

CALTRAIN CUSTOMER SATISFACTION SURVEY JUNE 2016

SUMMARY REPORT

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Note: Crosstabulated Tables and Verbatim Comments included under separate cover

INTRODUCTION

This report details the findings of an onboard survey of Caltrain riders for the annual Customer Satisfaction Survey. The fieldwork on this study was conducted in June 2016. In total, 4,670 surveys were distributed, and 4,097 surveys were conducted and completed. Of the 4,097 completed surveys, 4,072 were English language surveys and 25 were Spanish language surveys.

Key objectives of the survey include:

- Reporting trip characteristics, such as peak/off-peak/Saturday use, as well as rider longevity/frequency.
- Ratings of 18 specific service characteristics, including six various aspects of Caltrain stations, 11 aspects of onboard service, and one overall assessment of the entire Caltrain experience; and
- Rider evaluation of service improvement priorities.

Caltrain introduced service and fare changes since the previous study – notably the introduction of a third bike car to the Bombardier train sets. This increased capacity from 48 to 72 bikes spaces on Bombardier train sets, compared with 80 bike spaces on Gallery train sets, Caltrain ran a total of 32 six car trains, 15 of which were included in this survey. The timetable schedule was updated to improve service reliability for customers. A fare increase of 50 cents was introduced to the Caltrain adult base fare.

This report includes the following key sections: Executive Overview, Charts/Key Findings and Detailed Results. The Appendix of this report includes a copy of the questionnaire, interviewer training instructions, information on routes sampled, and data on statistical significance.

Questions regarding this project may be directed to: Christiane Kwok, Caltrain, 650-508-7926.

Methodology and Response Rate

The survey was conducted as an onboard self-administered questionnaire distributed to Caltrain riders. Surveyors boarded pre-selected trains, and attempted to distribute questionnaires to all passengers on a pre-selected car of the assigned train. Completed surveys were collected by these surveyors who stayed onboard during the train route.

Specific steps were taken to ensure the highest possible response rate. This included using professional, experienced onboard surveyors on the project, making the questionnaire available in English and Spanish, and providing a business reply mail-back option for persons who did not have time to complete the survey onboard.

The overall response rate (78%) was calculated by dividing the total number of completes, (4,097) by all eligible passengers riding on the sampled trains (5,259).

Notes:

- *“All eligible passengers” includes everyone except: children age 13 and younger, riders who had already participated, and passengers who identified themselves as employees of Caltrain.*
- *Please see the appendix for additional details on distribution procedures and response rate information.*

Field interviewing on this project was conducted Saturday, June 4, 2016; Thursday, June 16, 2016; Saturday, June 18, 2016; Tuesday, June 21, 2016; Wednesday, June 22, 2016; Thursday, June 23, 2016; and Wednesday, June 29, 2016. The weekday shifts were allocated to allow for surveying during morning and afternoon peak periods, as well as off-peak periods. Saturday trains were also surveyed at various times of the day.

Surveyors returned completed questionnaires to Corey, Canapary & Galanis’ office following the completion of the fieldwork. Data entry, editing, and coding were done in-house by Corey, Canapary & Galanis, once the questionnaires were returned.

Sampling

In total, 4,097 completed surveys were conducted. This total equates to a system-wide margin of error of +/- 1.51% (at the 95% confidence level).

The sampling on the study was designed to achieve a cross section of riders utilizing trains at various times of the day. For this study, we sampled a total of 36 weekday trains and eight Saturday trains. Of the 36 weekday trains surveyed, 10 were local trains, eight were bullet trains, and 18 were limited trains. Of the eight Saturday trains surveyed, six were local trains and two were bullet trains. For each train sampled, a specific car was selected, and we attempted to survey every passenger in the selected car.

Statistically Significant Differences

As was mentioned previously, for the total number of respondents (n =4,097) who participated in the survey, the margin of error is +/- 1.51% at the 95% confidence level. The margins of error for some key sub-groups shown in this report are:

- Weekday peak (n = 2,741). +/- 1.86% at the 95% confidence level;
- Weekday off-peak (n =641). +/- 3.86% at the 95% confidence level;
- Saturday (n = 715). +/- 3.66% at the 95% confidence level.

EXECUTIVE SUMMARY

Overall Satisfaction (station and onboard experience)

- The average (mean) score rose from 3.93 in 2015 to 4.01 in 2016.
- 79% of riders were somewhat or very satisfied with their overall Caltrain experience, and 4% were very or somewhat dissatisfied.

Station Specific Ratings

- Overall, Caltrain riders rated stations 3.94 – a slight (but not statistically significant) increase from 3.92 in 2015.
- There were no station ratings which decreased or stayed the same; several ratings showed increases which were slight and not statistically significant.
- Several station attributes saw statistically significant increases from 2015 to 2016, specifically: Ease of use of ticket machines (3.76 in 2015 to 3.82 in 2016) and Being informed of delays that exceed 10 minutes (3.40 in 2015 to 3.48 in 2016).

Onboard Ratings

- The overall onboard rating increased significantly, from 4.00 in 2015 to 4.08 in 2016.
- Only one onboard attribute declined (Cleanliness of onboard restrooms, from 3.27 in 2015 to 3.26 in 2016); however, this decline is not statistically significant.
- All other onboard attributes increased. Those with statistically significant increases from 2015 to 2016 are, specifically: Courtesy of conductors (4.25 in 2015 to 4.36 in 2016), Professional appearance of conductors (4.39 in 2015 to 4.45 in 2016), Being informed of delays that exceed 10 minutes (3.58 in 2015 to 3.71 in 2016), On-time arrival at your destination (3.86 in 2015 to 4.03 in 2016), and Your sense of personal security while on the train (4.28 in 2015 to 4.32 in 2016).

Service Adjustment and Investment Priorities

- Nearly two-thirds (62%) of respondents said they preferred a faster commute time, even though it included the possibility of less frequent service at some stations. No major rider sub-group indicated differently – although 43% of Weekday Limited riders said they preferred the other option, a more frequent service at the expense of a possibly longer commute time.
- When asked to prioritize investment to enhance the customer experience, 51% of riders said onboard Wi-Fi was their first choice, while 45% said improved real-time schedule information/service updates was their second choice, and 61% said the ability to purchase Clipper products was their third choice.

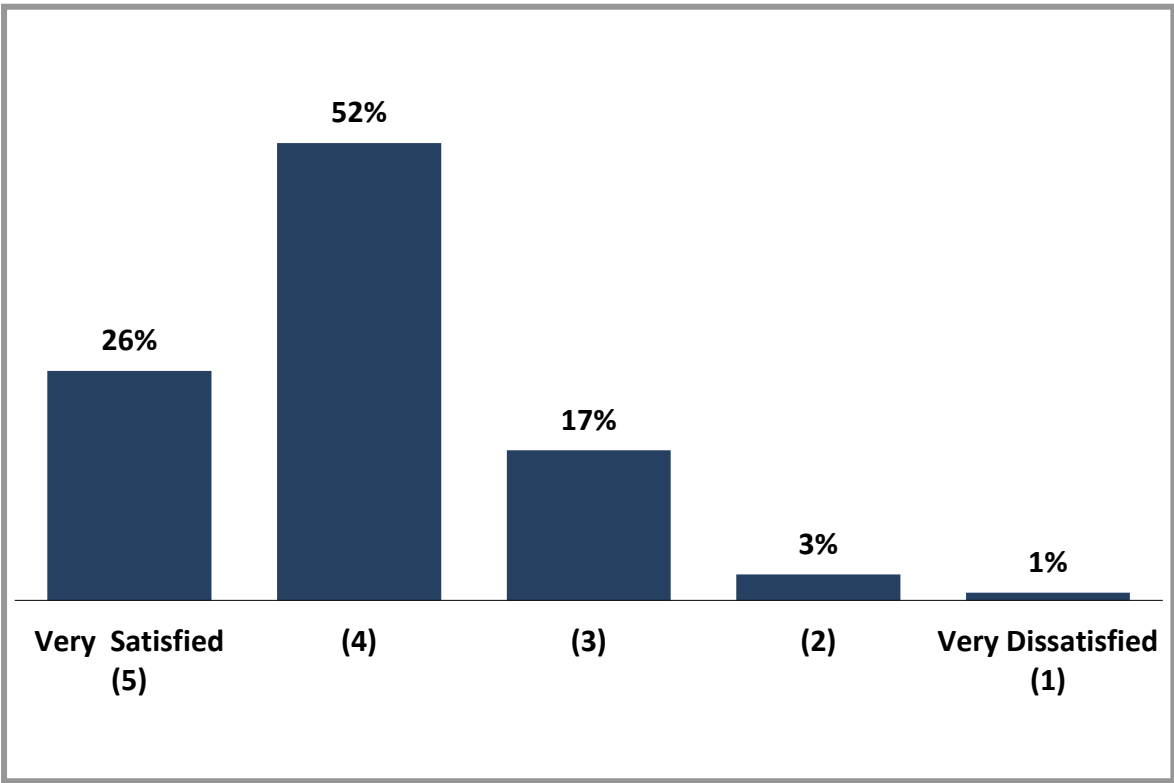
Boarding and Exit Stations

- Overall, 19% of riders said they board at San Francisco station most frequently, followed by San Jose Diridon station (11%) and Sunnyvale (9%). This compares to 25% saying San Francisco, 13% saying San Jose Diridon, and 10% saying Palo Alto in 2014 (the last time the question was asked).
- When exiting, 38% of riders said they frequently exit at San Francisco station most frequently, followed by Palo Alto (17%) and Mountain View (8%). This compares to 30% saying San Francisco, 13% saying Palo Alto, and 8% saying Mountain View in 2014.

CHARTS – KEY FINDINGS

OVERALL SATISFACTION (Asked Question)

Q18. Considering both your station and onboard experience, how would you rate your overall Caltrain experience?



Base: All Respondents (4,097); 40 respondents did not answer this specific question.

