Customer Satisfaction Survey
Key Findings

Board of Directors
December 1, 2016
Agenda Item # 16

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Objectives

• Determine customer satisfaction levels
  - Performance measurement
  - Informs contract operator compensation

• Additional research opportunities
  - Service adjustments
  - Investment in customer amenities
  - Origin and destination stations

Methodology

• Onboard survey overview
  - June 2016
  - 44 trains
    - 36 weekday trains (peak & off-peak)
    - 8 Saturday trains
  - English and Spanish surveys available

• Response
  - 4,097 completed surveys
  - 78% response rate
Results
[Results from June 2015 Survey]

Overall Satisfaction (Scale of 1 to 5)

- **4.01** [3.93]
- 79% somewhat or very satisfied [75%]
- 4% somewhat or very dissatisfied [5%]
At Stations

- Functioning of lights – 4.26 [4.23]
- Cleanliness of stations & parking lots – 3.98 [3.97]
- Information boards – 3.87 [3.85]
- Ease of use of TVMs – 3.82 [3.76]
- Being informed of delays – 3.48 [3.40]

Onboard

- Conductors appearance – 4.45 [4.39]
- Sense of personal security – 4.32 [4.28]
- Courtesy of conductors – 4.36 [4.25]
- Availability of printed materials – 4.15 [4.14]
- Cleanliness of train exteriors – 4.09 [4.07]
- On-time arrival – 4.03 [3.86]
- Cleanliness of train interiors – 3.88 [3.86]
- Onboard announcements – 3.68 [3.63]
- Delays information – 3.71 [3.58]
- Cleanliness of onboard restrooms – 3.26 [3.27]
At Stations vs. Onboard

- Riders’ overall experience with Caltrain increased in 2016
- At stations – 3.94 [3.92]
  - 74% somewhat or very satisfied [73%]
  - 4% somewhat or very dissatisfied [4%]
- Onboard trains – 4.08 [4.00]
  - 82% somewhat or very satisfied [78%]
  - 3% somewhat or very dissatisfied [3%]

Service Adjustment Priorities

When considering service adjustments, Caltrain must evaluate certain trade-offs. Please select your preferred option.

- More frequent Service: 38%
- Faster Commute: 62%
Enhancing the Customer Experience

To help Caltrain evaluate several investments to enhance the customer experience, please rank the importance of each of the following items.

- **1st Choice**
- **2nd Choice**
- **3rd Choice**

<table>
<thead>
<tr>
<th>Onboard Wi-Fi</th>
<th>Real-time schedule info and service updates at stations, on trains, via mobile.</th>
<th>Ability to purchase Clipper products at stations</th>
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2012 – 2016 Scores

**Total Scores 2012 - 2016**

- **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

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Survey Comments

• Provided by 35% of respondents
• Top three themes
  1. Crowding/capacity/frequency – 26%
  2. Late trains/timeliness – 17%
  3. Clipper/payment related – 12%

Next Steps

• Customer Experience Task Force
  - Real-time communication
  - Mobile ticketing (Jan. 2017 contract award)
  - Conductor and station communications
  - Service evaluation
• Ratings determine payment obligations to TASI
Report

www.caltrain.com/surveys

Thank you!