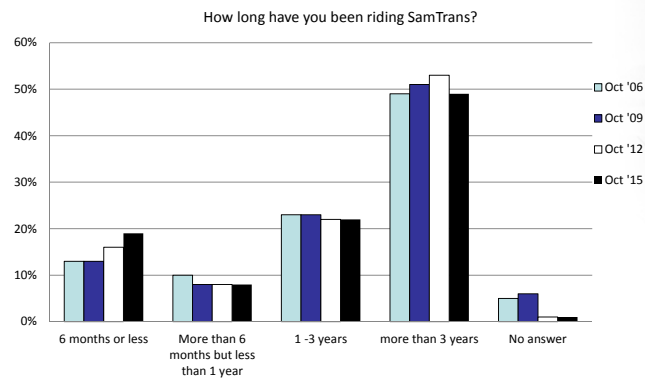


7

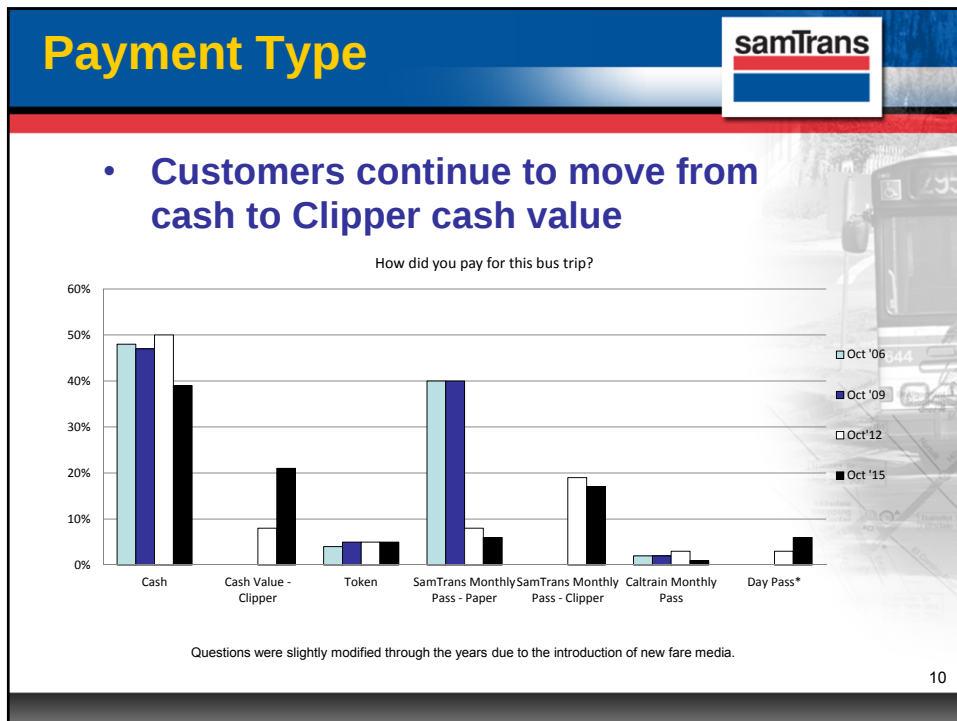
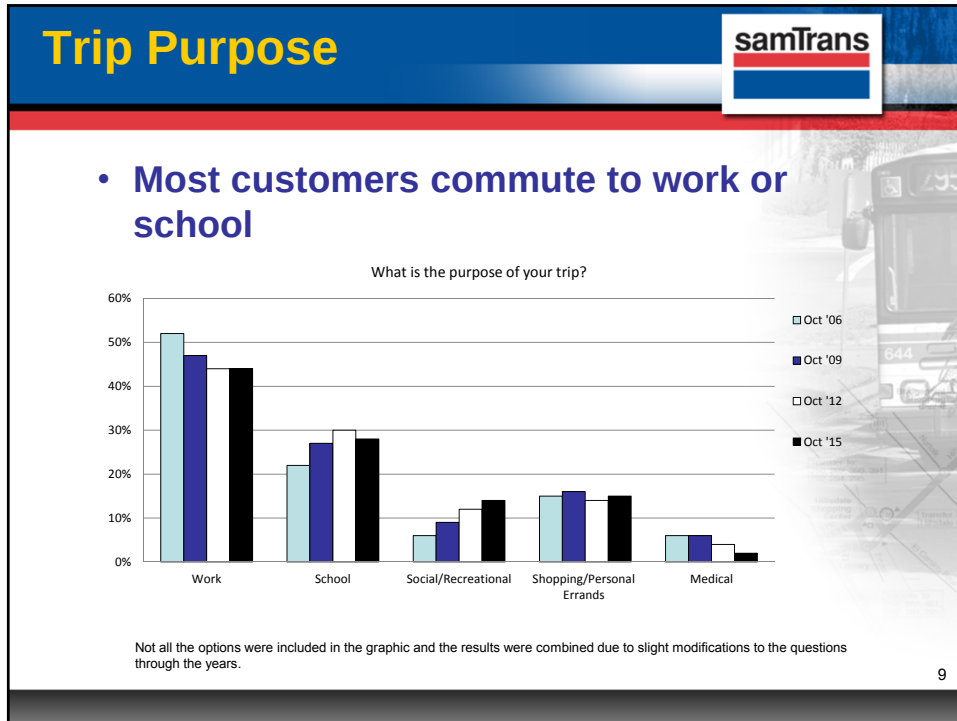
Longevity