(See Statistical Table 18)

STATION ATTRIBUTE RATINGS (MEAN SCORES – ASKED QUESTIONS)

	<u>Mean Score</u> (5 point scale)
Functioning of lights at stations/parking lots....	4.26
Cleanliness of stations/parking lots	3.98
Posted information on info. boards.....	3.87
Ease of use of ticket machines.....	3.82
Being informed of delays that exceed 10 minutes.....	3.48
► OVERALL EXPERIENCE AT CALTRAIN STATIONS	3.94 ◀

Note: Mean score based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.
Base: Total (4,097)

(See Statistical Tables 1-6)

ONBOARD RATINGS (MEAN SCORES – ASKED QUESTIONS)

	<u>Mean Score</u> (5 point scale)
Professional appearance of the conductors	4.45
Your sense of personal security while on the train	4.32
Courtesy of conductors.....	4.36
Availability of printed materials.....	4.15
Cleanliness of train exteriors	4.09
On-time arrival at your destination	4.03
Cleanliness of train interiors	3.88
Being informed of delays that exceed 10 minutes	3.71
Adequacy & clarity of onboard announcements	3.68
Cleanliness of onboard restrooms	3.26
► OVERALL EXPERIENCE ONBOARD TRAINS.....	4.08 ◀

Note: Mean score based on a 5 point scale. 5.00 is the optimal positive score and 1.00 is the lowest score.
Base: Total (4,097)

(See Statistical Tables 7-17)

Average Scores, Caltrain Onboard Survey -- June 2016							
Asked Questions^	Blank, N/A, Don't know	1	2	3	4	5	Average
1. Cleanliness of stations/parking lots	119	75	149	773	1779	1202	3.98
2. Functioning of lights at stations	483	19	72	434	1528	1561	4.26
3. Posted information on info. boards (schedules, flyers)	277	66	254	953	1392	1155	3.87
4. Ease of use of ticket machines	391	142	302	824	1241	1197	3.82
5. Being informed of delays that exceed 10 minutes	473	262	513	919	1084	846	3.48
6. Everything considered, how would you rate your overall experience at Caltrain stations?	27	24	120	890	2065	971	3.94
TOTAL STATIONS AND PARKING^^	1770	588	1410	4793	9089	6932	3.89
7. Courtesy of conductors	116	23	69	419	1428	2042	4.36
8. Professional appearance of the conductors	140	7	35	312	1411	2192	4.45
9. Availability of printed materials (schedules, brochures, notices)	486	33	112	647	1313	1506	4.15
10. Cleanliness of train exteriors	81	31	144	713	1671	1457	4.09
11. Cleanliness of train interiors	59	61	270	922	1622	1163	3.88
12. Cleanliness of onboard restrooms	1360	226	497	829	720	465	3.26
13. Adequacy and clarity of routine onboard announcements (station delays, special events)	183	161	413	947	1406	987	3.68
14. Being informed of delays that exceed 10 minutes	536	156	376	809	1239	981	3.71
15. On-time arrival at your destination (within five minutes of scheduled arrival time)	115	67	166	740	1606	1403	4.03
16. Your sense of personal security while on the train	40	14	72	413	1670	1888	4.32
17. Everything considered, how would you rate your onboard experience on Caltrain	33	19	88	633	2142	1182	4.08
TOTAL ONBOARD^^	3149	798	2242	7384	16228	15266	4.02
TOTAL STATIONS AND ONBOARD^^	2460	693	1826	6089	12659	11099	3.98
18. Considering both your station and onboard experience, how would you rate your overall Caltrain experience?	50	37	120	697	2124	1069	4.01

^Asked question ratings are based on the actual number of responses for each particular question.

^^Weighted averages are calculated as follows: "Total Stations and Parking" is calculated using the total responses for Question 1 through Question 6. "Total Onboard Experience" is calculated using the total responses for Question 7 through Question 17. "Total Stations & Onboard" is calculated by taking the average of "Total Stations and Parking" and "Total Onboard Experience." The total number of responses shown for "Total Stations & Onboard Experience" is thus an average of these two sub-categories.

(See Statistical Tables 1-18)

MEAN SCORES - 2016 COMPARED TO 2015

SCALE: 1=Poor, 5=Excellent	2016 Mean	2015 Mean	Mean Difference	Statistically Significant?
ASKED QUESTIONS^				
1. Cleanliness	3.98	3.97	0.01	no
2. Functioning Of Lights	4.26	4.23	0.03	no
3. Posted Information	3.87	3.85	0.02	no
4. Ease Of Use/Ticket Machine	3.82	3.76	0.06	yes
5. Being Informed Of Delays	3.48	3.40	0.08	yes
6. Overall Stations	3.94	3.92	0.02	no
7. Courtesy Of Conductors	4.36	4.25	0.11	yes
8. Prof. Appearance of conductors	4.45	4.39	0.06	yes
9. Availability Of Printed Materials	4.15	4.14	0.01	no
10. Cleanliness/Train Exteriors	4.09	4.07	0.02	no
11. Cleanliness/Train Interiors	3.88	3.86	0.02	no
12. Cleanliness/Onboard Restrooms	3.26	3.27	-0.01	no
13. Adequacy/Clarity Onboard Ann	3.68	3.63	0.05	no
14. Being Informed Of Delays	3.71	3.58	0.13	yes
15. Ontime Arrival At Destination	4.03	3.86	0.17	yes
16. Your Sense Of Personal Security	4.32	4.28	0.04	yes
17. Overall Onboard	4.08	4.00	0.08	yes
18. Both Station/Onboard	4.01	3.93	0.08	yes
Weighted Averages^^				
TOTAL STATIONS AND PARKING	3.89	3.86	0.03	yes
TOTAL ONBOARD EXPERIENCE	4.02	3.96	0.06	yes
TOTAL STATIONS & ONBOARD	3.98	3.92	0.06	yes

^Asked question ratings are based on the actual number of responses for each particular question.

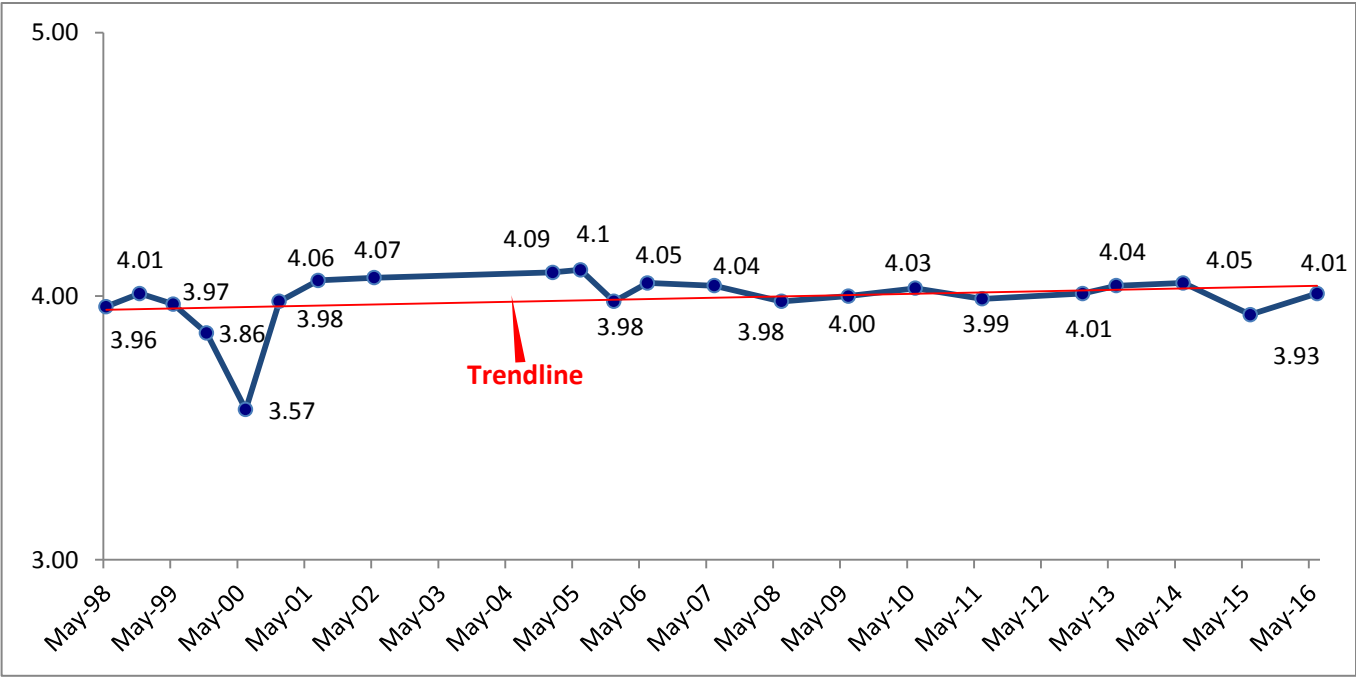
^^Weighted averages are calculated as follows: "Total Stations and Parking" is calculated using the total responses for Question 1. through Question 6. "Total Onboard Experience" is calculated using the total responses for Question 7 through Question 17. "Total Stations & Onboard" is calculated by taking the average of "Total Stations and Parking" and "Total Onboard Experience."

(See Statistical Tables 1-18)

LONG-TERM TRENDS IN OVERALL SATISFACTION

Q18. Considering both your station and onboard experience, how would you rate your overall Caltrain experience?

Mean Scores, Overall Satisfaction, 1998-2016



Points represent surveys (May 98, Nov 98, May 99, Nov 99, Jun 00, Dec 00, Jul 01, May 02, Jan 05, Jun 05, Dec 05, Jun 06, Jun 07, Jun 08, Jun 09, Jun 10, Jun 11, Dec 12, Jun 13, Jun 14, Jun 15, and Jun 16). No data available for late 2002-late 2004.

(See Historical Data and Statistical Table Q18)

DETAILED RESULTS

RATING OF CALTRAIN SERVICE

STATION RATINGS OVERALL

Overall, Caltrain riders rated stations 3.94 – a slight increase of 0.02 from 2015 (which is not statistically significant).

