Objectives

- **Determine who our customers are**
  - Demographics
  - Trip purpose
  - Mode of access
  - Frequency of use
  - Reasons for riding
  - Clipper usage

- **Measure whether we are meeting their needs**
  - Customer satisfaction
  - Information access
Methodology

• Onboard survey
  - October 2016
  - Weekday peak, weekday off-peak and weekend trains
  - English and Spanish surveys available

• Response
  - 5,554 surveys returned
  - 74% response rate

Results
Caltrain Usage

More than 67% ride Caltrain at least 4 days a week

How often do you usually ride Caltrain?

Oct '07  Oct '10  Oct '13  Oct '16

Less than once a month 1-2 day/month 1 day/week 2 days/week 3 days/week 4 days/week 5 days/week 6+ days/week

Longevity

About one-third have been riding less than one year

How long have you been riding Caltrain?

Oct '10  Oct '13  Oct '16

This is my first trip  Less than 6 months 6 months to less than 1 year 1 year to less than 2 years 2 years to less than 4 years 4 years or more
Access to a Car

60% of riders chose the train over their car

Did you have a car available to take this particular trip?

<table>
<thead>
<tr>
<th></th>
<th>Oct '07</th>
<th>Oct '10</th>
<th>Oct '13</th>
<th>Oct '16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>63%</td>
<td>62%</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>No</td>
<td>37%</td>
<td>38%</td>
<td>40%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Trip Purpose

Most customers commute to work

What is the main purpose of your trip today? (Check only one)

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Oct '07</th>
<th>Oct '10</th>
<th>Oct '13</th>
<th>Oct '16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>80%</td>
<td>70%</td>
<td>60%</td>
<td>50%</td>
</tr>
</tbody>
</table>
Paying Their Way

Monthly Pass is most popular form of payment

How did you pay for this train trip (today)?

Main Reasons for Riding

Caltrain viewed as faster than other options

What are your main reasons for riding Caltrain?*

*answers with <1 are not displayed

*answer not in 2010, 2007 surveys
New Riders on Caltrain

About a third of new riders began riding Caltrain due to a change of company.

If you have been riding Caltrain for less than one year, what motivated you to start using Caltrain? (Multiple responses accepted)

- Change in parking/car broke down
- Create more time/make commute easier/faster
- Employer subsidy/cheaper to ride train
- Change in health
- Prefer to drive less/cut down to one car/avoid traffic
- Just visiting the area
- Change in financial circumstances
- Special event
- Moved/started school/other similar change
- Lack of access to a car
- Worsening traffic
- Change of company

Distance to Caltrain Station

Average distance is 18 miles

What is the approximate distance between your starting location and the Caltrain station you used today?
Station Access
More people are walking to the stations

How did you get to the station where you got on this train? (Multiple responses accepted)

<table>
<thead>
<tr>
<th>Oct '07</th>
<th>Oct '10</th>
<th>Oct '13</th>
<th>Oct '16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk all the way</td>
<td>Drive car</td>
<td>Bicycle</td>
<td>Drop off by car</td>
</tr>
</tbody>
</table>

Customer Satisfaction
Overall experience rating increased slightly to 4.09 out of 5.00, from 4.04 in 2013

How well is Caltrain meeting your needs? Please rate each item below, where 5=Very Satisfied and 1=Very Dissatisfied. If the question does not apply, circle NA for Not Applicable

- Oct '07
- Oct '10
- Oct '13
- Oct '16
**Barriers to using Clipper**

No barriers for 56% of riders using Clipper

Are there any barriers to using a Clipper card? (Check up to three)

- Not enough add value machines/need at all...
- Adding funds online takes too long/website inferior
- Don’t like tag on/tag off/monthly passholders...
- I don’t understand how to use it
- I don’t know about Clipper/have never heard of it
- I prefer to pay as I go
- I had a bad experience with Clipper
- I don’t use it enough/don’t need it
- Limited vendors to get and load card
- No, there are no barriers

**Getting Caltrain Information**

Almost two-thirds of customers are accessing Caltrain information from the Caltrain website

How do you get schedules and other Caltrain information? (Check all that apply)

Oct '07 | Oct '10 | Oct '13 | Oct '16
Demographics

Gender & Age

In 2016 the split was 41% female and 58% male riders.

* From 2007 to 2013, these categories were 13-17 and 18-24 respectively.
Employment

Majority of customers work full time

What is your current employment status?

Education

81% of riders have at least a college degree

What is the highest level of education you have completed?
Languages Spoken at home

Which languages are spoken in your home? (Check all that apply)

- English
- Spanish
- Hindi or other Indian language
- Mandarin
- Cantonese
- Tagalog

Minority ridership of Caltrain is increasing

Which of the following best describes your race/ethnic background? (Check all that apply)

- Asian
- Black/African American
- Hispanic/Latino
- Native Hawaiian or Other Pacific Islander
- White/Caucasian
- Multi-Ethnic/Other/Prefer not to answer

- Oct '07
- Oct '10
- Oct '13
- Oct '16
Country of Birth

40% of Caltrain riders were born outside of the United States, in one of 105 countries

<table>
<thead>
<tr>
<th>Country of Birth</th>
<th>2016</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>China</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>Philippines</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Canada</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Mexico</td>
<td>1%</td>
<td>1%</td>
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</table>

Income

Customers have a mean income of $129,000

[2013: $117,000]
County of Residence

What is your home ZIP code?

Next Steps

- Use information to:
  - Inform future planning
  - Communicate with customers
  - Collaborate with MTC on Clipper Improvements
  - Remember that all customers are important

- Report
  - www.caltrain.com/surveys
Thank you!
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