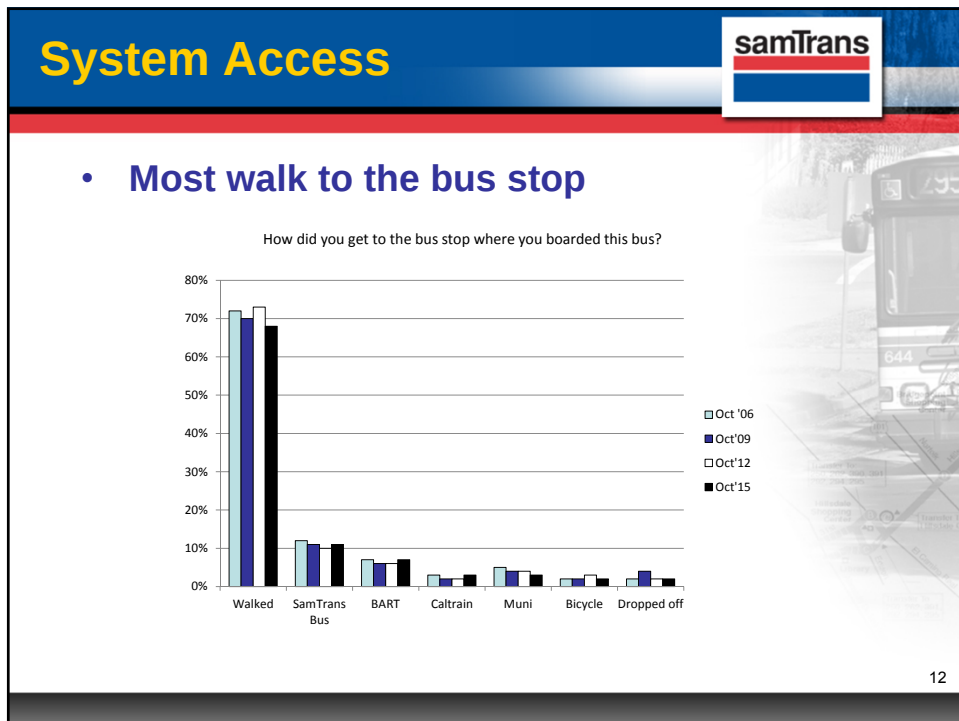
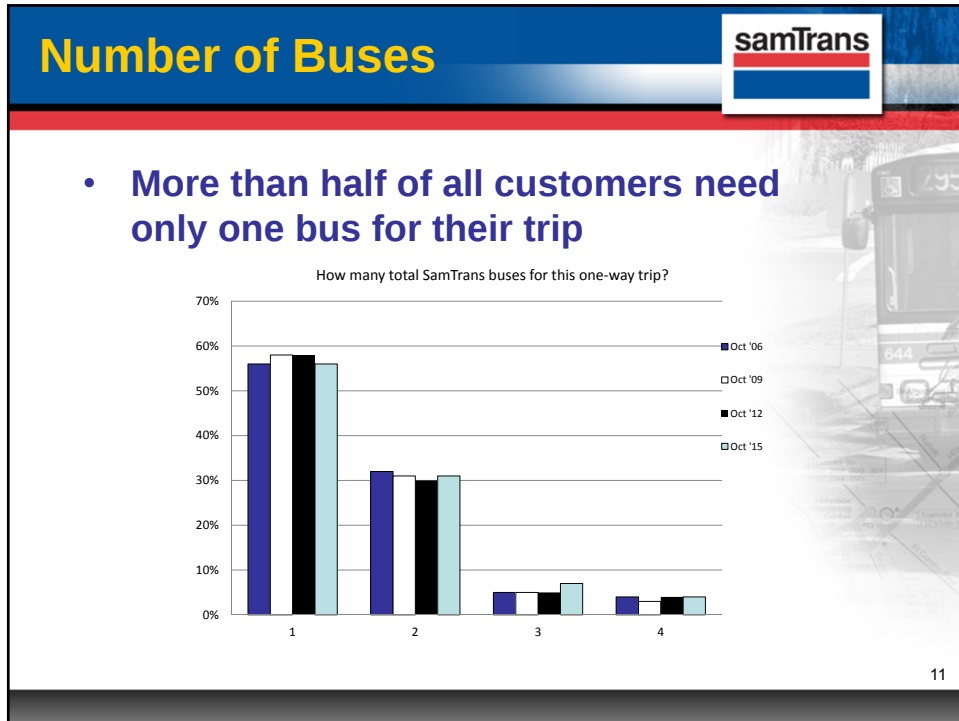


