Customer Satisfaction Survey
Key Findings

Citizens Advisory Committee
Nov. 16, 2016
Agenda Item #8

Table of Contents

• Objectives
• Methodology
• Results
• Next Steps
Objectives

• **Determine customer satisfaction levels**
  - Performance measurement
  - Informs contract operator compensation

• **Additional research opportunities**
  - Service adjustments
  - Investment in customer amenities
  - Origin and destination stations

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
Results
[Results from June 2015 Survey]

Overall Satisfaction (Scale of 1 to 5)

- 4.01 [3.93]
- 79% somewhat or very satisfied [75%]
- 4% somewhat or very dissatisfied [5%]
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]

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]
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%]

Service Adjustment Priorities

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

1st Choice  2nd Choice  3rd Choice

<table>
<thead>
<tr>
<th>Item</th>
<th>2012–2016 Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>Onboard Wi-Fi</td>
<td>51</td>
</tr>
<tr>
<td>Real-time schedule info and service updates at stations, on trains, via mobile.</td>
<td>36</td>
</tr>
<tr>
<td>Ability to purchase Clipper products at stations</td>
<td>16</td>
</tr>
</tbody>
</table>

2012 – 2016 Scores

Total Scores 2012 - 2016

- 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

Dec-12  Jun-13  Jun-14  Jun-15  Jun-16

Score:
- G: 4.09  4.01  4.10  4.05  4.00  4.01
- R: 3.92  3.97  3.98  3.93  3.92  3.94
- T: 3.92  3.97  3.98  3.93  3.92  3.94
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%

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
Report

www.caltrain.com/surveys

Thank you!