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Objectives

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

• Additional research questions
  - Fare media
  - Bringing large items on board
  - Caltrain mobile ticketing app
  - Boarding and alighting stations
Methodology

• Onboard survey overview
  - May to June 2018
  - 44 trains
    - 36 weekday trains (peak & off-peak)
    - 8 Saturday trains
  - English and Spanish surveys available

• Response
  - 3,313 completed surveys
  - 70% response rate
Results

[Results from June 2017 Survey]
Overall Satisfaction (Scale of 1 to 5)

- 4.07 [4.05]
- 82% somewhat or very satisfied [80%]
- 3% somewhat or very dissatisfied [3%]
At Stations vs. Onboard

- Riders’ overall satisfaction with Caltrain increased in 2018
  - At stations – 3.99 [3.97]
    - 77% satisfied or very satisfied [76%]
    - 3% dissatisfied or very dissatisfied [4%]
  - Onboard trains – 4.13 [4.11]
    - 85% satisfied or very satisfied [83%]
    - 2% somewhat or very dissatisfied [2%]
2014 – 2018 Scores

Total Scores 2014 - 2018

- Everything considered, how would you rate your experience at Caltrain stations? (S)
- Everything considered, how would you rate your onboard experience on Caltrain? (T)
- Overall Caltrain experience at station and onboard train (O)

<table>
<thead>
<tr>
<th>Year</th>
<th>(S)</th>
<th>(T)</th>
<th>(O)</th>
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</thead>
<tbody>
<tr>
<td>Jun-14</td>
<td>3.98</td>
<td>4.11</td>
<td>4.05</td>
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<tr>
<td>Jun-15</td>
<td>3.93</td>
<td>4.00</td>
<td>4.00</td>
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<td>Jun-16</td>
<td>3.92</td>
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<td>Jun-17</td>
<td>3.94</td>
<td>4.05</td>
<td>4.05</td>
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<tr>
<td>May-18</td>
<td>3.97</td>
<td>4.11</td>
<td>4.07</td>
</tr>
</tbody>
</table>

n=3,288
n=3,269
n=3,286
At Stations

- Cleanliness of stations & parking lots – 3.90 [3.99]
- Functioning of lights – 4.26 [4.28]
- Information boards – 3.96 [3.93]
- Ease of use of TVMs – 3.77 [3.73]
- Being informed of delays – 3.61 [3.51]
Onboard

- Courtesy of conductors – 4.42 [4.37]
- Conductors appearance – 4.54 [4.51]
- Availability of printed materials – 4.23 [4.21]
- Cleanliness of train exteriors – 4.11 [4.11]
- Cleanliness of train interiors – 3.85 [3.82]
- Cleanliness of onboard restrooms – 3.26 [3.21]
- Onboard announcements – 3.81 [3.72]
- Delays information – 3.81 [3.73]
- On-time arrival – 4.16 [4.07]
- Sense of security – 4.33 [4.30]
Fare Media

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

- Go Pass: 21%
- One-way ticket: 13%
- Clipper cash value: 22%
- Day Pass: 8%
- Clipper Caltrain Monthly Pass: 36%

n=3,282
Large items on Caltrain

Did you bring any large items with you on the train today? (Multiple responses accepted)

- Brought no large item: 75%
- Bike: 13%
- Scooter/folding bike/stakeboard: 3%
- Other item: 9%

n=3,313
## Sense of Security While on the Train

<table>
<thead>
<tr>
<th></th>
<th>Base</th>
<th>Dissatisfied (1-2)</th>
<th>3</th>
<th>Satisfied (4-5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike</td>
<td>426</td>
<td>3%</td>
<td>9%</td>
<td>88%</td>
</tr>
<tr>
<td>Folding bike/Skateboard/Scooter</td>
<td>90</td>
<td>0%</td>
<td>10%</td>
<td>89%</td>
</tr>
<tr>
<td>Other</td>
<td>306</td>
<td>5%</td>
<td>8%</td>
<td>85%</td>
</tr>
<tr>
<td>Nothing</td>
<td>2491</td>
<td>2%</td>
<td>11%</td>
<td>86%</td>
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</table>
## Conductor Courtesy

<table>
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</table>
## Overall Caltrain Experience

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<td>Nothing</td>
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<td>3%</td>
<td>16%</td>
<td>80%</td>
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</table>
# Overall Station Experience

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<td>80%</td>
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</tr>
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<td>Other</td>
<td>306</td>
<td>2%</td>
<td>17%</td>
<td>79%</td>
</tr>
<tr>
<td>Nothing</td>
<td>2491</td>
<td>3%</td>
<td>21%</td>
<td>75%</td>
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# Overall Onboard Experience

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Mobile Ticketing App

- App launched February 2018
- 9% of respondents have used the app
  - 32% were using it for the trip they were on when surveyed
  - Average rating of app 3.74
Survey Comments

• Provided by 37% of respondents
• Top themes
  • Schedules/frequency – 23%
  • Car features and amenities – 10%
  • Train/car condition/comfort of ride – 10%
  • Fares/fare policy/ticket validation procedures – 10%
Thank you!
Julian Jest
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jestj@samtrans.com