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Objectives

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

• **Additional research questions**
  - Fare media
  - Bringing large items on board
  - Caltrain mobile ticketing app
  - Boarding and alighting stations
Methodology

• Onboard survey overview
  - May to June 2018
  - 44 trains
    ▪ 36 weekday trains (peak & off-peak)
    ▪ 8 Saturday trains
  - English and Spanish surveys available

• Response
  - 3,313 completed surveys
  - 70% response rate
Results
[Results from June 2017 Survey]
Overall Satisfaction (Scale of 1 to 5)

- **4.07 [4.05]**
- **82% somewhat or very satisfied [80%]**
- **3% somewhat or very dissatisfied [3%]**

n=3,267
At Stations vs. Onboard

- Riders’ overall satisfaction with Caltrain increased in 2018
- At stations – 3.99 [3.97]
  - 77% satisfied or very satisfied [76%]
  - 3% dissatisfied or very dissatisfied [4%]
- Onboard trains – 4.13 [4.11]
  - 85% satisfied or very satisfied [83%]
  - 2% somewhat or very dissatisfied [2%]
2014 – 2018 Scores

Total Scores 2014 - 2018

- Everything considered, how would you rate your experience at Caltrain stations? (S)
- Everything considered, how would you rate your onboard experience on Caltrain? (T)
- Overall Caltrain experience at station and onboard train (O)

(S) 3.98 3.92 3.94 3.97 3.99
(T) 4.11 4.00 4.08 4.11 4.13
(O) 4.05 4.00 4.01 4.05 4.07

n=3,288 n=3,269 n=3,286

Jun-14 Jun-15 Jun-16 Jun-17 May-18
At Stations

- Cleanliness of stations & parking lots – 3.90 [3.99]
- Functioning of lights – 4.26 [4.28]
- Information boards – 3.96 [3.93]
- Ease of use of TVMs – 3.77 [3.73]
- Being informed of delays – 3.61 [3.51]
Onboard

- Courtesy of conductors – 4.42 [4.37]
- Conductors appearance – 4.54 [4.51]
- Availability of printed materials – 4.23 [4.21]
- Cleanliness of train exteriors – 4.11 [4.11]
- Cleanliness of train interiors – 3.85 [3.82]
- Cleanliness of onboard restrooms – 3.26 [3.21]
- Onboard announcements – 3.81 [3.72]
- Delays information – 3.81 [3.73]
- On-time arrival – 4.16 [4.07]
- Sense of security – 4.33 [4.30]
Fare Media

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

- Go Pass: 21%
- Clipper cash value: 22%
- One-way ticket: 13%
- Day Pass: 8%
- Clipper Caltrain Monthly Pass: 36%

n=3,282
Large items on Caltrain

Did you bring any large items with you on the train today? (Multiple responses accepted)

- Brought no large item: 75%
- Bike: 13%
- Scooter/folding bike/stakeboard: 3%
- Other item: 9%

n=3,313
Mobile Ticketing App

• App launched February 2018
• 9% of respondents have used the app
  - 32% were using it for the trip they were on when surveyed
  - Average rating of app 3.74
Survey Comments

- Provided by 37% of respondents
- Top themes
  - Schedules/frequency – 23%
  - Car features and amenities – 10%
  - Train/car condition/comfort of ride – 10%
  - Fares/fare policy/ticket validation procedures – 10%
Thank you!
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