When comparing 2016 station results with those of 2015, there were no station ratings which declined or stayed the same. However, most 2016 station ratings remain lower than 2014 results.

Notably, Ease of use of ticket machines rose from 3.78 in 2014 to 3.82 in 2016, and Being informed of delays that exceed 10 minutes rose from 3.42 in 2014 to 3.48 in 2016. These two attributes *also* had the largest increases from 2015 to 2016 – with Ease of use of ticket machines rising from 3.76 in 2015 to 3.82 in 2016 (+0.06), and Being informed of delays that exceed 10 minutes rising from 3.40 in 2015 to 3.48 in 2016 (+0.08).

Posted information on info boards returned to 2014 levels (3.87), and this reflected a slight rise from 2015 to 2016 which was not statistically significant.

	Mean Scores (5 point scale)		
	JUNE 2016	JUNE 2015	JUNE 2014
Base: (All Respondents)*	4,097	3,356	3,462
Functioning of lights at stations/parking lots	4.26	4.23	4.28
Cleanliness of stations/parking lots	3.98	3.97	4.09
Posted information on info. boards (schedules, flyers)	3.87	3.85	3.87
Ease of use of ticket machines	3.82	3.76	3.78
Being informed of delays that exceed 10 minutes	3.48	3.40	3.42
Overall experience at Caltrain stations	3.94	3.92	3.98

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

*Number of passengers responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 1-6)

STATION RATINGS OVERALL (continued)

N=base of survey participants

JUNE 2016 N=4,097*

JUNE 2015 N=3,356*

JUNE 2014 N=3,462*

VERY
SATISFIED

VERY
DISSATISFIED

NOT
APPLICABLE
[]

MEAN
SCORE
(5 Pt. Scale)

----- read % across ▶ -----

Functioning of lights at stations

JUNE 2016	38	38	11	2	1	11	4.26
JUNE 2015	40	37	13	2	1	8	4.23
JUNE 2014	39	39	10	1	1	11	4.28

Cleanliness of stations/parking lots

JUNE 2016	30	44	19	4	2	3	3.98
JUNE 2015	30	43	19	4	2	1	3.97
JUNE 2014	33	46	16	3	1	2	4.09

Posted information on info. boards

JUNE 2016	28	34	23	6	2	6	3.87
JUNE 2015	29	33	24	7	2	5	3.85
JUNE 2014	29	34	25	6	2	4	3.87

Ease of use of ticket machines

JUNE 2016	29	30	20	7	4	9	3.82
JUNE 2015	28	30	22	9	4	8	3.76
JUNE 2014	28	31	21	8	4	8	3.78

Being informed of delays that exceed 10 minutes

JUNE 2016	21	27	23	13	6	11	3.48
JUNE 2015	21	26	22	13	9	9	3.40
JUNE 2014	21	24	23	14	7	12	3.42

Everything considered, how would you rate your overall experience at Caltrain stations?

JUNE 2016	24	51	22	3	1	<1	3.94
JUNE 2015	24	49	23	3	1	<1	3.92
JUNE 2014	24	53	20	2	1	<1	3.98

(See Statistical Tables 1-6)

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

*Number of passengers responding to the survey. Respondents may or may not have responded to the individual question.

STATION RATINGS BY TIME PERIOD

- By time period, Weekday Peak riders rated their overall station experience lower than Weekday Off-Peak and Saturday riders.
- Generally, attributes ranked more highly have the smallest differences between Weekday Peak and Weekday Off-Peak/Saturday riders, while attributes ranked lower overall have the largest differences in ratings between Weekday Peak and Weekday Off-Peak/Saturday riders.
- Being informed of delays that exceed 10 minutes – the lowest ranked attribute at stations – is ranked only 3.36 by Weekday Peak riders, but 3.64 by Weekday Off-Peak riders (a difference of 0.28) and 3.85 by Saturday riders (a difference of 0.49).

	Mean Scores (5 point scale)			
	Overall Mean Score	Weekday Peak	Weekday Off-Peak	Saturday
Base: (All Respondents)*	4,097	2,741	641	715
Functioning of lights at stations/parking lots	4.26	4.23	4.34	4.29
Cleanliness of stations/parking lots	3.98	3.92	4.05	4.12
Posted information on info. boards (schedules, flyers)	3.87	3.84	3.93	3.93
Ease of use of ticket machines	3.82	3.74	3.93	4.01
Being informed of delays that exceed 10 Minutes	3.48	3.36	3.64	3.85
Overall experience at Caltrain stations	3.94	3.89	4.03	4.07

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

* Number of passengers responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 1-6)

STATION RATINGS BY TYPE OF SERVICE

- Weekday Bullet, Weekday Limited, and Saturday Bullet riders all rated their overall station experience very similarly – 3.89, 3.90, and 3.91, respectively. These were the lowest scores by rider group, while Saturday Local riders rated their overall station experience 4.13 (the highest).
- All rider groups rated Functioning of lights at stations/parking lots the highest of any station attribute; similarly, all rider groups also rated Being informed of delays that exceed 10 minutes the lowest of any station attribute.

	Mean Scores (5 point scale)					
	Overall Mean Score	Weekday Local	Weekday Limited	Weekday Bullet	Saturday Local	Saturday Bullet
Base: (All Respondents)*	4,097	558	2,068	756	497	218
Functioning of lights at stations/parking lots	4.26	4.34	4.22	4.25	4.32	4.22
Cleanliness of stations/parking lots	3.98	4.06	3.91	3.95	4.15	4.06
Posted information on info. boards (schedules, flyers)	3.87	3.89	3.85	3.83	3.97	3.85
Ease of use of ticket machines	3.82	3.93	3.78	3.68	4.06	3.89
Being informed of delays that exceed 10 minutes	3.48	3.63	3.38	3.34	3.94	3.61
Overall experience at Caltrain stations	3.94	4.02	3.90	3.89	4.13	3.91

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

* Number of passengers responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 1-7)

STATION RATINGS BY BIKE CAR

- Riders in regular and bike cars rate their overall experience at Caltrain stations similarly.
- The only significant difference between the two groups in ratings is that for Being informed of delays that exceed 10 minutes – which riders in Regular cars rated 3.46, while riders in Bike cars rated more highly, at 3.55 (a difference of 0.09).

	Mean Scores (5 point scale)		
	Overall Mean Score	Regular Car	Bike Car
Base: (All Respondents)*	4,097	3,272	825
Functioning of lights at stations/parking lots	4.26	4.26	4.23
Cleanliness of stations/parking lots	3.98	3.97	4.00
Posted information on info. boards (schedules, flyers)	3.87	3.87	3.86
Ease of use of ticket machines	3.82	3.83	3.79
Being informed of delays that exceed 10 minutes	3.48	3.46	3.55
Overall experience at Caltrain stations	3.94	3.95	3.91

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

* Number of passengers responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 1-6)

ONBOARD RATINGS OVERALL

The overall onboard rating increased significantly from 2015 to 2016, rising from 4.00 in 2015 to 4.08 in 2016 - closer to 2014 satisfaction levels.

Every attribute (save one) was higher in 2016 than in 2015. While Cleanliness of onboard restrooms was rated 3.26 in 2016 and 3.27 in 2015, this drop is not statistically significant.

Notably, two attributes are ALSO rated more highly than 2014 levels:

- Professional appearance of conductors (4.45 in 2016 vs. 4.39 in 2015 and 4.39 in 2014)
- Courtesy of conductors (4.36 in 2016 vs. 4.25 in both 2014 and 2015)

Adequacy and clarity of routine onboard announcements was rated 3.68 in 2016, which is the same as 2014's rating, and higher than 3.63 in 2015.

	Mean Scores (5 point scale)		
	JUNE 2016	JUNE 2015	JUNE 2014
Base: (All Respondents)*	4,097	3,356	3,462
Professional appearance of conductors	4.45	4.39	4.39
Courtesy of conductors	4.36	4.25	4.25
Your sense of personal security while on the train	4.32	4.28	4.35
Availability of printed materials	4.15	4.14	4.17
Cleanliness of train exteriors	4.09	4.07	4.14
On-time arrival at your destination	4.03	3.86	4.04
Cleanliness of train interiors	3.88	3.86	3.92
Being informed of delays that exceed 10 minutes	3.71	3.58	3.68
Adequacy and clarity of routine onboard announcements	3.68	3.63	3.68
Cleanliness of onboard restrooms	3.26	3.27	3.30
Onboard experience (overall) on Caltrain	4.08	4.00	4.11

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

*Number of passengers responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 7-17)

ONBOARD RATINGS OVERALL (continued)

N=base of survey participants

JUNE 2016 N=4,097*

JUNE 2015 N=3,356*

JUNE 2014 N=3,462*

----- read % across ▶ -----

	VERY SATISFIED			VERY DISSATISFIED			NOT APPLICABLE	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)	

Professional appearance of the conductors

JUNE 2016	54	35	8	1	<1	3	4.45
JUNE 2015	50	36	9	1	<1	4	4.39
JUNE 2014	49	39	8	1	<1	3	4.39

Your sense of personal security while on the train

JUNE 2016	46	41	10	2	<1	1	4.32
JUNE 2015	45	40	12	2	1	1	4.28
JUNE 2014	47	42	10	1	<1	<1	4.35

Courtesy of conductors

JUNE 2016	50	35	10	2	1	3	4.36
JUNE 2015	45	36	13	3	1	3	4.25
JUNE 2014	44	38	13	2	1	2	4.25

Availability of printed materials

JUNE 2016	37	32	16	3	1	11	4.15
JUNE 2015	37	34	15	3	1	10	4.14
JUNE 2014	36	36	15	2	1	10	4.17

Cleanliness of train exteriors

JUNE 2016	36	41	17	4	1	2	4.09
JUNE 2015	35	40	19	4	1	2	4.07
JUNE 2014	37	42	16	3	1	2	4.14

On-time arrival at your destination

JUNE 2016	35	40	18	4	2	2	4.03
JUNE 2015	29	39	20	7	3	1	3.86
JUNE 2014	36	39	17	5	2	1	4.04

Cleanliness of train interiors

JUNE 2016	29	40	23	7	2	1	3.88
JUNE 2015	28	39	25	6	2	1	3.86
JUNE 2014	29	42	23	5	1	1	3.92

Being informed of delays that exceed 10 minutes

JUNE 2016	24	30	20	9	4	13	3.71
JUNE 2015	22	29	23	9	6	11	3.58
JUNE 2014	24	30	19	9	5	13	3.68

ONBOARD RATINGS OVERALL (continued)

N=base of survey participants

JUNE 2016 N=4,097*

JUNE 2015 N=3,356*

JUNE 2014 N=3,462*

----- read % across ▶ -----

	VERY SATISFIED			VERY DISSATISFIED		NOT APPLICABLE	MEAN SCORE
	5	4	3	2	1	[]	(5 Pt. Scale)

Adequacy and clarity of routine onboard announcements

JUNE 2016	24	35	23	10	4	4	3.68
JUNE 2015	24	32	25	10	5	4	3.63
JUNE 2014	25	33	25	9	4	4	3.68

Cleanliness of onboard restrooms

JUNE 2016	12	18	21	12	6	32	3.26
JUNE 2015	12	19	22	11	6	31	3.27
JUNE 2014	11	18	21	10	5	35	3.30

Everything considered, how would you rate your onboard experience on Caltrain?

