



2016 Triennial Customer Survey Results

Board of Directors
May 4, 2017
Agenda Item 11



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

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Results

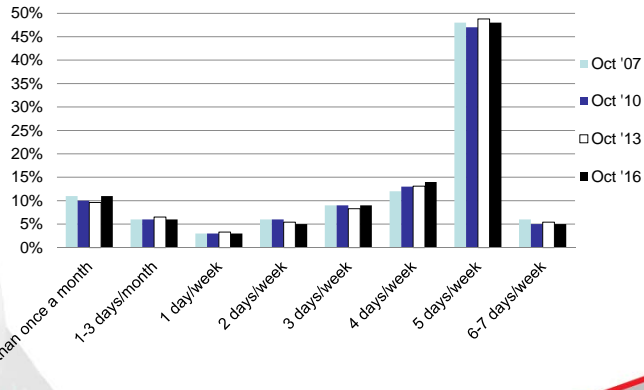
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Caltrain Usage

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

How often do you usually ride Caltrain?



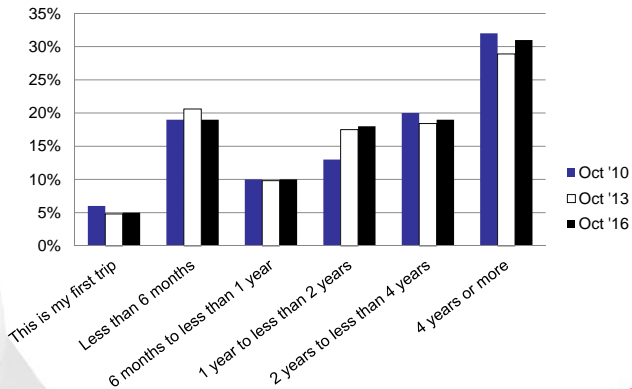
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Longevity

About one-third have been riding less than one year

How long have you been riding Caltrain?

