



Customer Experience Survey Key Findings

Caltrain Board
June 2, 2016
Agenda Item #8



Objectives

- **Guide the Customer Experience Task Force in choosing the priorities for future investments**
- **Narrow the questions to be used in the upcoming Annual Customer Satisfaction Survey**



Methodology

- **Online survey**
 - February 28 – March 20, 2016
 - Opt-in, not statistically valid
 - Various outreach methods
- **Response**
 - 2,956
 - 92% of these completed the entire survey

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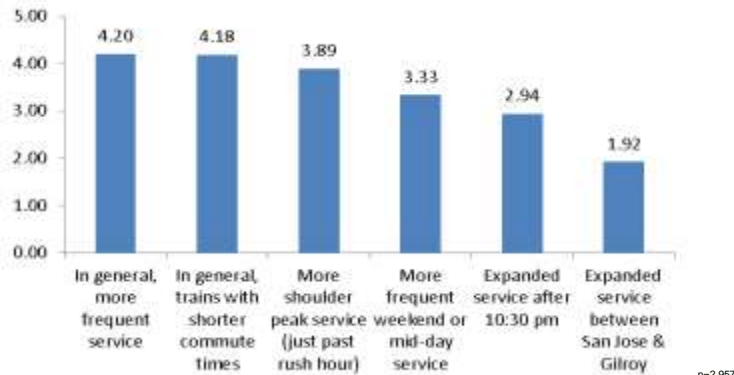
Results

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Service Ratings

5-point scale: 5 = very important, 1 = not at all important



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Service Rankings

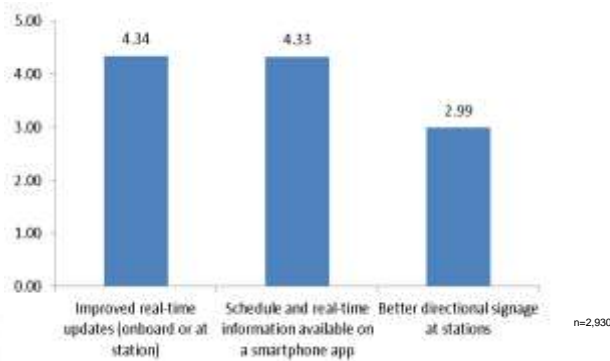
- **Top 3 priorities identified:**
 - **More frequent service in general**
 - **Trains with shorter commute times**
 - **More shoulder peak service**

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Communications Ratings

5-point scale: 5 = very important, 1 = not at all important

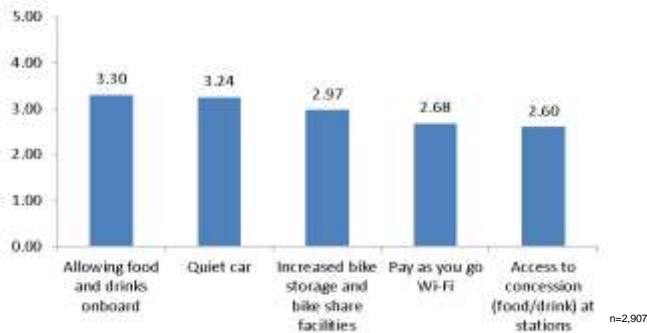


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Customer Comfort/Enjoyment Ratings

5-point scale: 5 = very important, 1 = not at all important

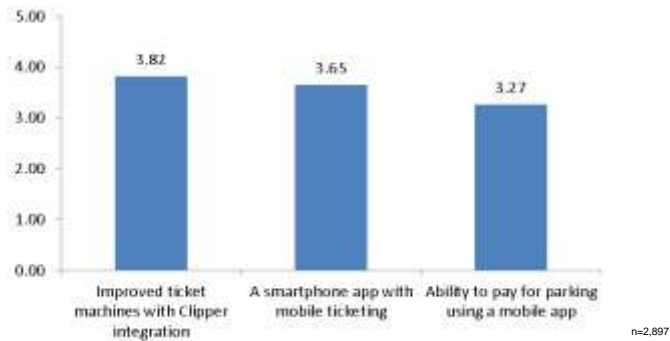


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Payment Ratings

5-point scale: 5 = very important, 1 = not at all important



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Rankings (Communications, Customer Comfort/Enjoyment, Payment)

