

Transit Staff Report – October 2023

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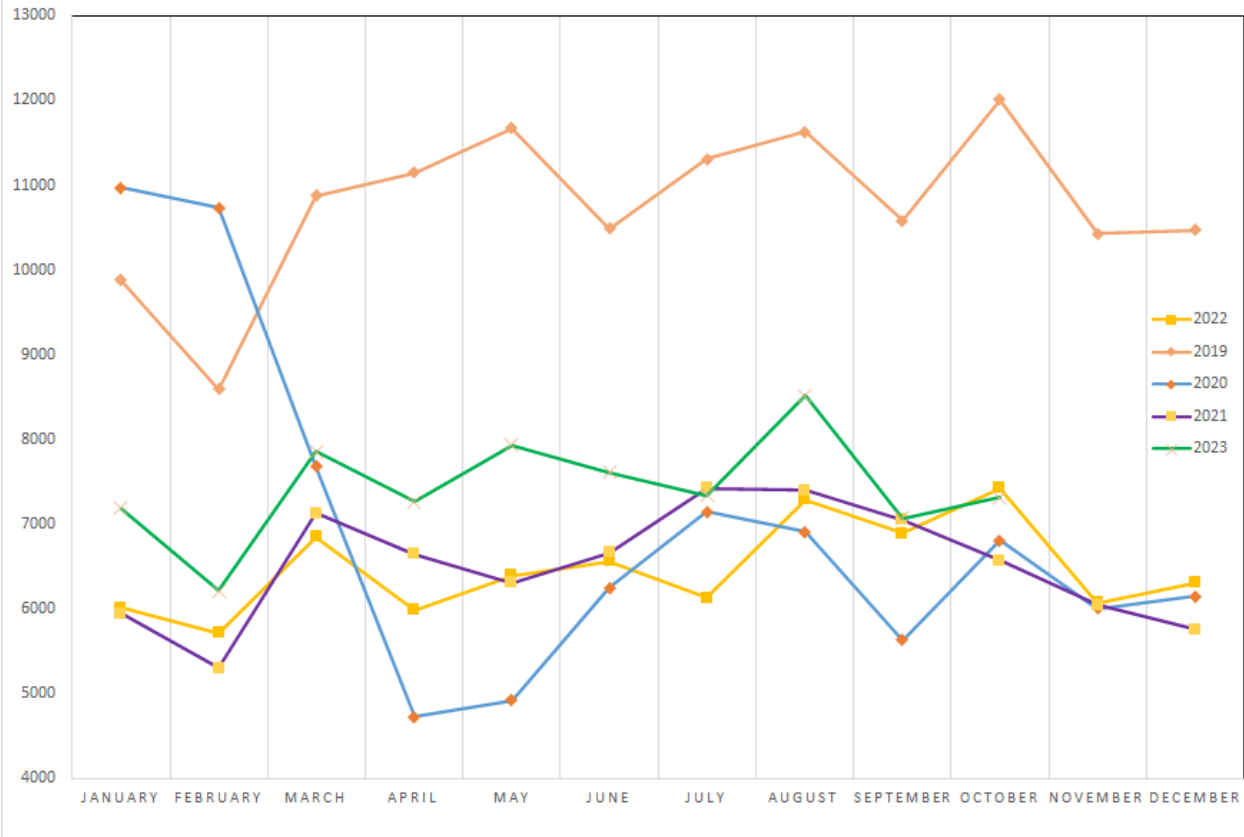


SANDY AREA METRO

From the Program Administrator

Ridership

SAM RIDERSHIP PATTERNS JANUARY - DECEMBER 2019 - 2023



Overall ridership only experienced a slight decrease of 0.15%, providing 7,315 rides in October 2023 compared to 7,424 rides in October 2022. SAM-Gresham experienced a 4.4% drop in ridership, serving 5,472 passengers. SAM-Estacada provided 320 rides, a 29.82% decrease. The Shopper Shuttle provided 643 rides compared with 509 rides in October 2022, an increase of 26.33%. While we have experienced some decline, SAM service continues to provide autonomy and opportunity for many in the Sandy community. The survey results below highlight the importance of public transportation.

SAM rides provided 731 rides, an increase of 7.66% increase from last year. ED also experienced ridership growth. SAM provided 149 medical rides in October 2023 compared with 56 rides in October 2022, an increase of 166.07%.

Annual Survey

In October, SAM conducted annual surveys. This communication allows us to hear what riders need and what level of service SAM provides. We received 99 onboard responses across all SAM services.

Of those 99 respondents, 50.5% began their journey in Sandy and 69.89% will end their journey in Sandy. Over half were frequent users, 38.54% utilizing it daily and 30.21% using it at least 3-4 times a week. Commuters comprise 46.34% of the surveyed ridership. The bulk of

the ridership consists of 20-30 year old (23.71%) and 31-44 year old (37.11%). The majority of riders, 59.34%, live in Sandy.

While our ridership has incomes from every walk of life, 40.23% earn less than \$10,000 and 20.69% earn between \$20,000-\$39,000. 69.15% do not own a vehicle and 52.05% would not have made the trip if SAM was not available.

Although we typically highlight the need for service it is also important to recognize that SAM also serves a discretionary riders within the community. 30.85% of riders have access to a car and 26.03% the respondents owned a vehicle.

The most important needs focused mainly on additional service. 56.32% of riders would like more frequent service, 52.5% would like later service and 67.47% would like more service on Sundays. 47.5% requested more benches/shelters.

Although it is hard to pick from the many compliments, below are a few comments from respondents. All the credit goes to our driving staff who make the service what it is!

“Excellent public transportation in the state of Oregon. Very impressed with safe driving, organization and citizen safety. I’m grateful for efficient system. And think many other places in the world can learn from this service to apply to their communities. Again, thank you!”

“SAM between Portland and Sandy has been so helpful now that family lives out there and I choose to not have a car in PDX.”

“SAM has been a literal lifesaver in that I was able to travel to Sandy to acquire my medication.”

“You guys have the most friendly bus drivers I have ever seen!”

“I am pleased & grateful today to be on such a nice, clean, safe, friendly atmosphere bus. The driver was just the right kind of right for a restful, beautiful Sunday trip.”

“The drivers have always gone above and beyond with helping. They make sure we are safe and will be able to get home. Just amazing people.”

“Love, love, love your people.”

“We <3 SAM (goes straight to Grandma’s house :))”

Clackamas County Partnership

The partnership with Clackamas County continues to prove itself as a practical and financial benefit. While partnering with the County on equipment and resources we continue to save money. This includes equipment such as tablets and radios, contracted staff and maintenance. October financials include 80 medical rides on their behalf earning SAM \$5,600.22. Earnings for operating the Mt. Hood Express service were \$4,422.34. Total earnings \$10,022.56.