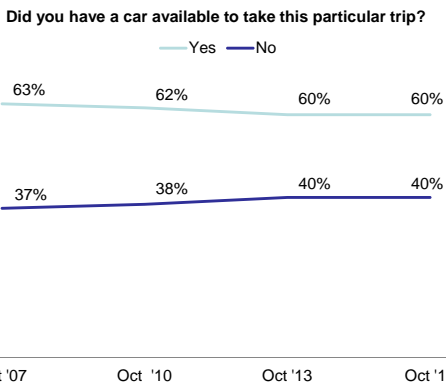


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Access to a Car

60% of riders chose the train over their car

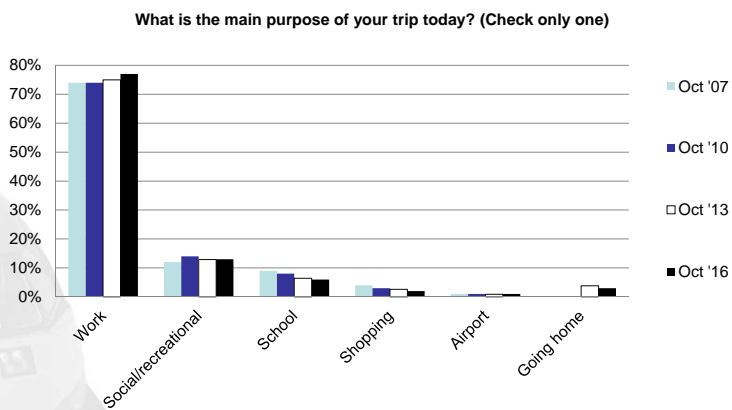


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Trip Purpose

Most customers commute to work



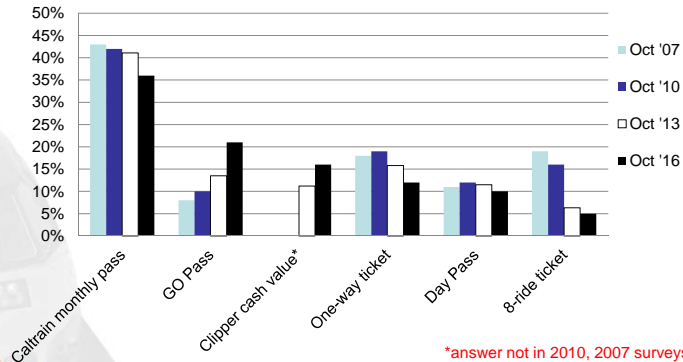
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Paying Their Way

Monthly Pass is most popular form of payment

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



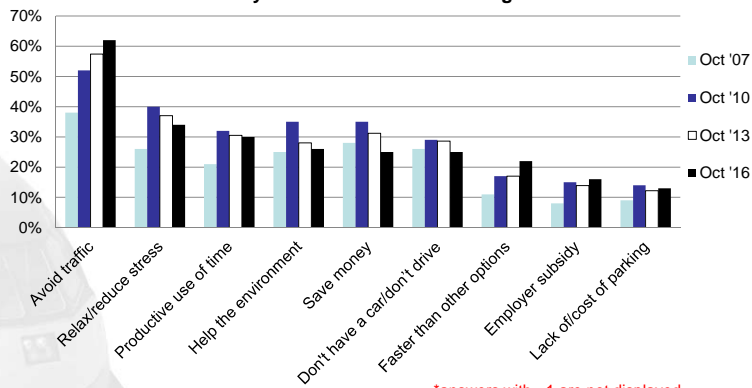
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Main Reasons for Riding

Caltrain viewed as faster than other options

What are your main reasons for riding Caltrain?*



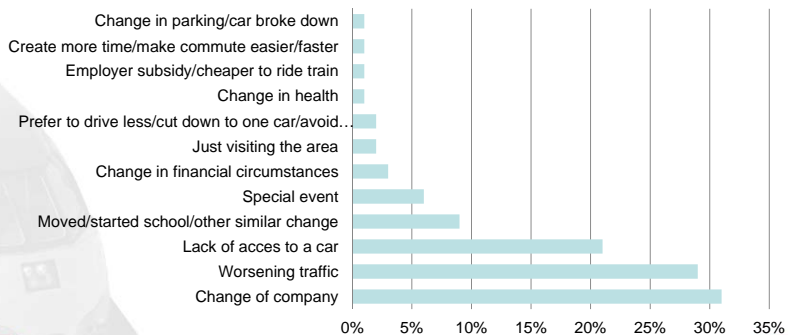
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New Riders on Caltrain

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)



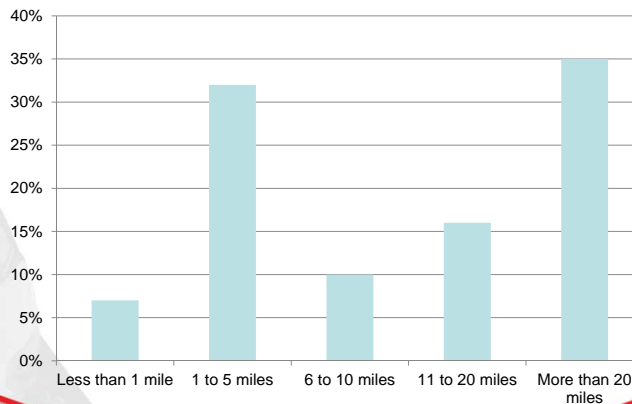
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Distance to Caltrain Station

Average distance is 18 miles

What is the approximate distance between your starting location and the Caltrain station you used today?



