2022 Customer Satisfaction Survey Key Findings

BICYCLE & ACTIVE TRANSPORTATION COMMITTEE

JANUARY 19, 2023

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Objectives

Customer satisfaction

Informs contract operator performance fees

Customer trip characteristics

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Methodology

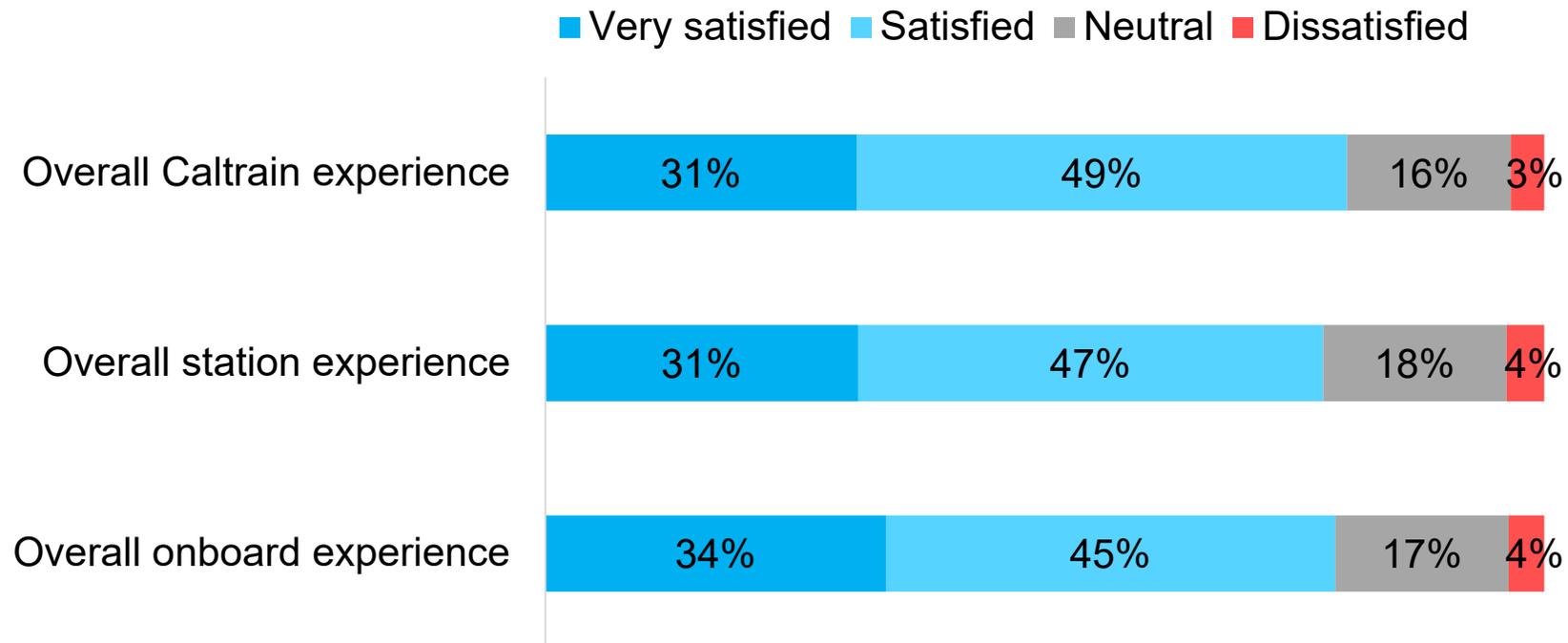| Timeline	Survey Instrument	Responses
• May 31- June 30 • Weekdays and weekends	• Onboard paper survey (available online) • English and Spanish	• 2,120 completed surveys • 67% response rate

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Key Takeaways

- Highest ratings for:
  - Conductor interactions
  - Ease of purchasing ticket
  - Location of VMS signs

- Lowest ratings for:
  - Service delay information
  - Current schedule
  - Station announcements

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Overall Ratings

- **80% of riders satisfied with overall experience**

Legend: ■ Very satisfied ■ Satisfied ■ Neutral ■ Dissatisfied

Category	Very satisfied	Satisfied	Neutral	Dissatisfied
Overall Caltrain experience	31%	49%	16%	3%
Overall station experience	31%	47%	18%	4%
Overall onboard experience	34%	45%	17%	4%

