Objectives

- Determine customer satisfaction levels
  - Performance measurement
- Additional research opportunities
  - Rating of amenities on electric trains
  - Frequency and duration of Caltrain ridership
Methodology

• Onboard survey
  - June 2015
  - 44 trains
    • 36 weekday trains (peak & off-peak)
    • 8 Saturday trains
  - English and Spanish surveys available

• Response
  - 3,356 completed surveys returned
  - 71% response rate

Results

[June 2014]
Overall Satisfaction (Scale of 1 to 5)

- 3.93 [4.05]
- 75% somewhat or very satisfied [81%]
- 5% somewhat or very dissatisfied [3%]

At Stations

- Functioning of lights – 4.23 [4.28]
- Cleanliness of stations & parking lots – 3.97 [4.09]
- Information boards – 3.85 [3.87]
- Ease of use of TVMs – 3.76 [3.78]
- Being informed of delays – 3.40 [3.42]
Onboard

- Conductors appearance – 4.39 [4.39]
- Sense of personal security – 4.28 [4.35]
- Courtesy of conductors – 4.25 [4.25]
- Availability of printed materials – 4.14 [4.17]
- Cleanliness of train exteriors – 4.07 [4.14]
- On-time arrival – 3.86 [4.04]
- Cleanliness of train interiors – 3.86 [3.92]
- Onboard announcements – 3.63 [3.68]
- Delays information – 3.58 [3.68]
- Cleanliness of onboard restrooms – 3.27 [3.30]

At Stations vs. Onboard

- Riders’ overall experience with Caltrain significantly decreased in 2015
  - At stations – 3.92 [3.98]
    - 73% somewhat or very satisfied [77%]
    - 4% somewhat or very dissatisfied [3%]
  - Onboard trains – 4.00 [4.11]
    - 78% somewhat or very satisfied [83%]
    - 3% somewhat or very dissatisfied [2%]
Electric Train Amenities Rating
(5=Very important, 1=Not at all important)

- Onboard restrooms: 4.28 (n=3,148)
- Onboard bike capacity: 4.17 (n=2,676)
- Interior electronic signs: 4.13 (n=3,140)
- High-back seats: 3.94 (n=3,016)
- Exterior electronic sign: 3.88 (n=3,119)
- Vinyl seats: 3.58 (n=2,998)
- Interior electronic display: 2.80 (n=3,103)
- Low-back seats: 2.54 (n=2,828)
- Cloth seats: 2.52 (n=3,116)

How long have you been riding Caltrain?

- This is my first trip: 5%
- < 6 months: 32%
- 6 months to < 1 year: 16%
- 1 year to < 2 years: 12%
- 2 years to < 4 years: 19%
- 4 years or more: 16%
How often do you usually ride Caltrain?

- 6-7 days/week: 7%
- 5 days/week: 11%
- 4 days/week: 7%
- 3 days/week: 46%
- 2 days/week: 6%
- 1 day/week: 4%
- 1-3 days/month: 6%
- < once per month: 10%

2010 – 2015 Scores

Total Scores 2010 - 2015

- G. Everything considered, how would you rate your experience at Caltrain stations?
- R. Everything considered, how would you rate your onboard experience on Caltrain?
- T. Overall Caltrain experience at station and onboard train
2010 – 2015 Weighted Scores

Weighted Scores 2010 - 2015

Total Stations & Parking*  
Total Onboard Experience

Report

www.caltrain.com/surveys

Thank you!