Customer Satisfaction Survey
Key Findings

Caltrain Board
April 7, 2016
Agenda Item #12

Objectives

• **Determine customer satisfaction levels**
  - Performance measurement

• **Additional research opportunities**
  - Rating of amenities on electric trains
  - Frequency and duration of Caltrain ridership
Methodology

• Onboard survey
  - June 2015
  - 44 trains
    • 36 weekday trains (peak & off-peak)
    • 8 Saturday trains
  - English and Spanish surveys available

• Response
  - 3,356 completed surveys returned
  - 71% response rate

Results
[June 2014]
Overall Satisfaction (Scale of 1 to 5)

- 3.93 [4.05]
- 75% somewhat or very satisfied [81%]
- 5% somewhat or very dissatisfied [3%]

At Stations

- Functioning of lights – 4.23 [4.28]
- Cleanliness of stations & parking lots – 3.97 [4.09]
- Information boards – 3.85 [3.87]
- Ease of use of TVMs – 3.76 [3.78]
- Being informed of delays – 3.40 [3.42]
Onboard

- Conductors appearance – 4.39 [4.39]
- Sense of personal security – 4.28 [4.35]
- Courtesy of conductors – 4.25 [4.25]
- Availability of printed materials – 4.14 [4.17]
- Cleanliness of train exteriors – 4.07 [4.14]
- On-time arrival – 3.86 [4.04]
- Cleanliness of train interiors – 3.86 [3.92]
- Onboard announcements – 3.63 [3.68]
- Delays information – 3.58 [3.68]
- Cleanliness of onboard restrooms – 3.27 [3.30]

At Stations vs. Onboard

- Riders’ overall experience with Caltrain significantly decreased in 2015
  - At stations – 3.92 [3.98]
    - 73% somewhat or very satisfied [77%]
    - 4% somewhat or very dissatisfied [3%]
  - Onboard trains – 4.00 [4.11]
    - 78% somewhat or very satisfied [83%]
    - 3% somewhat or very dissatisfied [2%]
## Electric Train Amenities Rating
(5=Very important, 1=Not at all important)

<table>
<thead>
<tr>
<th>Amenity</th>
<th>Rating</th>
<th>n</th>
</tr>
</thead>
<tbody>
<tr>
<td>Onboard restrooms</td>
<td>4.28</td>
<td>3,148</td>
</tr>
<tr>
<td>Onboard bike capacity</td>
<td>4.17</td>
<td>2,676</td>
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<tr>
<td>Interior electronic signs</td>
<td>4.13</td>
<td>3,140</td>
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<tr>
<td>High-back seats</td>
<td>3.94</td>
<td>3,096</td>
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<tr>
<td>Exterior electronic sign</td>
<td>3.88</td>
<td>3,119</td>
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<tr>
<td>Vinyl seats</td>
<td>3.58</td>
<td>2,998</td>
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<td>Interior electronic display</td>
<td>2.80</td>
<td>3,103</td>
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<tr>
<td>Low-back seats</td>
<td>2.54</td>
<td>2,828</td>
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<tr>
<td>Cloth seats</td>
<td>2.52</td>
<td>3,116</td>
</tr>
</tbody>
</table>

## How long have you been riding Caltrain?

- This is my first trip 5%
- < 6 months 32%
- 6 months to < 1 year 16%
- 1 year to < 2 years 12%
- 2 years to < 4 years 19%
- 4 years or more 16%
How often do you usually ride Caltrain?

- 6-7 days/week: 46%
- 5 days/week: 11%
- 4 days/week: 7%
- 3 days/week: 7%
- 2 days/week: 4%
- 1 day/week: 6%
- 1-3 days/month: 8%
- < once per month: 10%

2010 – 2015 Scores

Total Scores 2010 - 2015

G. Everything considered, how would you rate your experience at Caltrain stations?
R. Everything considered, how would you rate your onboard experience on Caltrain?
T. Overall Caltrain experience at station and onboard train
2010 – 2015 Weighted Scores

Weighted Scores 2010 - 2015

Jun-10  Jun-11  Dec-12  Jun-13  Jun-14  Jun-15
3.91    3.96    3.93    4.01    3.99    3.96
3.92    3.99    3.97    4.03    3.92    3.92

Additional Analysis

- Currently the verbatim comments are being analyzed and a report will be issued highlighting the most common themes.
Next Steps

Customer Experience Task Force

- Maintenance and Operations
- Customer Communications
- Conductor Training
- Incident Response
- Amenities
- Fares

New timetable (April 4) to address schedule reliability, on-time arrival.
Third bike car added to Bombardier trains to expand bicycle capacity from 48 to 72 onboard bikes.

Report

www.caltrain.com/surveys

Thank you!