2019 Customer Satisfaction Survey Key Findings

JPB Citizens Advisory Committee
February 19, 2020
Agenda Item #8
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- Objectives
- Methodology
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Objectives

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

- Additional research questions
  - Fare media
  - Age
  - Boarding and alighting stations
  - Home ZIP Code
Methodology

- Onboard survey overview
  - May to June 2019
  - 45 trains
    - 37 weekday trains (peak & off-peak)
    - 8 Saturday trains
  - English and Spanish surveys available
  - Increased number of ratings

- Response
  - 3,070 completed surveys
  - 75% response rate
  - System-wide margin of error of +/- 1.63%
Station Ratings

- High ratings for purchasing and using ticket

5=Very Satisfied, 1= Very Dissatisfied

<table>
<thead>
<tr>
<th>Experience using ticket</th>
<th>Experience purchasing ticket</th>
<th>Sense of security at the station</th>
<th>Ticket machines</th>
<th>Ticket machines (2018)</th>
<th>Cleanliness</th>
<th>Cleanliness (2018)</th>
<th>Location of Clipper CIDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.17</td>
<td>3.87</td>
<td>3.87</td>
<td>3.82</td>
<td>3.77</td>
<td>3.78</td>
<td>3.90</td>
<td>3.76</td>
</tr>
</tbody>
</table>

N=3,070

*Rating not asked in 2018
## Station: Communication Ratings

- **High rating for info on electronic platform signs**

<table>
<thead>
<tr>
<th>Service</th>
<th>Rating</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>NA</th>
<th>N=3,070</th>
</tr>
</thead>
<tbody>
<tr>
<td>Info on electronic platform signs*</td>
<td>4.17</td>
<td>12%</td>
<td>66%</td>
<td>21%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Info Boards</td>
<td>3.87</td>
<td>12%</td>
<td>61%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Info Boards (2018)</td>
<td>3.87</td>
<td>6%</td>
<td>66%</td>
<td>21%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Real time info on electronic platform signs*</td>
<td>3.82</td>
<td>15%</td>
<td>63%</td>
<td>20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station announcements*</td>
<td>3.78</td>
<td>16%</td>
<td>57%</td>
<td>25%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Being informed of delays</td>
<td>3.90</td>
<td>7%</td>
<td>50%</td>
<td>23%</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>Being informed of delays (2018)</td>
<td>3.76</td>
<td>11%</td>
<td>53%</td>
<td>17%</td>
<td>21%</td>
<td></td>
</tr>
</tbody>
</table>

5=Very Satisfied, 1= Very Dissatisfied

*Rating not asked in 2018
Onboard: Conductor and Communication Ratings

High Ratings for Conductors

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conductor appearance</td>
<td>4.41</td>
<td>87%</td>
<td>6%</td>
<td>90%</td>
<td>8%</td>
</tr>
<tr>
<td>Conductor appearance (2018)</td>
<td>4.54</td>
<td>87%</td>
<td>6%</td>
<td>90%</td>
<td>8%</td>
</tr>
<tr>
<td>Politeness and helpfulness of conductors*</td>
<td>4.28</td>
<td>82%</td>
<td>70%</td>
<td>19%</td>
<td>11%</td>
</tr>
<tr>
<td>Visibility of conductors*</td>
<td>4.00</td>
<td>70%</td>
<td>63%</td>
<td>23%</td>
<td>12%</td>
</tr>
<tr>
<td>Onboard announcements</td>
<td>3.78</td>
<td>64%</td>
<td>54%</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>Onboard announcements (2018)</td>
<td>3.81</td>
<td>57%</td>
<td>54%</td>
<td>20%</td>
<td>12%</td>
</tr>
<tr>
<td>Being informed of delays (on train)</td>
<td>3.64</td>
<td>19%</td>
<td>20%</td>
<td>21%</td>
<td>16%</td>
</tr>
<tr>
<td>Being informed of delays (on train) (2018)</td>
<td>3.81</td>
<td>19%</td>
<td>20%</td>
<td>16%</td>
<td>12%</td>
</tr>
</tbody>
</table>

5=Very Satisfied, 1=Very Dissatisfied

N=3,070

*Rating not asked in 2018
Performance and Train Equipment Ratings

- High rating for On-Time Arrival

5=Very Satisfied, 1=Very Dissatisfied

N=3,070
*Rating not asked in 2018
Onboard: Communication Ratings

- Slight decline in rating for availability of printed materials

5=Very Satisfied, 1= Very Dissatisfied

<table>
<thead>
<tr>
<th></th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Availability of printed materials</strong></td>
<td>59%</td>
<td>18%</td>
<td>18%</td>
<td>6%</td>
</tr>
<tr>
<td><strong>Availability of printed materials (2018)</strong></td>
<td>70%</td>
<td>14%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Ability to report security or safety issues</strong></td>
<td>41%</td>
<td>41%</td>
<td>29%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>Digital communications</strong></td>
<td>48%</td>
<td>14%</td>
<td>16%</td>
<td>23%</td>
</tr>
</tbody>
</table>

N=3,070

*Rating not asked in 2018
2015-2019 Overall Scores

<table>
<thead>
<tr>
<th>Year</th>
<th>Overall Experience</th>
<th>Total Onboard Experience</th>
<th>Total Stations &amp; Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun-15</td>
<td>3.86</td>
<td>4.01</td>
<td>4.02</td>
</tr>
<tr>
<td>Jun-16</td>
<td>3.93</td>
<td>4.02</td>
<td>3.89</td>
</tr>
<tr>
<td>Jun-17</td>
<td>4.01</td>
<td>4.05</td>
<td>3.90</td>
</tr>
<tr>
<td>May-18</td>
<td>4.05</td>
<td>4.07</td>
<td>3.92</td>
</tr>
<tr>
<td>May-19</td>
<td>3.86</td>
<td>4.08</td>
<td>3.83</td>
</tr>
</tbody>
</table>
Impact of Ratings on Overall Satisfaction

High Impact Areas
- Cleanliness of train interiors
- Onboard seating availability
- Noise level of train
- Reliability of train equipment
- Frequency of trains
- Routine announcements
- Being informed of delays (on train)
- Station announcements

Low Rating/High Impact
(Opportunities for Improvement)

- Frequency of trains
- Noise level of train
- Reliability of train equipment
- Routine announcements (on train)
- Being informed of delays (on train)
- Station announcements
- Cleanliness of train interiors

Low Rating/Low Impact
(Lower Priority)

Onboard seating availability
Real-time posted on electronic platform signs
Local mode
Location of Clipper CIDs

Low Impact

High Rating/Low Impact
(Doing Well)

High Rating/Low Impact
Exceeding Expectations

Caltrain
Comments

- Provided by 47% of respondents
- Top themes
  1. Schedules/frequency – 25%
  2. Delay Information/Service Announcements/Updates – 13%
  3. Fares/fare policy/ticket validation procedures – 12%
  4. Train/car condition/comfort of ride – 11%

N=1,227
Rider Comments

“Increase frequency at least every 30 minutes on a given day.”

“Would appreciate better communications of a major delay especially at stations.”

“I always forgot to tap off clipper!”

“Need new trains and clean bathrooms. Trains are getting outdated.”
Survey Deliverables

- Summary Report
- Cross tables of Survey Data
- Raw Data
Questions?

Julian Jest
Market Research Analyst
jestj@samtrans.com