JUNE 2016	29	53	16	2	1	<1	4.08
JUNE 2015	26	52	19	3	1	<1	4.00
JUNE 2014	30	53	14	2	<1	<1	4.11

(See Statistical Tables 7-17)

ONBOARD RATINGS BY TIME PERIOD

- Generally, Saturday riders tend to be most satisfied, normally giving the highest onboard ratings (including the overall onboard rating), closely followed by Weekday Off-Peak riders, and with Weekday Peak riders generally providing the lowest rating.
- The only exceptions to this trend were several attributes rated most highly by Off-Peak riders: Being informed of delays that exceed 10 minutes (3.79); Adequacy and clarity of routine onboard announcements (3.80); and Your sense of personal security, which Weekday Off-Peak and Saturday riders both rated 4.33.
- Year to year, ratings for the onboard experience overall saw increases in every time period:
 - Weekday Peak: 4.03 (2016) vs. 3.95 (2015)
 - Weekday Off-peak: 4.14 (2016) vs. 4.11 (2015)
 - Saturday: 4.21 (2016) vs. 4.13 (2015)

	Mean Scores (5 point scale)			
	Overall Mean Score	Weekday Peak	Weekday Off-Peak	Saturday
Base: (All Respondents)*	4,097	2,741	641	715
Professional appearance of conductors	4.45	4.44	4.47	4.48
Courtesy of conductors	4.36	4.33	4.36	4.43
Your sense of personal security while on the train	4.32	4.31	4.33	4.33
Availability of printed materials	4.15	4.15	4.19	4.13
Cleanliness of train exteriors	4.09	4.06	4.15	4.14
On-time arrival at your destination	4.03	3.99	4.08	4.18
Cleanliness of train interiors	3.88	3.82	3.93	4.07
Being informed of delays that exceed 10 minutes	3.71	3.64	3.79	3.71
Adequacy and clarity of routine onboard announcements	3.68	3.61	3.80	3.81
Cleanliness of onboard restrooms	3.26	3.17	3.33	3.50
Onboard experience (overall) on Caltrain	4.08	4.03	4.14	4.21

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

* Number of passengers responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 7-17)

ONBOARD RATINGS BY TYPE OF SERVICE

- In general, Weekday Bullet riders gave lower scores, while Saturday Local riders provided the highest ratings, with Saturday Bullet and Weekday Local riders providing some of the highest ratings for a few attributes.
- Saturday Local riders rated their overall onboard experience higher than any other service type, at 4.26, while Weekday Bullet riders rated their experience lowest, at 4.01.

	Mean Scores (5 point scale)					
	Overall Mean Score	Weekday Local	Weekday Limited	Weekday Bullet	Saturday Local	Saturday Bullet
Base: (All Respondents)*	4,097	558	2,068	756	497	218
Professional appearance of conductors	4.45	4.49	4.43	4.45	4.52	4.38
Courtesy of conductors	4.36	4.35	4.34	4.32	4.47	4.34
Your sense of personal security while on the train	4.32	4.35	4.30	4.33	4.32	4.35
Availability of printed materials	4.15	4.19	4.16	4.11	4.17	4.03
Cleanliness of train exteriors	4.09	4.16	4.06	4.08	4.18	4.07
On-time arrival at your destination	4.03	4.08	3.99	3.98	4.15	4.23
Cleanliness of train interiors	3.88	3.93	3.83	3.82	4.13	3.93
Being informed of delays that exceed 10 minutes	3.71	3.75	3.66	3.63	3.99	3.74
Adequacy and clarity of routine onboard announcements	3.68	3.78	3.62	3.63	3.90	3.60
Cleanliness of onboard restrooms	3.26	3.33	3.18	3.18	3.56	3.27
Onboard experience (overall) on Caltrain	4.08	4.13	4.05	4.01	4.26	4.09

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

* Number of passengers responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 7-17)

ONBOARD RATINGS BY BIKE CAR

- Those riding in a regular car rated their overall onboard experience more highly (4.09) than those riding in a Bike Car (4.01).
- Those riding in a regular car rated every attribute higher than those riding in a Bike Car; however, in many cases the ratings share a difference of 0.03 or less (which is not statistically significant).
- The largest difference in ratings came from the rating for Courtesy of conductors – which was rated by those in a Regular car at 4.38, but those in a Bike Car at 4.27 (a difference of 0.11).

	Mean Scores (5 point scale)		
	Overall Mean Score	Regular Car	Bike Car
Base: (All Respondents)*	4,097	3,272	825
Professional appearance of conductors	4.45	4.46	4.41
Courtesy of conductors	4.36	4.38	4.27
Your sense of personal security while on the train	4.32	4.32	4.29
Availability of printed materials	4.15	4.16	4.12
Cleanliness of train exteriors	4.09	4.09	4.08
On-time arrival at your destination	4.03	4.04	4.02
Cleanliness of train interiors	3.88	3.89	3.85
Being informed of delays that exceed 10 minutes	3.71	3.71	3.70
Adequacy and clarity of routine onboard announcements	3.68	3.68	3.65
Cleanliness of onboard restrooms	3.26	3.26	3.24
Onboard experience (overall) on Caltrain	4.08	4.09	4.01

Mean score is based on number giving a rating, eliminating not applicable and blanks. The higher the mean the better the rating. Optimum positive mean score = 5.00. Lowest negative mean score possible = 1.00.

*Number of passengers responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Tables 7-17)

OVERALL SATISFACTION WITH CALTRAIN

How would you rate your overall Caltrain experience?

Overall satisfaction with Caltrain increased from 3.93 in 2015 to 4.01 in 2016.

By time period, Weekday Bullet riders rated their overall satisfaction 3.95, while Saturday Local riders rated their overall satisfaction with Caltrain 4.16.

	Mean Scores (5 point scale)		
	JUNE 2016	JUNE 2015	JUNE 2014
Base: (All Respondents)*	4,097	3,356	3,462
	%	%	%
Very Satisfied (5)	26	24	26
(4)	52	51	55
(3)	17	20	15
(2)	3	4	2
Very Dissatisfied (1)	1	1	1
Not Applicable	<1	<1	<1
	100	100	100
RECAP %			
Satisfied (5 or 4)	79	75	82
Neutral (3)	17	20	15
Dissatisfied (1 or 2)	4	5	3
MEAN	4.01	3.93	4.05

* Number of passengers responding to the survey. Respondents may or may not have responded to the individual question.

(See Statistical Table 18)

OVERALL SATISFACTION WITH CALTRAIN – BY SUB-GROUPS

	BASE (#)	MEAN (5 PT SCALE)	Very Satisfied (5 rating)	Satisfied (4 rating)	Dissatisfied (2 or 1 rating)	Neutral/NA (3 rating)
			%	%	%	%
TOTAL	4,097	4.01	26	52	4	17
BY RIDERSHIP SEGMENT						
Weekday Peak	2,741	3.96	23	54	4	18
Weekday Off-peak	641	4.06	31	48	4	16
Saturday	715	4.14	34	49	3	15
BY TYPE OF SERVICE						
Weekday Local	558	4.05	30	50	4	15
Weekday Limited	2,068	3.97	24	54	4	18
Weekday Bullet	756	3.95	24	53	5	19
Saturday Local	497	4.16	35	48	2	15
Saturday Bullet	218	4.09	33	49	5	14
BY CAR TYPE						
Regular	3,272	4.01	26	53	4	17
Bike	825	3.97	27	50	6	18

(See Statistical Table 18)

SERVICE ADJUSTMENT PRIORITIES

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

- a. More frequent service at stations = possibility of longer commute times
- b. Faster commute time = possibility of less frequent service at some stations.

When asked which of the two priorities they preferred, nearly two-thirds of riders (62%) said they preferred a faster commute time, even though it might mean less frequent service at some stations. Weekday Bullet riders were the most strongly in favor of this option (77%), while Weekday Limited riders were least likely to favor it (57%).

While no major sub-group of users preferred the more frequent service (option a), Weekday Bullet riders favored that option most strongly (at 43%).

	BASE (#)	a. More frequent service (%)	b. Faster commute time (%)
TOTAL	4,097	38	62
BY RIDERSHIP SEGMENT			
Weekday Peak	2,741	38	62
Weekday Off-peak	641	39	61
Saturday	715	39	61
BY TYPE OF SERVICE			
Weekday Local	558	41	59
Weekday Limited	2,068	43	57
Weekday Bullet	756	23	77
Saturday Local	497	42	59
Saturday Bullet	218	32	68
BY CAR TYPE			
Regular	3,272	39	61
Bike	825	33	67

INVESTMENTS TO ENHANCE CUSTOMER EXPERIENCE

To help Caltrain evaluate several investments to enhance the customer experience, please rank the **importance** of each of the following items by circling your first, second, and third choices.