General Compliments

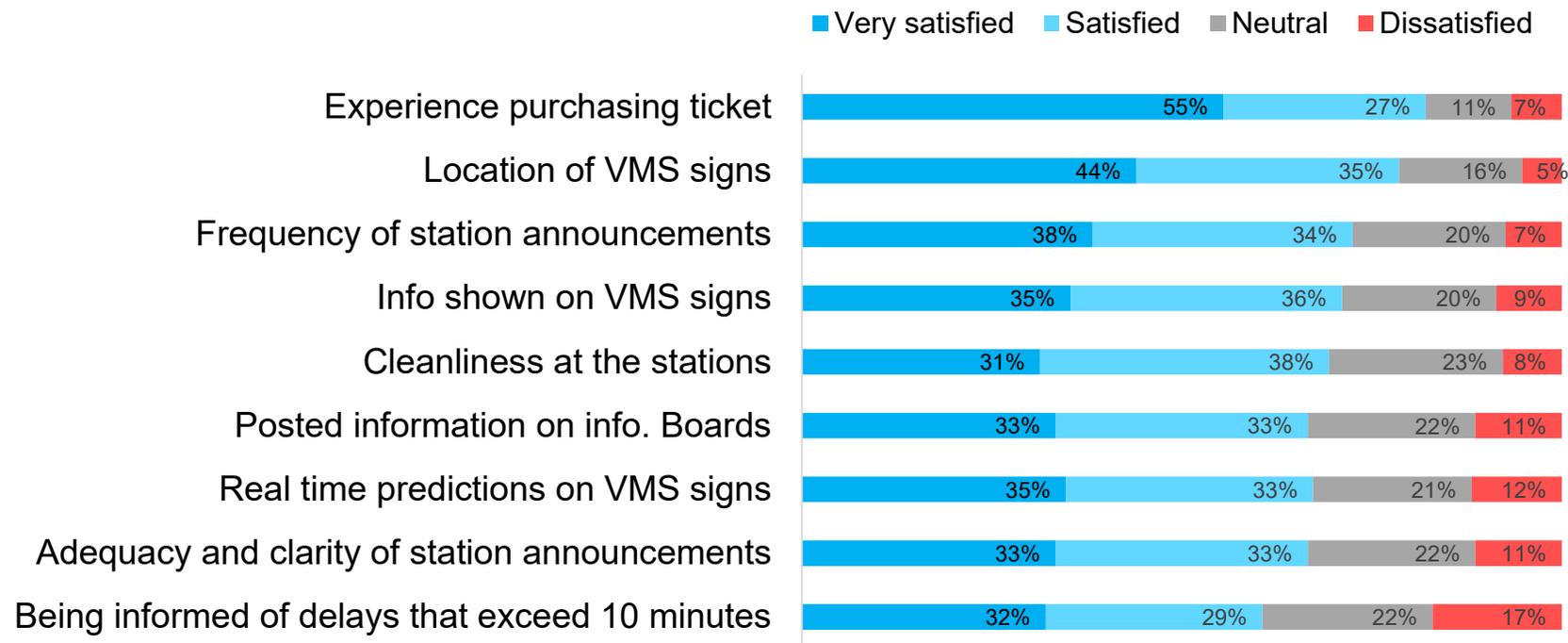"Good service for the price and important for [a] community without cars."

"My mental health has improved [since] commuting via bike and train!"

"Keep up [the] Good work! Love Caltrain!"

"I am really awe-struck about how Caltrain connects Bay Area Cities."

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Station Ratings

- **Highest rating for experience purchasing ticket**

Legend: ■ Very satisfied ■ Satisfied ■ Neutral ■ Dissatisfied

	Very satisfied	Satisfied	Neutral	Dissatisfied
Experience purchasing ticket	55%	27%	11%	7%
Location of VMS signs	44%	35%	16%	5%
Frequency of station announcements	38%	34%	20%	7%
Info shown on VMS signs	35%	36%	20%	9%
Cleanliness at the stations	31%	38%	23%	8%
Posted information on info. Boards	33%	33%	22%	11%
Real time predictions on VMS signs	35%	33%	21%	12%
Adequacy and clarity of station announcements	33%	33%	22%	11%
Being informed of delays that exceed 10 minutes	32%	29%	22%	17%

