



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

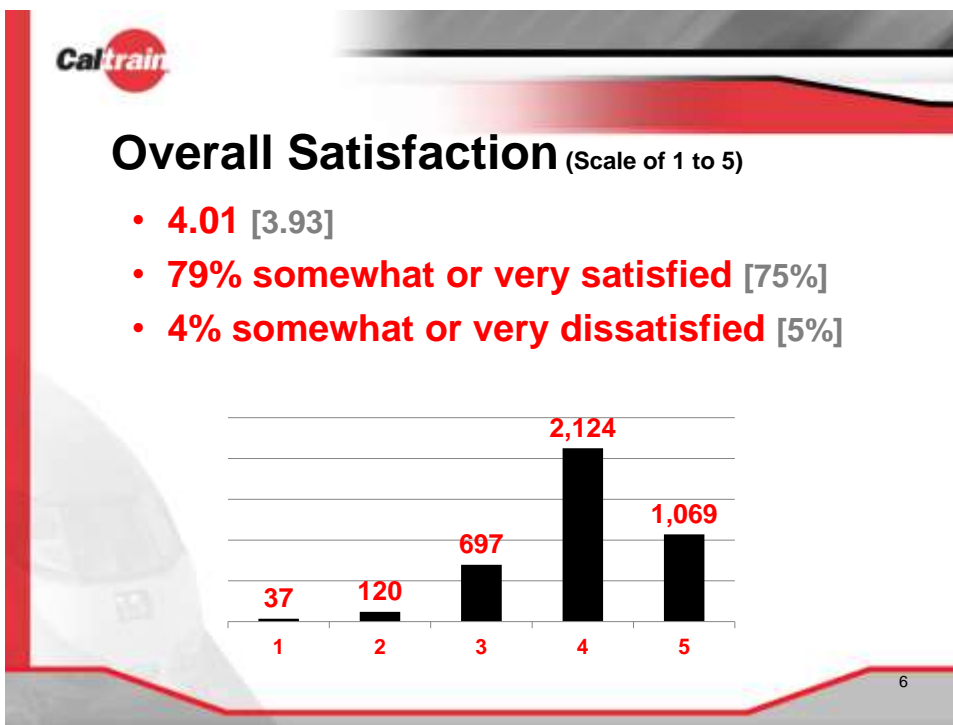
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Methodology

- **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

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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]

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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]

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At Stations vs. Onboard

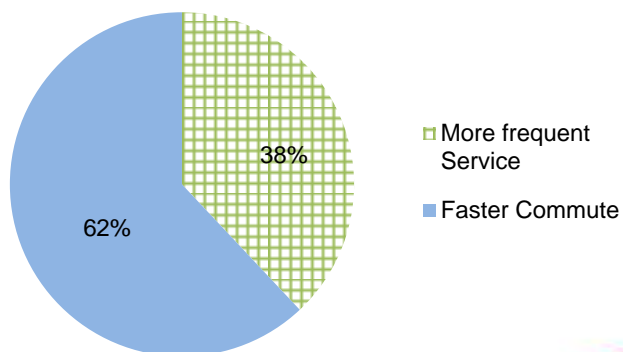
- **Riders' overall experience with Caltrain increased in 2016**
- **At stations – 3.94 [3.92]**
 - 74% somewhat or very satisfied [73%]
 - 4% somewhat or very dissatisfied [4%]
- **Onboard trains – 4.08 [4.00]**
 - 82% somewhat or very satisfied [78%]
 - 3% somewhat or very dissatisfied [3%]

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Service Adjustment Priorities

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

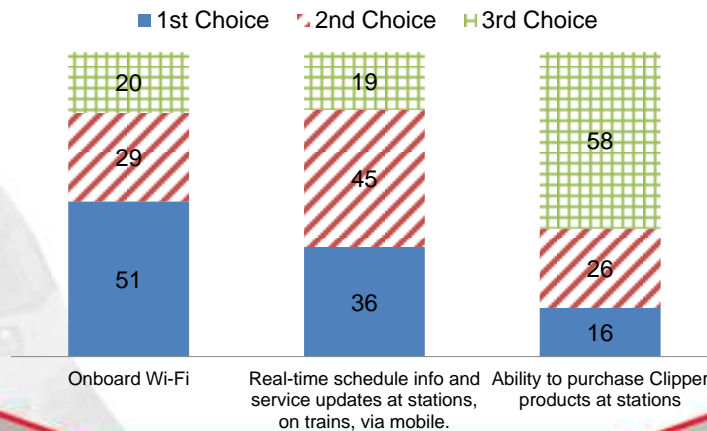


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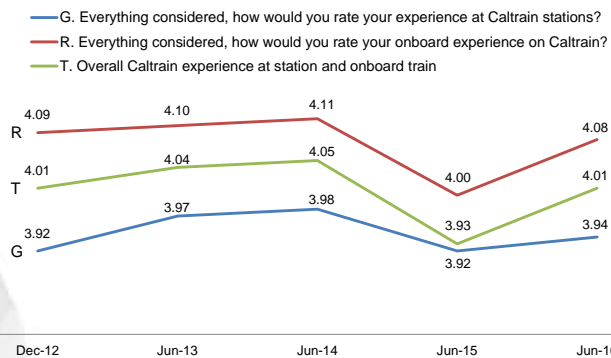
Enhancing the Customer Experience

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



2012 – 2016 Scores

Total Scores 2012 - 2016





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%**

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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**

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Report

www.caltrain.com/surveys

Thank you!