- a. Ability to purchase Clipper products at stations
- b. Improved real-time schedule information and service updates, such as better communication during delays (at stations, on trains, via mobile)
- c. Onboard Wi-Fi

Just over half of riders (51%) said adding onboard Wi-Fi was their first choice for investment to enhance the customer experience.

There was no major rider sub-group which favored any other option.

ALL RESPONDENTS			
	First Choice	Second Choice	Third Choice
Base – All Respondents (N=4,097)			
a. Ability to purchase Clipper products	16%	26%	58%
b. Improved real-time schedule info/svc updates	36%	45%	19%
c. Onboard Wi-Fi	51%	29%	20%

<u>ONLY</u> AMONG RESPONDENTS WHO RANKED <u>ALL THREE</u> PRIORITIES			
	First Choice	Second Choice	Third Choice
Base – Respondents Who Ranked all 3 (N=3,484)			
a. Ability to purchase Clipper products	14%	25%	61%
b. Improved real-time schedule info/svc updates	35%	45%	20%
c. Onboard Wi-Fi	51%	29%	20%

BOARDING/EXIT STATIONS

At what Caltrain stations do you most frequently board and exit?

Riders are most likely to board at San Francisco, San Jose-Diridon, or Sunnyvale, and most frequently exit at San Francisco, Palo Alto, and Mountain View.

Boarding Station(s) (Multiple Responses Permitted)

	(%)					
	TOTAL	Regular Car	Bike Car	Weekday Peak	Weekday Off-peak	Saturday
Base: (All Respondents)*	4,097	3,272	825	2,741	641	715
San Francisco	19	19	18	18	20	20
San Jose-Diridon	11	12	10	11	8	14
Sunnyvale	9	8	14	10	8	9
Mountain View	8	7	10	7	9	10
Hillsdale	6	6	6	7	6	5
Palo Alto	6	6	5	5	7	8
Millbrae	5	5	4	5	6	6
Redwood City	5	4	11	5	6	7
22 nd Street	5	6	3	7	1	1
San Mateo	4	4	2	4	2	3
Burlingame	3	3	2	3	5	2
San Carlos	3	3	2	3	3	1
California Avenue	3	3	2	3	3	3
Tamien	3	3	3	3	2	1
Santa Clara	3	3	2	2	2	3
Menlo Park	2	2	2	2	3	2
San Bruno	2	2	2	2	3	1
Lawrence	2	2	2	2	2	1
San Antonio	1	1	2	1	2	1
Belmont	1	1	1	1	2	3
Morgan Hill	1	1	1	1	1	-
South San Francisco	1	1	1	1	1	1
Gilroy	1	1	-	1	-	<1
Hayward Park	1	1	1	1	1	<1
Bayshore	1	1	<1	<1	1	1
Blossom Hill	<1	1	-	1	<1	<1
Capitol	<1	<1	-	<1	-	-
San Martin	<1	<1	<1	<1	<1	-
Atherton	<1	<1	-	<1	-	<1
College Park	<1	<1	-	<1	-	-
Broadway	<1	<1	-	<1	-	-

Exit Stations (Multiple Responses Permitted)

	(%)					
	TOTAL	Regular Car	Bike Car	Weekday Peak	Weekday Off-peak	Saturday
Base: (All Respondents)*	4,097	3,272	825	2,741	641	715
San Francisco	38	34	53	35	44	45
Palo Alto	17	18	12	19	14	12
Mountain View	8	9	5	9	5	8
San Jose-Diridon	6	6	5	5	7	8
Redwood City	6	6	5	6	5	4
Millbrae	4	4	4	3	4	6
California Avenue	3	4	2	4	2	1
Hillsdale	3	3	2	3	2	3
Menlo Park	3	3	3	3	3	2
San Mateo	3	3	2	3	2	3
Sunnyvale	2	2	3	3	2	1
Lawrence	2	2	1	2	<1	1
San Carlos	2	2	1	2	1	1
Santa Clara	1	1	1	1	3	1
Burlingame	1	1	1	1	2	2
San Antonio	1	1	1	1	1	1
22 nd Street	1	1	1	1	1	1
Belmont	1	1	1	<1	2	2
San Bruno	1	1	1	1	1	1
South San Francisco	1	1	1	1	1	<1
Hayward Park	<1	<1	<1	<1	1	-
Tamien	<1	<1	1	<1	1	<1
Bayshore	<1	<1	<1	<1	1	1
Gilroy	<1	<1	<1	<1	<1	<1
Capitol	<1	<1	-	<1	-	<1
College Park	<1	<1	<1	<1	<1	-
Atherton	<1	<1	<1	<1	-	-
Morgan Hill	<1	<1	-	<1	-	-
San Martin	<1	<1	-	<1	-	-
Blossom Hill	-	-	-	-	-	-
Broadway	-	-	-	-	-	-

APPENDICES

APPENDIX A - QUESTIONNAIRES

The following questions refer to your experience at stations and onboard the train.

If you have already filled out this survey, please do not fill it out again.

At Stations	Very Satisfied		Very Dissatisfied		Not Applicable	
1. Cleanliness of stations & parking lots	5	4	3	2	1	NA
2. Functioning of lights at stations & parking lots	5	4	3	2	1	NA
3. Posted information on info. boards (schedules, flyers)	5	4	3	2	1	NA
4. Ease of use of ticket machines	5	4	3	2	1	NA
5. Being informed of delays that exceed 10 minutes	5	4	3	2	1	NA
6. Everything considered, how would you rate your experience at Caltrain stations ?	5	4	3	2	1	NA

Onboard Trains	Very Satisfied		Very Dissatisfied		Not Applicable	
7. Courtesy of conductors	5	4	3	2	1	NA
8. Professional appearance of the conductors	5	4	3	2	1	NA
9. Availability of printed materials (schedules, brochures, notices)	5	4	3	2	1	NA
10. Cleanliness of train exteriors	5	4	3	2	1	NA
11. Cleanliness of train interiors	5	4	3	2	1	NA
12. Cleanliness of onboard restrooms	5	4	3	2	1	NA
13. Adequacy and clarity of onboard announcements (train delays, special events)	5	4	3	2	1	NA
14. Being informed of delays that exceed 10 minutes	5	4	3	2	1	NA
15. On-time arrival at your destination (within five minutes of scheduled arrival time)	5	4	3	2	1	NA
16. Your sense of personal security while on the train	5	4	3	2	1	NA

	Very Satisfied		Very Dissatisfied		Not Applicable	
17. Everything considered, how would you rate your onboard experience on Caltrain?	5	4	3	2	1	NA
18. How would you rate your overall Caltrain experience?	5	4	3	2	1	NA

General Information

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

- Preferred option (select one only)
- a. More frequent service at stations = possibility of longer commute times ☐
- b. Faster commute times = possibility of less frequent service at some stations ☐

20. To help Caltrain evaluate several investments to enhance the customer experience, please rank the **importance** of each of the following items by circling your first, second, and third choices.

- a. Ability to purchase Clipper products at stations 1st 2nd 3rd
- b. Improved real-time schedule information and service updates, such as better communication during delays (at stations, on trains, via mobile) 1st 2nd 3rd
- c. Onboard wi-fi 1st 2nd 3rd


21. At what Caltrain stations do you most frequently board and exit?

Boarding station _____

Exit station _____

Thank you for participating in our survey.

6/16-5K-PBT-S

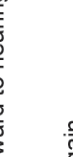


BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 15 SAN CARLOS CA

POSTAGE WILL BE PAID BY ADDRESSEE

CUSTOMER SATISFACTION SURVEY
CALTRAIN
PO BOX 3006
SAN CARLOS CA 94070-9927



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

Dear Caltrain Customer:

Thank you for participating in the **June 2016 Caltrain Customer Satisfaction Survey**, part of our effort to solicit input about our performance in providing you with convenient and safe rail service. You are one of many customers we want to know which areas of Caltrain service are meeting or exceeding your expectations and where we need to improve. Please respond to all questions by circling the number that best reflects your rating of Caltrain service. Please use the following scale: **Satisfied** and **1=Very Dissatisfied**. If the question does not apply to your trip, circle **NA** for Not Applicable.

Please return your completed survey to the onboard survey taker, or fold and tape where noted, and mail. *Please do not staple closed. No postage is necessary.* We look forward to hearing from you about your experience riding Caltrain.

Note: If you have already filled out this survey, please do not fill it out again.

Comments: _____

Train # _____

Please tape here.

Las siguientes preguntas son en referencia a sus experiencias en las estaciones y a bordo del tren.

Si usted ya ha completado esta encuesta, por favor no la llene de nuevo.

<i>En la Estación</i>	Muy Satisfecho			Muy Insatisfecho		No Aplica
1. Limpieza de las estaciones y estacionamiento	5	4	3	2	1	NA
2. Funcionamiento de las luces en las estaciones y el estacionamiento	5	4	3	2	1	NA
3. Información colocada en las tablas de información (<i>horarios, folletos</i>)	5	4	3	2	1	NA
4. Facilidad del uso de las maquinas de boletos	5	4	3	2	1	NA
5. Información cuando hay retrasos que excedan 10 minutos	5	4	3	2	1	NA
6. ¿Considerando todo, como calificaría su experiencia general en las estaciones de Caltrain?	5	4	3	2	1	NA

A Bordo del Tren		Muy Satisfecho		Muy Insatisfecho		No Aplica	
7.	Cortesía de los conductores	5	4	3	2	1	NA
8.	Apariencia profesional de los conductores	5	4	3	2	1	NA
9.	Disponibles materiales impresos (horarios, folletos, notas)	5	4	3	2	1	NA
10.	Limpieza del exterior de los trenes	5	4	3	2	1	NA
11.	Limpieza del interior de los trenes	5	4	3	2	1	NA
12.	Limpieza de los baños a bordo	5	4	3	2	1	NA
13.	Adecuación y claridad de los anuncios a bordo (retrasos del tren, eventos especiales)	5	4	3	2	1	NA
14.	Información sobre los retrasos que exceden 10 minutos:	5	4	3	2	1	NA
15.	Arribo a su destino final a tiempo (dentro de cinco minutos del horario de llegada)	5	4	3	2	1	NA
16.	Su sentido de seguridad personal estando en el tren	5	4	3	2	1	NA

	Muy Satisfecho			Muy Insatisfecho		No Aplica
17. Considerándolo todo, ¿Cómo calificaría su experiencia a bordo de Caltrain?	5	4	3	2	1	NA
18. ¿Cómo calificaría su experiencia general con Caltrain?	5	4	3	2	1	NA

Información General

19. Al considerar los ajustes de servicio, Caltrain tiene que evaluar ciertas ventajas y desventajas. Por favor, seleccione su opción preferida.