- Nearly half have been riding for more than 3 years



8



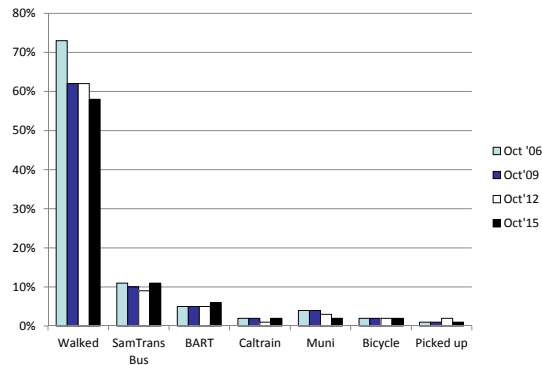


System Egress

samTrans

- Most walk from the bus stop

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



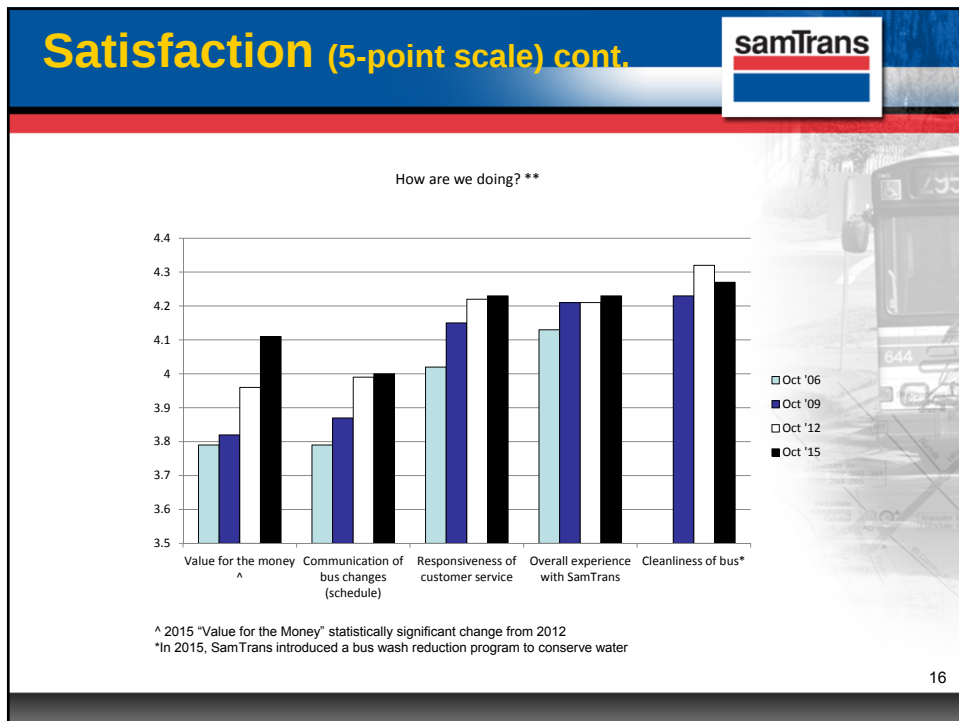
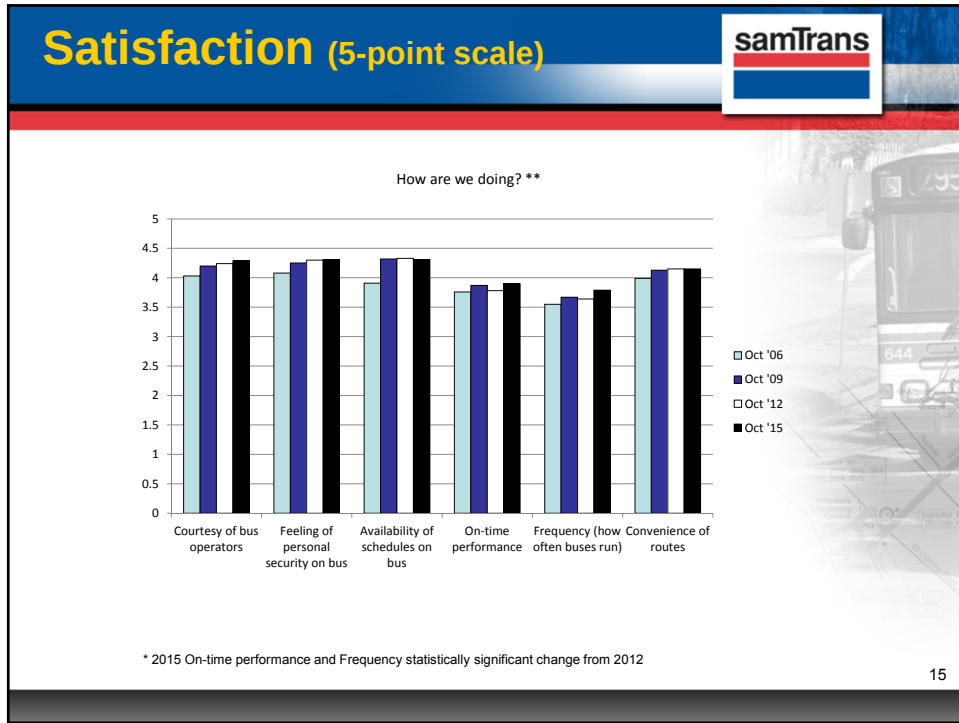
13