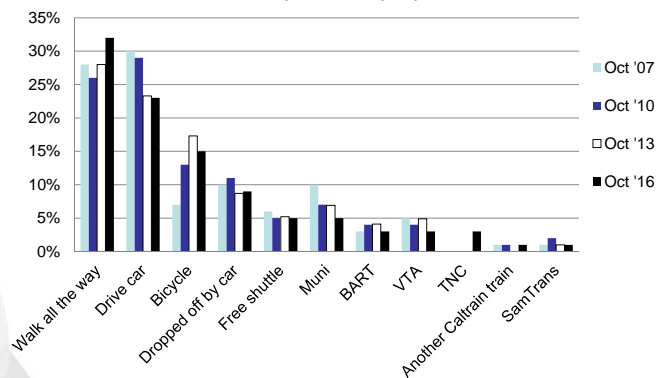
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Station Access

More people are walking to the stations

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



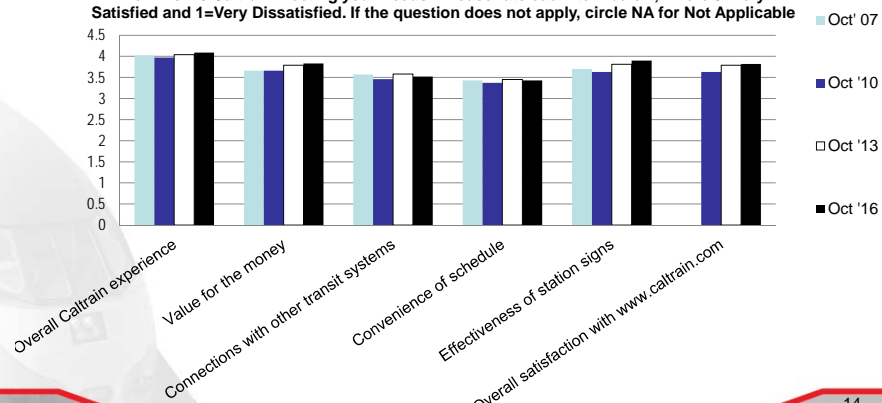
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Customer Satisfaction

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

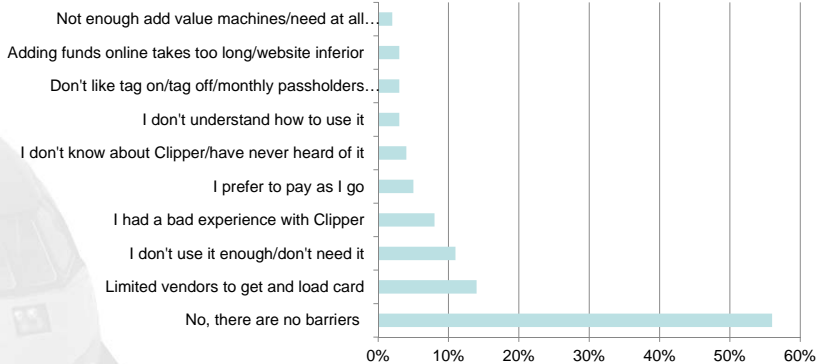


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Barriers to using Clipper

No barriers for 56% of riders using Clipper

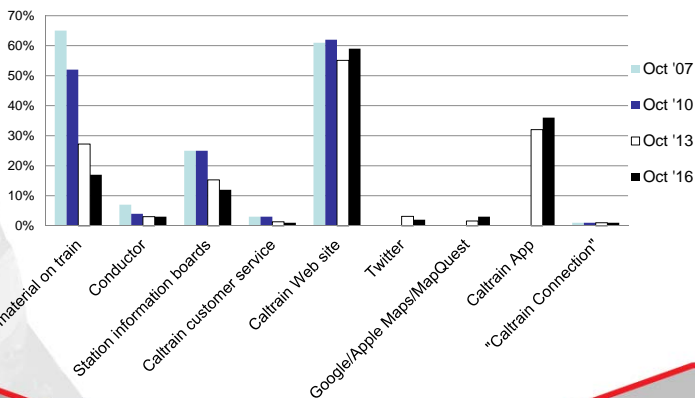
Are there any barriers to using a Clipper card? (Check up to three)