Selección preferida
(Seleccione uno solo)

- a. Servicio más frecuente en las estaciones = posibilidad de tiempos de viaje más largos
- b. Trayecto más rápido = posibilidad de servicio menos frecuente en algunas estaciones

☐
☐

20. Para ayudar a Caltrain evaluar varias inversiones para mejorar la experiencia del cliente, por favor clasifique **la importancia** de cada uno de los siguientes artículos con un círculo su primera, segunda, y tercera opción.

- a. Posibilidad de comprar productos Clipper en las estaciones

1^a 2^a 3^a

- b. Información de la programación y actualizaciones de servicios en tiempo real, tales como mejor comunicación durante los retrasos (en las estaciones, en los trenes, a través de dispositivos móviles)

1^a 2^a 3^a

- c. Wi-Fi a bordo

1^a 2^a 3^a

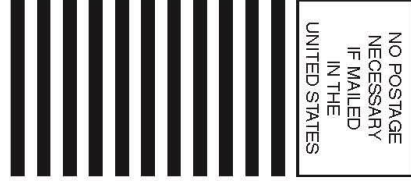
21. ¿En qué estaciones de Caltrain aborda y baja con más frecuencia?

Estación de embarque _____

Estación de salida _____

Gracias por participar en nuestra encuesta.

6/16-0.3-PBT-S
6/15-0.3-PBT-S



Estimado Cliente de Caltrain:

Gracias por su participación en la **Encuesta de Satisfacción del Cliente de Caltrain**, junio del 2016, que es parte de nuestro programa actual de solicitar opiniones acerca de nuestro trabajo y proveerle con un servicio de transporte en riel conveniente y seguro. Sus respuestas nos ayudan a reconocer cuáles áreas del servicio de Caltrain están alcanzando o excediendo sus expectativas y dónde podemos mejorar.

Por favor responda a todas las preguntas al otro lado de esta hoja circulando el número que mejor refleja su calificación del servicio de Caltrain, siendo: **5=Muy Satisfecho** y **1=Muy Insatisfecho**. Si la pregunta no se aplica a su viaje, circule **NA** para **No Aplica**.

Por favor regrese su encuesta completa al encuestador a bordo o doble y cierre con una cinta adhesiva dónde esta marcada. *Por favor no use grapa. No necesita sello. Estaremos esperando noticias suyas y gracias por viajar en Caltrain.*

Nota: Si usted ya ha completado esta encuesta, por favor no la llene de nuevo.

Comentarios:



Train #

Por favor cierre aquí con cinta adhesiva.

Por favor cierre aquí con cinta adhesiva.

APPENDIX B - INTERVIEWER TRAINING INSTRUCTIONS

INTERVIEWER INSTRUCTIONS

Caltrain On-Board Survey (June 2016)

PROJECT OVERVIEW: This project is a passenger survey being conducted to assess how well Caltrain is meeting the needs of its passengers. It is an onboard self-administered questionnaire to be distributed on Caltrain trains. The questionnaires will be handed out and collected on sampled Caltrain routes. The fieldwork will take place in June 2016. One or two surveyors will be used on each sampled route.

GENERAL GUIDELINES

- Arrive at the station at least 15 minutes prior to train departure time.
- Please act professionally at all times.
- As representatives of Caltrain/Corey, Canapary & Galanis, dress in professional casual business attire: long trousers and collared shirts for men, slacks/skirt/blouse/dress for women. Wear comfortable, closed toed shoes.
- All surveyors must wear their ID badges and have a valid photo ID at all times while surveying.
- Each train will have 5 or 6 cars. ***Trains expected to have 6 cars are highlighted on the schedule.*** The average number of passengers will vary significantly by run. We anticipate a high response rate based on experience with on-board surveys. Please have sufficient surveys and pencils at the start of each shift.
- As appropriate, please identify yourself to the train conductor and explain that you will be surveying one car on the train.
- If asked what the purpose of the survey is, you may tell passengers that the study is designed to measure customer satisfaction and solicit rider suggestions. Caltrain is interested in their opinion.
- It is important to adhere to the assigned shifts. If you cannot make an assigned shift, please notify CC&G as soon as possible. Starting shifts late, missed shifts, failing to notify CC&G regarding late/missed shifts in a timely fashion, or covering shifts other than those assigned may be cause for dismissal.
- All survey data collected is confidential and must be treated with care. Any sharing or use of data is cause for immediate dismissal.

SAFETY

Working on a moving train can be challenging at times. Your safety and the safety of the passengers around you is your most important concern. Please hold on to a handrail or bar at all times when you are standing or walking on the train. Allow passengers the time to find a seat or a safe place to stand before offering them a survey. Do not block passengers entering or exiting the train.

DISTRIBUTION OF QUESTIONNAIRES

Distributing (and collecting) questionnaires from passengers is your primary task on this project. For each of your runs, you should strive to get the questionnaire into the hands of every (or nearly every) passenger on your assigned train car. Your approach as a surveyor will make a tremendous difference in whether or not riders agree to do the survey.

BEGINNING OF SHIFT

You must have your Caltrain schedule(s), system authorization badge, photo ID, Interviewer Schedule, apron, pencils, questionnaires, Completed Questionnaire Envelope(s), survey control sheets, rubber bands, Interviewer Instructions, clipboard, and time sheet.

Your Interviewer Schedule will include the location and time of trains you are responsible for surveying each day.

Note that some trains have 6 cars. These trains are highlighted on the schedule.

If you are scheduled to have a 6-car train, but it is only 5 cars:

- **If you are on car 1, 2, 3, 4, or 5 – then take the same car as assigned.**
- **If you are assigned car 6 – and the train is only 5 cars – then survey car 5 instead.**

SURVEY CONTROL SHEET (Yellow Card)

It is very important that you enter information accurately on your survey control sheet. A separate survey control sheet (**small bright yellow card**) will be used for each surveyor on each train run. A run is one trip on one train from the boarding point to the end of the line or the point at which you exit the train.

AT THE START OF EACH RUN YOU SHOULD ENTER THE:

- current date and day
- train number
- your last name
- specific station where you are boarding the train to start the run. (*“Trip Start Location”*)
- time the train departed

PROCEDURE FOR DISTRIBUTING QUESTIONNAIRES

You must write the train # on all questionnaires that are distributed. To do this, pre-number questionnaires prior to each train run. Use the riders per car estimate on your schedule to determine the amount of questionnaires that you should pre-number. You may need to number additional questionnaires on some runs.

Caltrain trains have a total of 5 or 6 cars. You will be distributing questionnaires on only one of these cars. The train car for you to survey will be pre-assigned and listed on your Interviewer Survey Schedule. For example - “Train car number: 2” – means that you will survey the second car on the train. Be sure to only survey this assigned car. See the “Car Selection” section on page 5 of these specifications for detailed instructions on how to determine the car number.

Attempt to distribute surveys to all passengers on this car who appear to be 13 or older. All riders traveling in a group should be given a questionnaire.

Do not distribute questionnaires to:

- Passengers who appear to be under 13 years of age
- Employees of Caltrain or members of law enforcement on duty while on the train
- Passengers who tell you that they have already participated in this survey on a previous trip (within the last week or so). But do include passengers that may have participated in other previous surveys.
- Sleeping passengers
- Employees of CC&G traveling to/from their shift.

As you hand out surveys, give a short introduction. Be easygoing and friendly. Do not ask riders if they want to fill out the survey; rather, use a positive approach. Phrases we have found to work well include: “We need your opinions on this Caltrain survey.” If they hesitate you might add: “We want to know what you think.”

Instruct passengers to return completed surveys to you.

After surveys are distributed, walk through the train car every few minutes and watch for people who may have questions or are finished. Be polite: “I’ll take the survey if you are done”, or “I can take that for you”. Attempt to collect every survey you distribute. *Note: Pencils can be replaced and it is OK if they are not returned. Focus on getting returned/completed surveys.*

Passengers who do not have the time or inclination to complete the questionnaire on board can mail the survey, postage paid (note mail panel on survey instrument). Mention this option as a last resort. We have found that when a potential respondent takes the questionnaire home, they are less likely to complete and return the questionnaire.

If time permits, offer assistance to patrons who are blind or unable to fill out the survey (you will need to excuse yourself to hand out questionnaires to new riders boarding the train).

Keep a tally of all non-responses (passengers under 13, refusals, already participated, etc.) on your survey control sheet.

DEFINITIONS:

LANGUAGE BARRIER: Spanish speaking passengers who refuse a questionnaire are tallied as “refusals” since we have a Spanish survey instrument. Only passengers who speak a language other

than English or Spanish are tallied as language barrier.

LEFT TRAIN: This is a non-response that occurs when the surveyor cannot offer a questionnaire because of the short distance of the rider's trip. If the rider refuses because of time constraints, it is important to offer the "mail back option". We anticipate very few "Left Train" dispositions on this project.