- **Top priorities identified:**
 - Improved real-time updates
 - Schedule and real-time information available on a smartphone app
 - Improved ticket machines with Clipper integration
 - A smartphone app with mobile ticketing

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Value of Service

5-point scale: 5 = great value for the money, 1 = poor value for the money

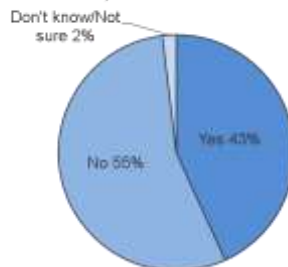
Value of Service (n=2,826)	5	4	3	2	1	N/A	Mean
How would you rate the value of Caltrain's service relative to the amount you pay on a scale of 1-5 where 5 is great value for the money and 1 is poor value for the money	14%	28%	33%	12%	6%	8%	3.35

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Use of TNCs

Do you ever use a Transportation Network Company (e.g., Lyft, Uber) to connect with Caltrain?



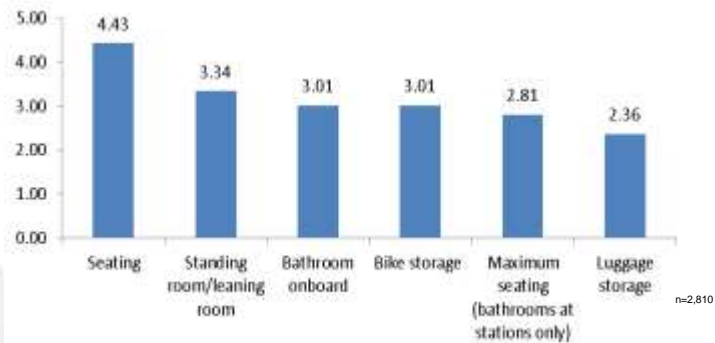
n=2,826

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Electric Train Amenity Ratings

5-point scale: 5 = very important, 1 = not at all important



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Electric Train Amenity Rankings

- **Top priorities identified:**
 - **Seating**
 - **Standing/leaning room**
 - **Bike storage**
 - **Bathroom onboard**

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Like about Diesel Cars - Keep on Electric Cars

- **Of the total 2,956 respondents, 1,546 (52%) answered this question**
- **49% of comments related to seating**
 - 15% single seats on 2nd level; 9% seating with tables; 8% comfortable seats
- **32% were about onboard amenities**
 - 12% about having onboard bathrooms
- **27% were about train design/features**
 - 12% about having 2 levels

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Dislike about Diesel Cars - Change on Electric Cars

- **Of the total 2,956 respondents, 1,689 (57%) answered this question**
- **20% of comments related to seating (mostly the facing seats)**
- **18% related to capacity**
 - 7% not enough seats or cars; 6% too crowded; 5% not enough standing room
- **17% were about amenities**
 - 7% no wi-fi; 5% lack of outlets; 4% A/C

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Rider Characteristics & Demographics

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Rider Characteristics

- 50% riding for four years or more; 34% for one to three years
- 59% ride at least 4 days a week
- 32% Go Pass users; 31% Caltrain Monthly Pass users
- 82% traveling to/from work

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Demographics

- 53% male
- 71% between 25 and 54
- 53% annual incomes of \$100,000 or more
- 61% white; 20% Asian

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Additional Comments

- 1,182 respondents provided comments
- 46% related to service
 - 20% more frequent trains or expanded service
- 11% were positive comments
- 9% were communications related
 - 8% were about announcements/messages/updates

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Next Steps

- **Used Customer Experience Survey Data to Develop Additional Questions for the Customer Satisfaction Survey (June 2016)**
- **Develop Customer Experience Focus Group**

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Report

www.caltrain.com/surveys

Thank you!

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