Getting Caltrain Information

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

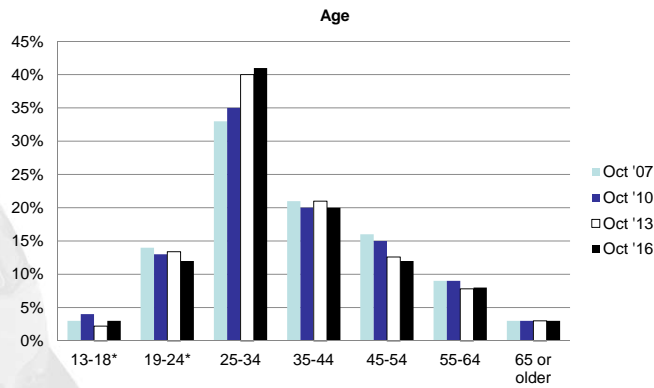
How do you get schedules and other Caltrain information? (Check all that apply)



Demographics

Gender & Age

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

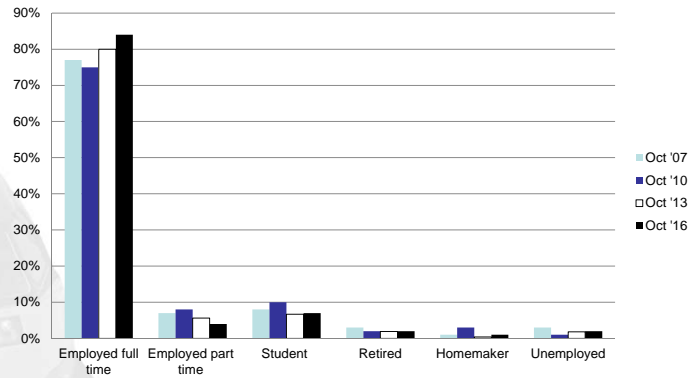


* From 2007 to 2013, these categories were 13-17 and 18-24 respectively

Employment

Majority of customers work full time

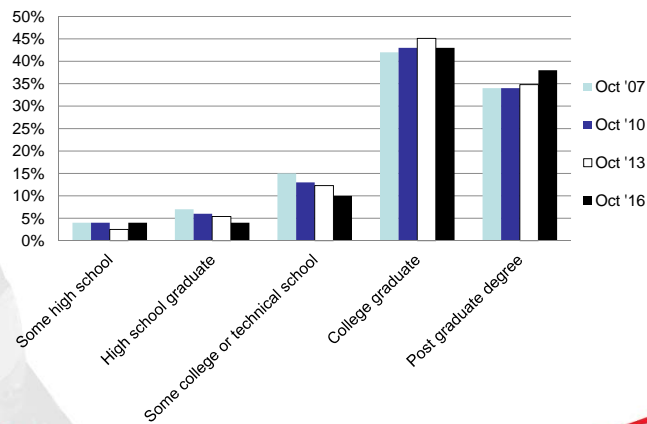
What is your current employment status?



Education

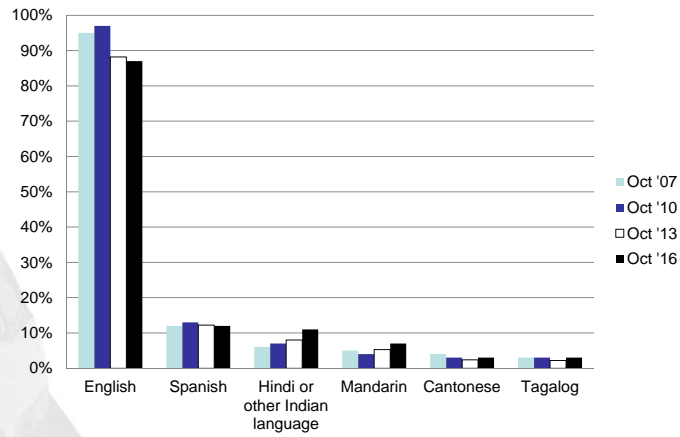
81% of riders have at least a college degree

What is the highest level of education you have completed?