AT THE END OF EACH RUN

On the Survey Control Sheet enter:

1. Location/station where you exited the train
2. The time that the train arrived at the final station on the run
3. The total number of questionnaires *DISTRIBUTED* for both English and Spanish.
4. The total number of questionnaires *RETURNED* (combine English and Spanish)

All returned surveys and the completed survey control sheet should be rubber banded together and placed in the Completed Questionnaire Envelope labeled for that specific run. You will have several Completed Questionnaire Envelopes at the end of your shift. The bottom half of the Completed Questionnaires envelope should be filled in by you at the end of your run. Fill in all information and *combine* the information from individual tally sheets (if working in teams) here.

AT THE END OF THE SHIFT

Make sure that all completed work from all the runs you have done that day are placed in your "Completed Questionnaire Envelope". Fill out the information requested and return these envelopes to the CC&G office.

Regular in-person check-ins and return of completed surveys are required for this project. See the separate handout regarding required check-ins, travel, and drop-off.

CONTACT INFORMATION

COREY, CANAPARY & GALANIS - CCG Office Number is 415-397-1200

For urgent matters outside normal business hours – Jon Canapary (415-577-2428)

CALTRAIN – Our client contact is:

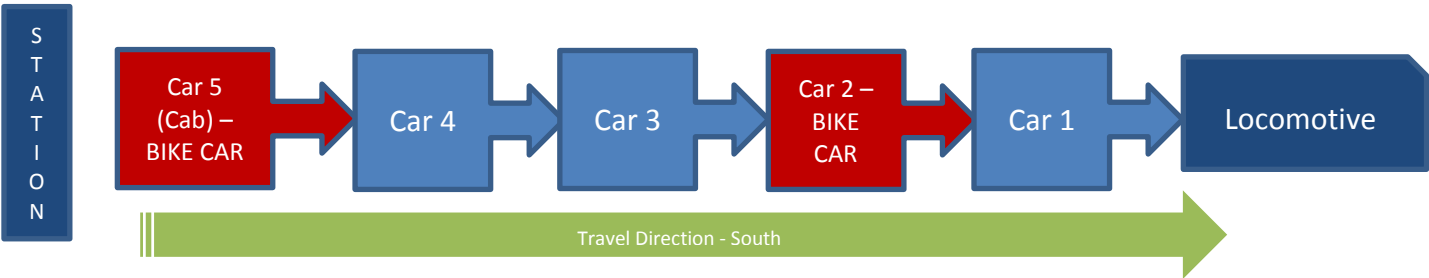
Julian Jest, SamTrans/Caltrain Market Research Specialist, 650-508-6245

CAR ORIENTATION, E.G. “WHICH CAR IS MY ASSIGNED CAR?”

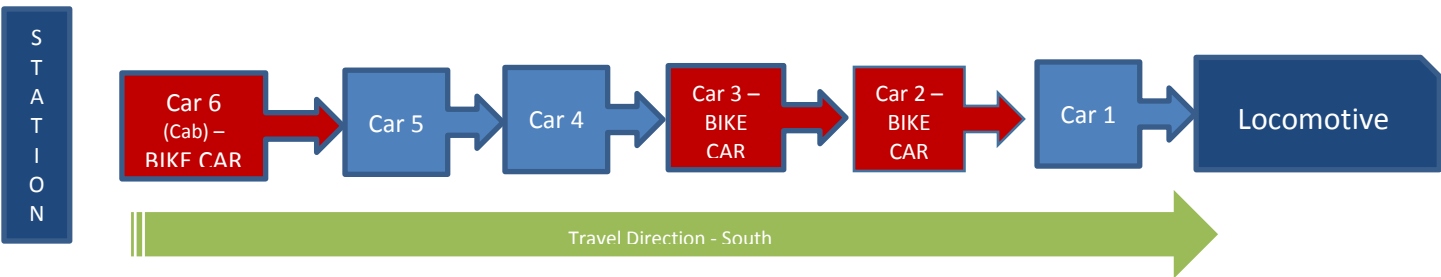
Car #1 is always at the FRONT of the train, depending on the direction of travel. When travelling south, the locomotive is in front of the train and PULLS the train. Car #1 is directly behind the locomotive. When travelling north, the locomotive is at the back of the train and PUSHES the train. Car #1 is on the opposite end of the train from the locomotive.

For example:

At San Francisco/4th & King – 5 cars:

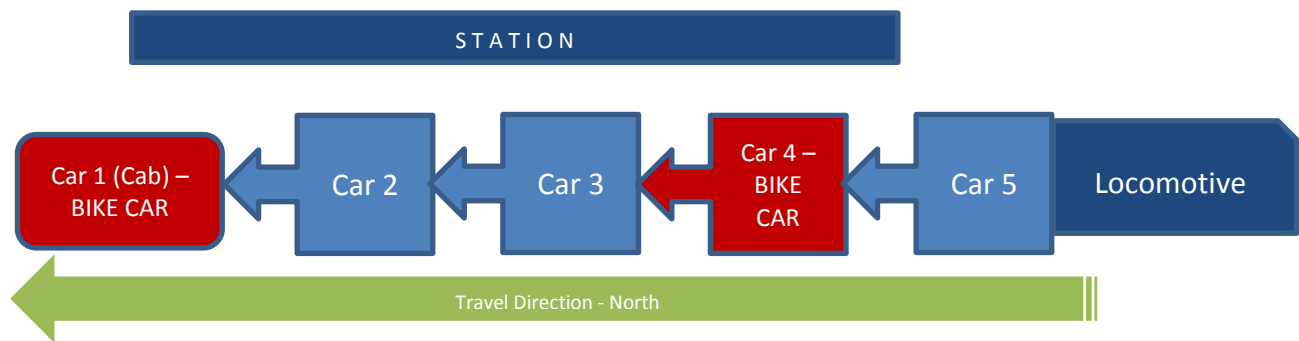


At San Francisco/4th & King – 6 cars:

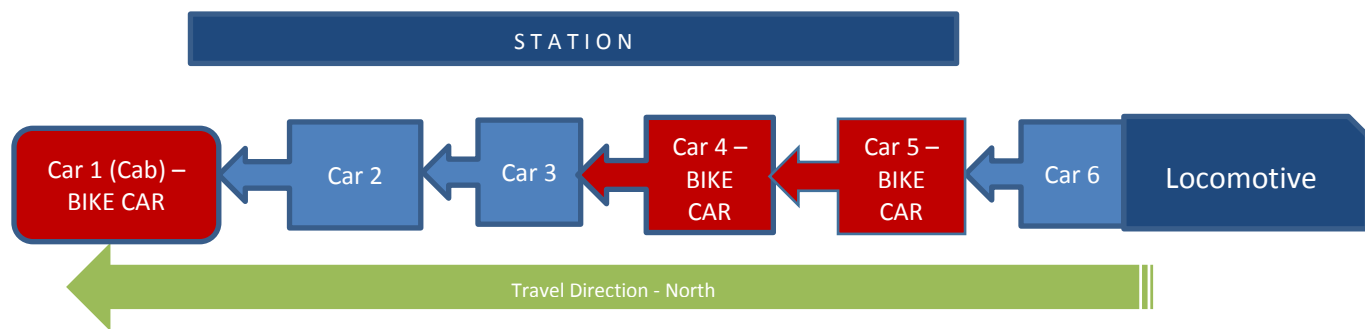


SEE NEXT PAGE FOR NORTHBOUND CONFIGURATIONS ➔

At San Jose/Diridon – 5 cars:



At San Jose/Diridon – 6 cars:



