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

Results
Service Ratings

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

- In general, more frequent service: 4.20
- In general, trains with shorter commute times: 4.18
- More shoulder peak service (just past rush hour): 3.89
- More frequent weekend or mid-day service: 3.33
- Expanded service after 10:30 pm: 2.94
- Expanded service between San Jose & Gilroy: 1.92

Service Rankings

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

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

Customer Comfort/Enjoyment Ratings

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

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

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
Value of Service

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

<table>
<thead>
<tr>
<th>Value of Service (n=2,826)</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>N/A</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>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</td>
<td>14%</td>
<td>28%</td>
<td>33%</td>
<td>12%</td>
<td>6%</td>
<td>8%</td>
<td>3.35</td>
</tr>
</tbody>
</table>

Use of TNCs
Electric Train Amenity Ratings

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

Electric Train Amenity Rankings

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

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
Rider Characteristics & Demographics

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
Demographics

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

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
Next Steps

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

Report

www.caltrain.com/surveys

Thank you!