Languages Spoken at home

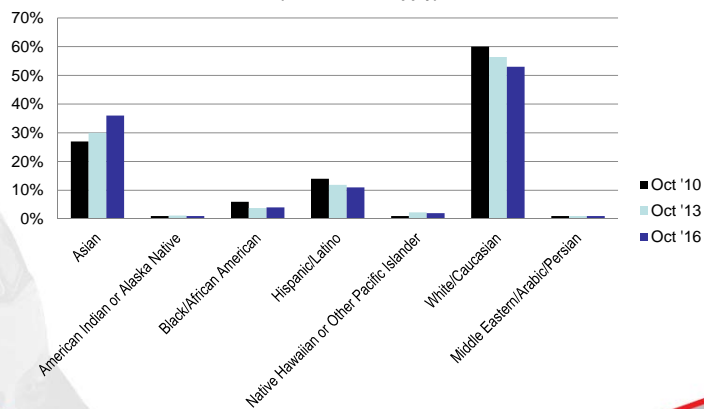
Which languages are spoken in your home? (Check all that apply)



Ethnicity

Minority ridership of Caltrain is increasing

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



Country of Birth

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

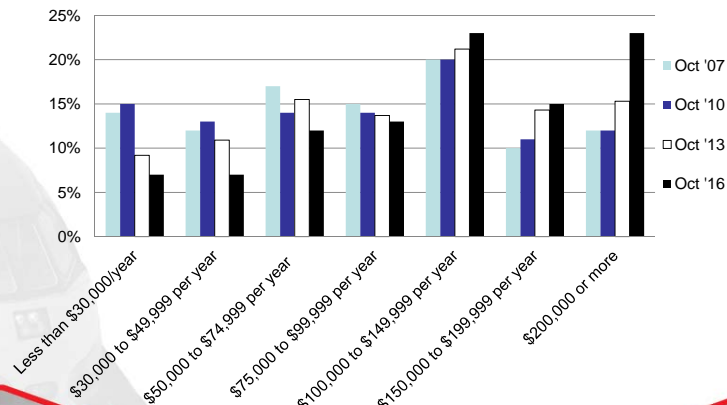
Country of Birth	2016	2013
India	6%	4%
China	2%	2%
Philippines	1%	2%
Canada	1%	2%
Mexico	1%	1%

Income

Customers have a mean income of \$129,000

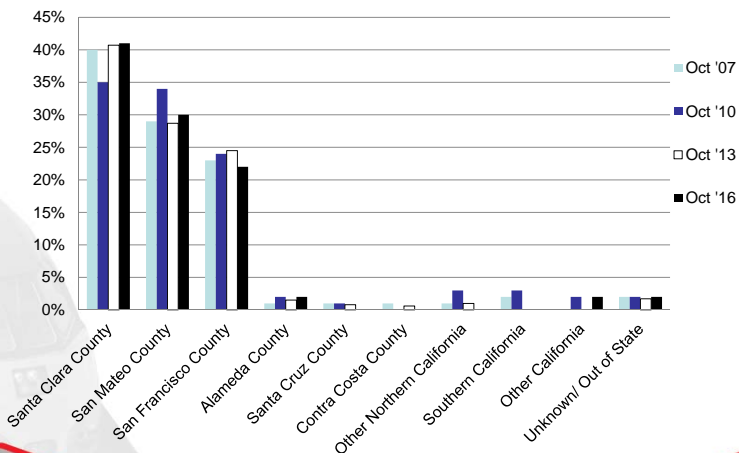
[2013: \$117,000]

Annual household income (before taxes):



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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