Customer Satisfaction

samTrans

- 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

14



Sources for Information

samTrans

- 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

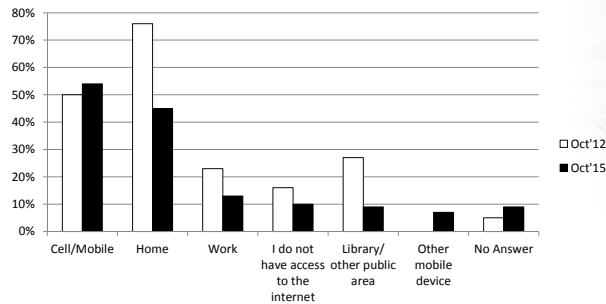
17

Access to the Internet

samTrans

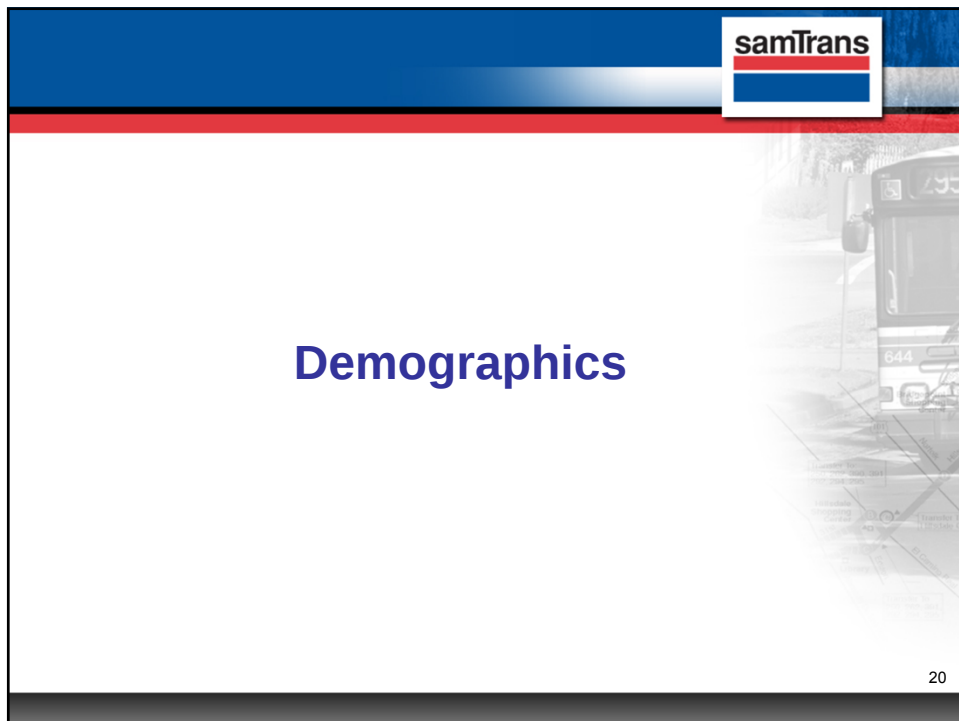
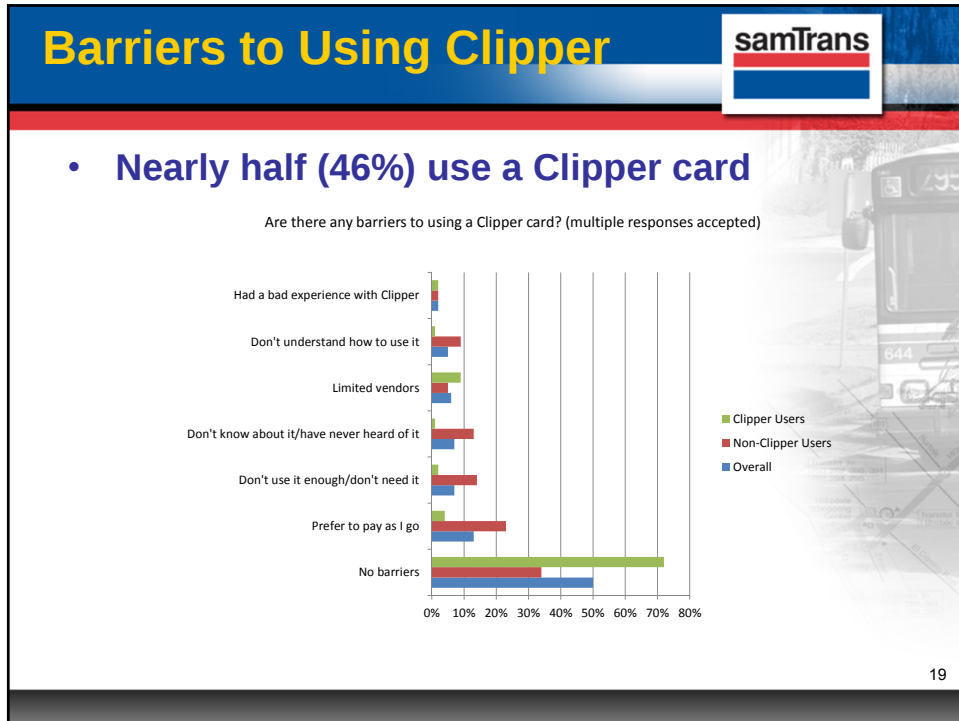
- Most have access to the Internet (90%) generally at home or on their cell

Where do you access the internet?



