



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

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Results

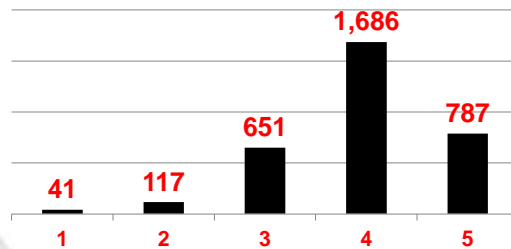
[June 2014]

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Overall Satisfaction (Scale of 1 to 5)

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



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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]

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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]

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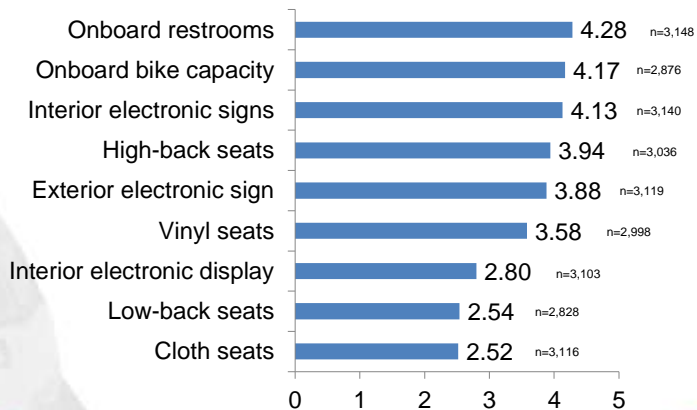
At Stations vs. Onboard

- **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%]

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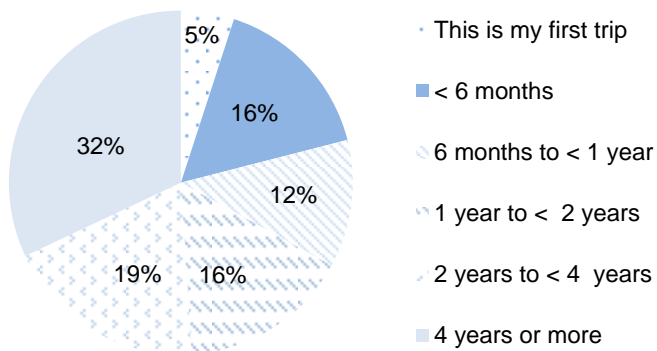
Electric Train Amenities Rating (5=Very important, 1=Not at all important)



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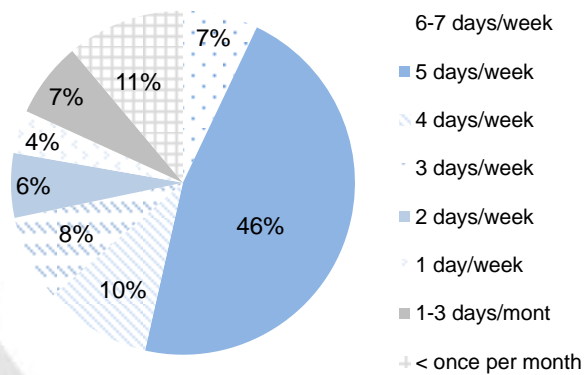
How long have you been riding Caltrain?



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How often do you usually ride Caltrain?

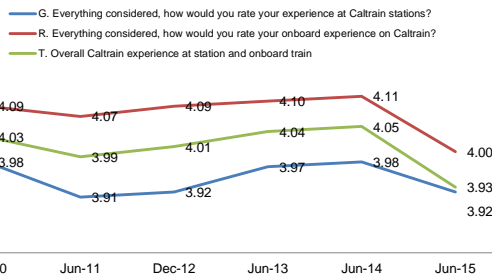


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2010 – 2015 Scores

Total Scores 2010 - 2015

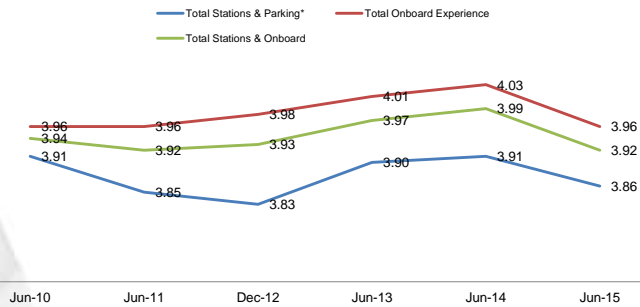


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2010 – 2015 Weighted Scores

Weighted Scores 2010 - 2015



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Additional Analysis

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

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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.

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Report

www.caltrain.com/surveys

Thank you!

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