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Station Suggestions

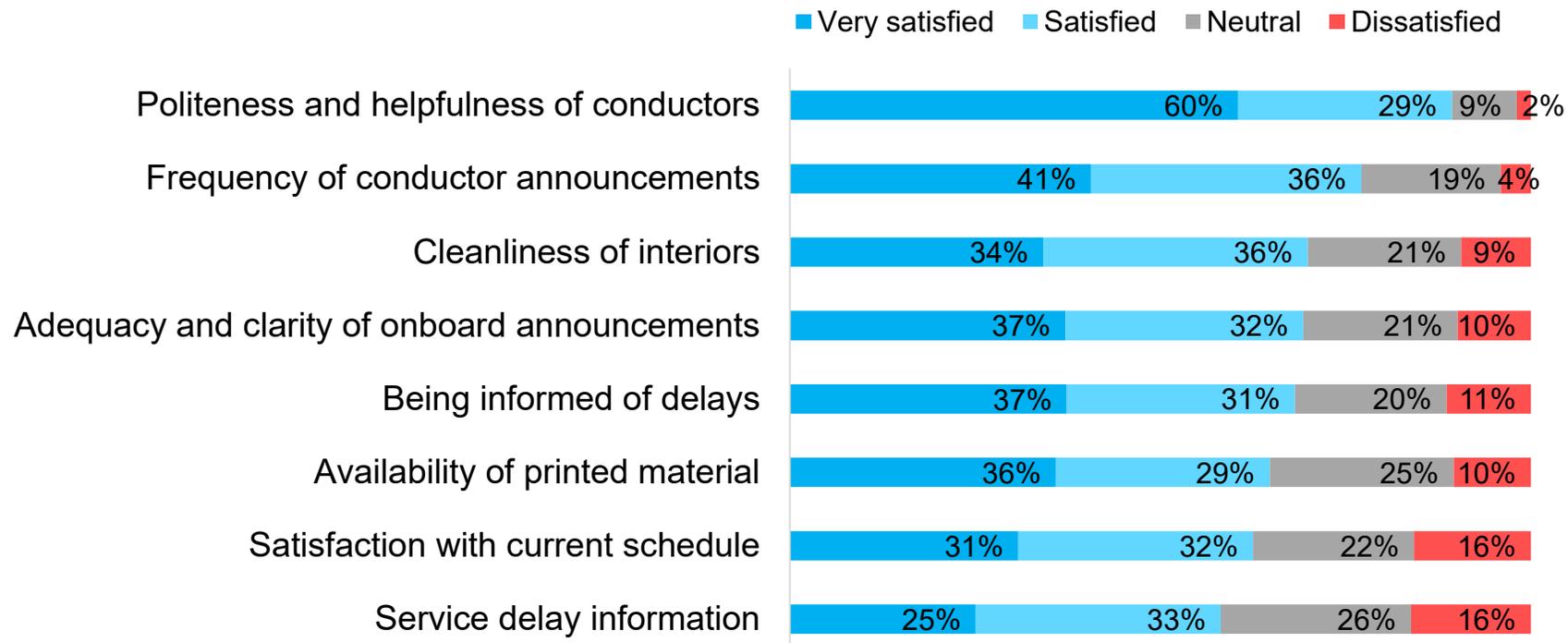"Sometimes display boards will be off at certain stations"

"More clipper card stations at various stations"

"When the trains get off schedule, it is impossible to tell which train is which"

"Stations have lots of trash"

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Onboard Ratings

- **Highest ratings for conductors**

Legend: ■ Very satisfied ■ Satisfied ■ Neutral ■ Dissatisfied

Category	Very satisfied	Satisfied	Neutral	Dissatisfied
Politeness and helpfulness of conductors	60%	29%	9%	2%
Frequency of conductor announcements	41%	36%	19%	4%
Cleanliness of interiors	34%	36%	21%	9%
Adequacy and clarity of onboard announcements	37%	32%	21%	10%
Being informed of delays	37%	31%	20%	11%
Availability of printed material	36%	29%	25%	10%
Satisfaction with current schedule	31%	32%	22%	16%
Service delay information	25%	33%	26%	16%

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Onboard/Service Suggestions

"Making South San Francisco a local only stop means I drive a lot more"

"Please electrify the system asap"

"Please do something about the cleanliness of the trains"