*multiple responses allowed

18

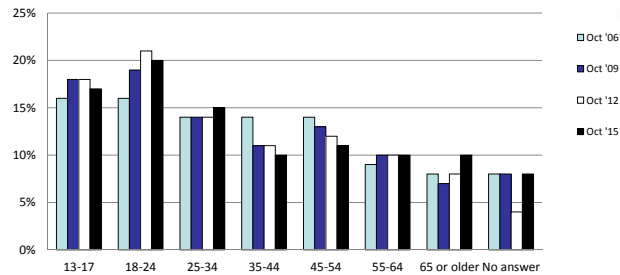


Age

samTrans

- The average age is 36 years
- The largest age range continues to be 18-24
- The highest growth is among the 65 and older

Into which of the following categories does your age fall?



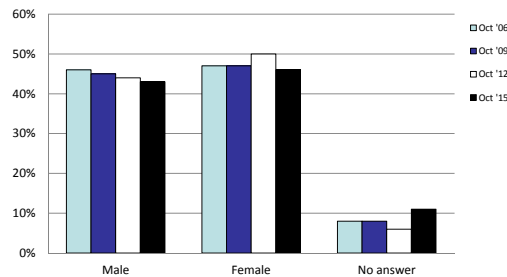
21

Gender

samTrans

- Respondents are split between male and female with 11% choosing not to respond

Are you male or female?