APPENDIX C - SCHEDULE

2016 On-Board Schedule

TRAIN#	SET	# OF CARS	BIKE CARS	TYPE	TIME PERIOD	BOARDING STATION	DEPARTURE TIME	EXIT STATION	END TIME	DIRECTION	PACKET ID#	CAR #	BIKE CAR?
SATURDAY, JUNE 4, 2016													
421	G	5	1,4	SAT LOCAL	SATURDAY	SJ-Diridon	7:00 AM	SF-4th/King	8:38 AM	N	1	5	N
424	G	5	2,5	SAT LOCAL	SATURDAY	SF-4th/King	9:15 AM	SJ-Diridon	10:53 AM	S	2	3	N
433	G	5	1,4	SAT LOCAL	SATURDAY	SJ-Diridon	1:00 PM	SF-4th/King	2:38 PM	N	3	2	N
438	G	5	2,5	SAT LOCAL	SATURDAY	SF-4th/King	4:15 PM	SJ-Diridon	5:53 PM	S	4	4	N
THURSDAY, JUNE 16, 2016													
220	G	5	2,5	LIMITED	PEAK	SF-4th/King	7:44 AM	SJ-Diridon	9:10 AM	S	6	1	N
143	G	5	1,4	LOCAL	OFF-PEAK	SJ-Diridon	11:10 AM	SF-4th/King	12:43 PM	N	7	2	N
142	B	6	2,3,6	LOCAL	OFF-PEAK	SF-4th/King	11:00 AM	SJ-Diridon	12:34 PM	S	8	1	N
151	G	5	1,4	LOCAL	OFF-PEAK	SJ-Diridon	1:10 PM	SF-4th/King	2:43 PM	N	9	4	Y
254	B	6	2,3,6	LIMITED	OFF-PEAK	SF-4th/King	2:37 PM	SJ-Diridon	4:02 PM	S	10	6	Y
267	G	5	1,4	LIMITED	PEAK	SJ-Diridon	4:31 PM	SF-4th/King	5:43 PM	N	11	3	N
282	G	5	2,5	LIMITED	PEAK	SF-4th/King	6:20 PM	SJ-Diridon	7:30 PM	S	12	1	N
195	G	5	1,4	LOCAL	OFF-PEAK	SJ-Diridon	8:30 PM	SF-4th/King	10:04 PM	N	13	5	N
376	B	6	2,3,6	BULLET	PEAK	SF-4th/King	5:33 PM	SJ-Diridon	6:35 PM	S	14	6	Y
289	B	6	1,4,5	LIMITED	PEAK	SJ-Diridon	6:45 PM	SF-4th/King	8:02 PM	N	15	3	N
SATURDAY, JUNE 18, 2016													
801	G	5	1,4	SAT BULLET	SATURDAY	SJ-Diridon	10:35 AM	SF-4th/King	11:41 AM	N	16	4	Y
432	G	5	2,5	SAT LOCAL	SATURDAY	SF-4th/King	1:15 PM	SJ-Diridon	2:53 PM	S	17	1	N
441	G	5	1,4	SAT LOCAL	SATURDAY	SJ-Diridon	5:00 PM	SF-4th/King	6:38 PM	N	18	3	N
804	B	6	2,3,6	SAT BULLET	SATURDAY	SF-4th/King	6:59 PM	SJ-Diridon	8:05 PM	S	19	6	Y
TUESDAY, JUNE 21, 2016													
206	B	6	2,3,6	LIMITED	PEAK	SF-4th/King	6:06 AM	SJ-Diridon	7:20 AM	S	38	5	N
225	B	6	1,4,5	LIMITED	PEAK	SJ-Diridon	7:50 AM	SF-4th/King	9:03 AM	N	39	6	N
262	G	5	2,5	LIMITED	PEAK	SF-4th/King	4:19 PM	SJ-Diridon	5:28 PM	S	24	1	N
385	G	5	1,4	BULLET	PEAK	SJ-Diridon	6:22 PM	SF-4th/King	7:27 PM	N	25	5	N
192	B	6	2,3,6	LOCAL	OFF-PEAK	SF-4th/King	8:40 PM	SJ-Diridon	10:13 PM	S	26	6	Y
150	G	5	2,5	LOCAL	OFF-PEAK	SF-4th/King	1:00 PM	SANTA CLARA	2:25 PM	S	27	5	Y
257	B	6	1,4,5	LIMITED	OFF-PEAK	SANTA CLARA	2:46 PM	SF-4th/King	4:04 PM	N	28	3	N
268	G	5	2,5	LIMITED	PEAK	SF-4th/King	4:55 PM	Gilroy	7:11 PM	S	29	4	N
WEDNESDAY, JUNE 22, 2016													
217	G	5	1,4	LIMITED	PEAK	Gilroy	6:06 AM	SF-4th/King	8:22 AM	N	30	3	N
332	G	5	2,5	BULLET	PEAK	SF-4th/King	8:56 AM	SJ-Diridon	10:03 AM	S	31	1	N
101	G	5	1,4	LOCAL	PEAK	SJ-Diridon	4:30 AM	SF-4th/King	6:03 AM	N	32	2	N
216	G	5	2,5	LIMITED	PEAK	SF-4th/King	7:19 AM	SJ-Diridon	8:34 AM	S	33	1	N
233	G	5	1,4	LIMITED	PEAK	SJ-Diridon	8:40 AM	SF-4th/King	10:09 AM	N	34	5	N
207	G	5	1,4	LIMITED	PEAK	SJ-Diridon	5:57 AM	SF-4th/King	7:22 AM	N	5	4	Y
230	G	5	2,5	LIMITED	PEAK	SF-4th/King	8:44 AM	SJ-Diridon	10:10 AM	S	35	2	Y
273	G	5	1,4	LIMITED	PEAK	SJ-Diridon	5:06 PM	SF-4th/King	6:33 PM	N	36	3	N
288	G	5	2,5	LIMITED	PEAK	SF-4th/King	6:55 PM	SJ-Diridon	8:18 PM	S	37	4	N

Caltrain Customer Satisfaction Survey – June 2016 | Summary Report

TRAIN#	SET	# OF CARS	BIKE CARS	TYPE	TIME PERIOD	BOARDING STATION	DEPARTURE TIME	EXIT STATION	END TIME	DIRECTION	PACKET ID#	CAR #	BIKE CAR?
THURSDAY, JUNE 23, 2016													
102	G	5	2,5	LOCAL	PEAK	SF-4th/King	4:55 AM	SJ-Diridon	6:28 AM	S	20	2	Y
313	B	6	1,4,5	BULLET	PEAK	SJ-Diridon	6:45 AM	SF-4th/King	7:47 AM	N	21	6	N
324	B	6	2,3,6	BULLET	PEAK	SF-4th/King	8:12 AM	SJ-Diridon	9:16 AM	S	22	4	N
329	B	6	1,4,5	BULLET	PEAK	SJ-Diridon	8:03 AM	SF-4th/King	9:09 AM	N	23	6	N
360	G	5	2,5	BULLET	PEAK	SF-4th/King	4:10 PM	SJ-Diridon	5:09 PM	S	40	3	N
381	G	5	1,4	BULLET	PEAK	SJ-Diridon	5:45 PM	SF-4th/King	6:49 PM	N	41	2	N
190	B	6	2,3,6	LOCAL	OFF-PEAK	SF-4th/King	7:33 PM	SJ-Diridon	9:06 PM	S	42	5	N
197	B	6	1,4,5	LOCAL	OFF-PEAK	SJ-Diridon	9:30 PM	SF-4th/King	11:04 PM	N	43	1	Y
WEDNESDAY, JUNE 29, 2016													
277	G	5	1,4	LIMITED	PEAK	SJ-Diridon	5:31 PM	SF-4th/King	6:43 PM	N	44	2	N

Time period: Based on Departure Time. Weekday Peak = 6:00am-9:00am OR 3:30pm – 6:30pm; Weekday Off-peak = all other times; Saturday = any Saturday train, P: Weekday Peak, O: Weekday Off-peak, S: Saturday, Direction: N: North, S: South
The train car number is determined by counting from the direction the train is traveling. On Southbound trains car number one is the southernmost car; on Northbound trains car number one is the northernmost car.

APPENDIX D - TEST OF STATISTICAL SIGNIFICANCE

TEST OF STATISTICAL SIGNIFICANCE

95% Confidence Level

95% Confidence Level	2016					2015							
	Total Response	Don't Know/NA	Sample Size	Mean	Standard Deviation	Total Response	Don't Know/NA	Sample Size	Mean	Standard Deviation	Mean Difference	T-Score	Statistically Significant?
SCALE: 1=Poor, 5=Excellent													
ASKED QUESTIONS^													
1. CLEANLINESS	4,078	100	3,978	3.98	0.90	3,341	46	3,295	3.97	0.92	0.01	0.47	no
2. FUNCTIONING OF LIGHTS	4,076	462	3,614	4.26	0.78	3,330	272	3,058	4.23	0.81	0.03	1.53	no
3. POSTED INFORMATION	4,073	253	3,820	3.87	0.98	3,330	161	3,169	3.85	1.00	0.02	0.84	no
4. EASE OF USE/TICKET MACHINE	4,082	376	3,706	3.82	1.09	3,338	265	3,073	3.76	1.11	0.06	2.23	yes
5. BEING INFORMED OF DELAYS	4,070	446	3,624	3.48	1.20	3,332	299	3,033	3.40	1.26	0.08	2.64	yes
6. OVERALL STATIONS	4,083	13	4,070	3.94	0.79	3,333	13	3,320	3.92	0.82	0.02	1.06	no
7. COURTESY OF CONDUCTORS	4,086	105	3,981	4.36	0.78	3,336	90	3,246	4.25	0.85	0.11	5.68	yes
8. PROF. APPEARANCE OF CONDUCTORS	4,085	128	3,957	4.45	0.69	3,335	119	3,216	4.39	0.74	0.06	3.52	yes
9. AVAILABILITY OF PRINTED MATERIALS	4,068	457	3,611	4.15	0.88	3,331	336	2,995	4.14	0.89	0.01	0.46	no
10. CLEANLINESS/TRAIN EXTERIORS	4,089	73	4,016	4.09	0.86	3,340	65	3,275	4.07	0.87	0.02	0.98	no
11. CLEANLINESS/TRAIN INTERIORS	4,083	45	4,038	3.88	0.95	3,341	30	3,311	3.86	0.95	0.02	0.90	no
12. CLEANLINESS/ONBOARD RESTROOMS	4,046	1,309	2,737	3.26	1.18	3,295	1,013	2,282	3.27	1.17	-0.01	-0.30	no
13. ADEQUACY/CLARITY ONBOARD ANNOUNCEMENTS	4,073	159	3,914	3.68	1.09	3,315	128	3,187	3.63	1.13	0.05	1.88	no
14. BEING INFORMED OF DELAYS	4,073	512	3,561	3.71	1.11	3,333	360	2,973	3.58	1.17	0.13	4.58	yes
15. ONTIME ARRIVAL AT DESTINATION	4,064	82	3,982	4.03	0.92	3,331	48	3,283	3.86	1.01	0.17	7.43	yes
16. YOUR SENSE OF PERSONAL SECURITY	4,085	28	4,057	4.32	0.75	3,343	19	3,324	4.28	0.79	0.04	2.21	yes
17. OVERALL ONBOARD	4,072	8	4,064	4.08	0.75	3,329	4	3,325	4.00	0.78	0.08	4.46	yes
18. BOTH STATION/ONBOARD	4,057	10	4,047	4.01	0.80	3,296	14	3,282	3.93	0.83	0.08	4.17	yes
WEIGHTED AVERAGES^^													
TOTAL STATIONS AND PARKING	24,462	1,650	22,812	3.89	1.13	20,004	1,056	18,948	3.86	1.03	0.03	2.84	yes
TOTAL ONBOARD EXPERIENCE	44,824	2,906	41,918	4.02	1.09	36,629	2,212	34,417	3.96	1.43	0.06	6.41	yes
TOTAL STATIONS & ONBOARD	34,643	2,278	32,365	3.98	1.10	28,317	1,634	26,683	3.92	1.22	0.06	6.22	yes

^Asked question ratings are based on the actual number of responses for each particular question.

^^Weighted averages are calculated as follows: "Total Stations and Parking" is calculated using the total responses for Question 1 through Question 6. "Total Onboard Experience" is calculated using the total responses for Question 7 through Question 17. "Total Stations & Onboard" is calculated by taking the average of "Total Stations and Parking" and "Total Onboard Experience."