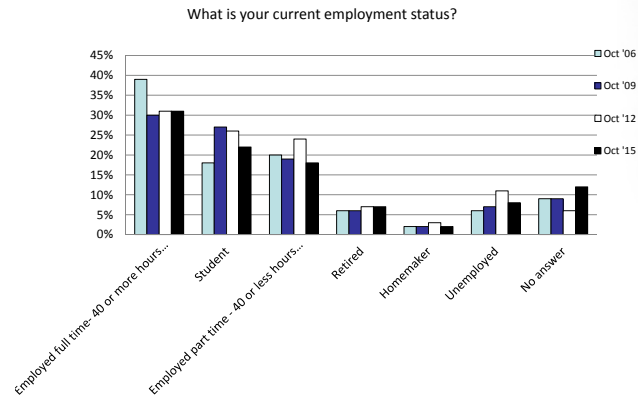


22

Employment



- Nearly one-third are employed full time

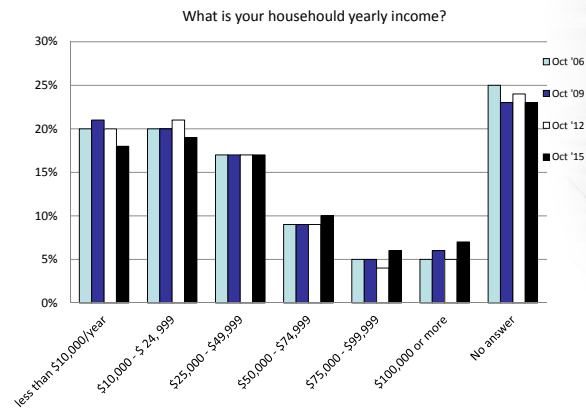


23

Income



- The average income is \$40,000

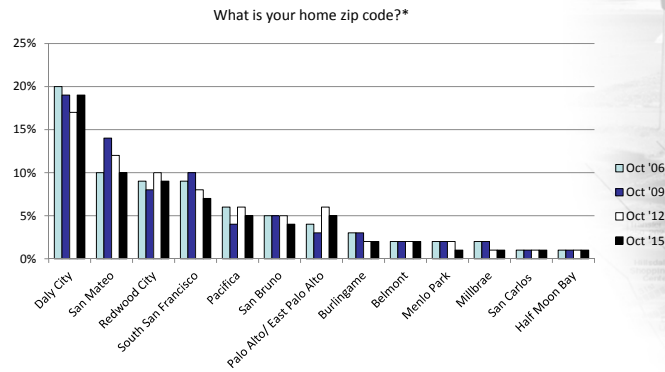


24

Residence

samTrans

- The majority reside in San Mateo county



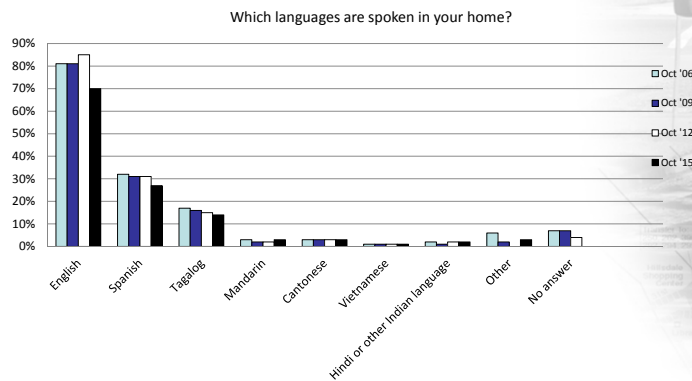
*cities with less than 1% not included

25

Languages

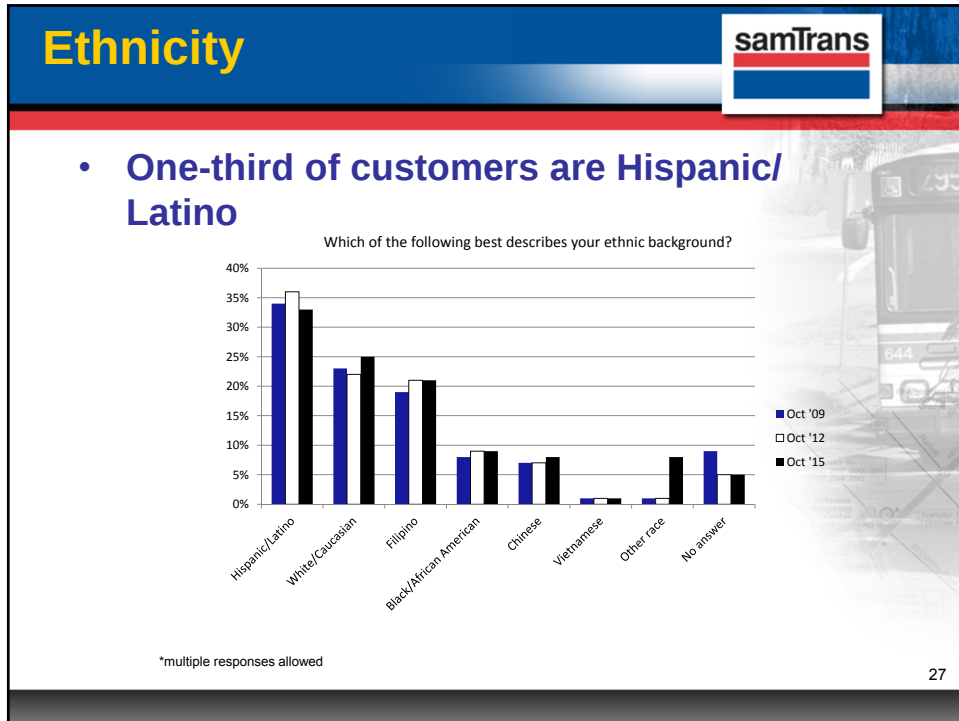
samTrans

- More than two-thirds speak English at home



*multiple responses allowed
 "No answer" not an option in 2015 survey

26



Communications Focus Groups

28

Background



- 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)

29

Key Findings



- 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

30

Next Steps



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

31

Questions



32