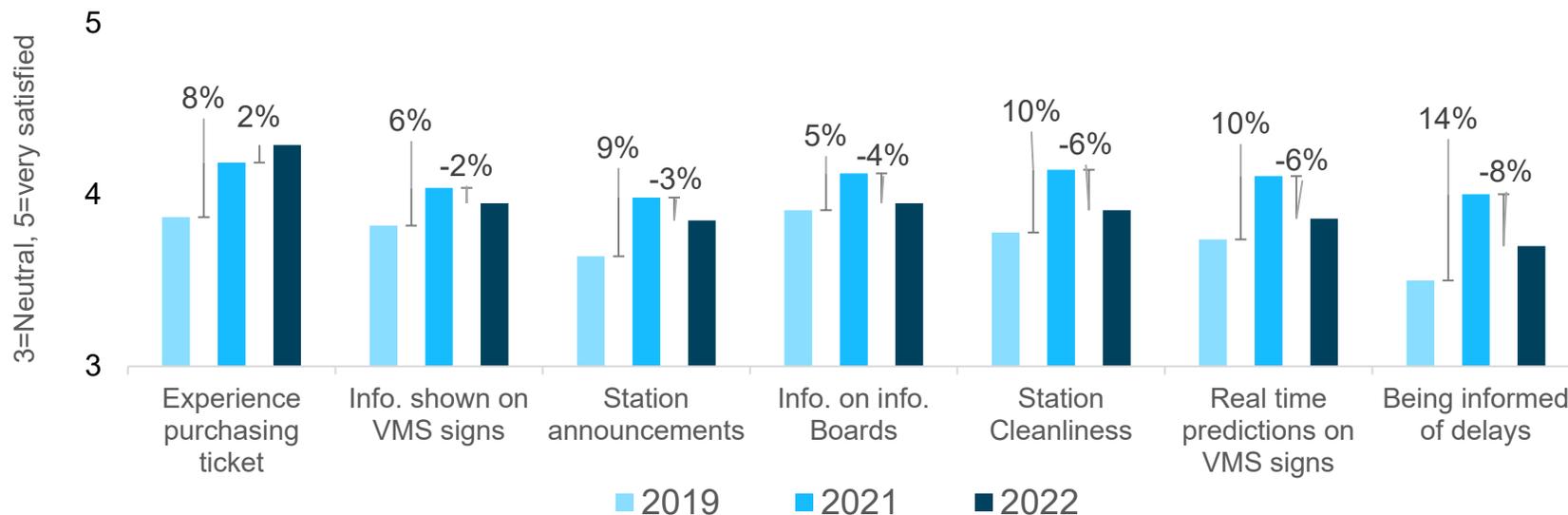"There needs to be a way to check real-time delays on an app or online"

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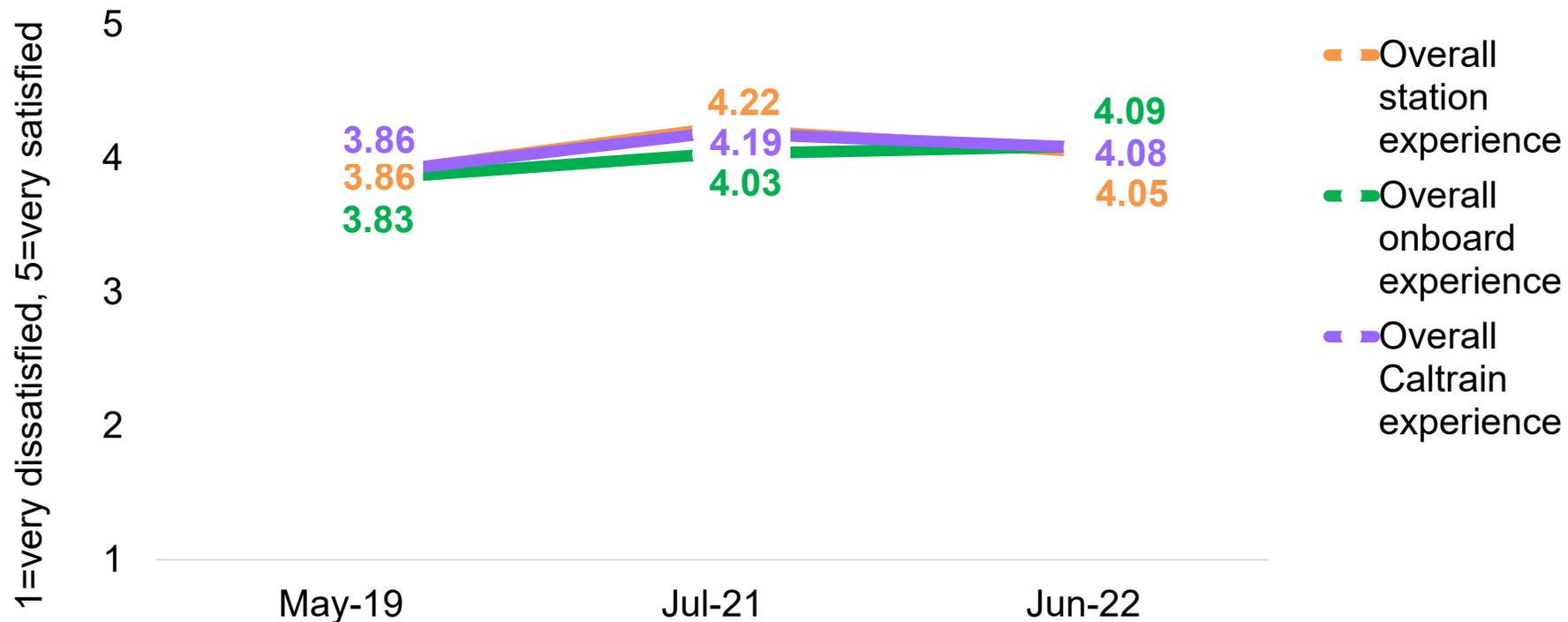
Station Ratings: Three Year Trend

- **2022 ratings mostly down vs. 2021, but up vs. 2019**
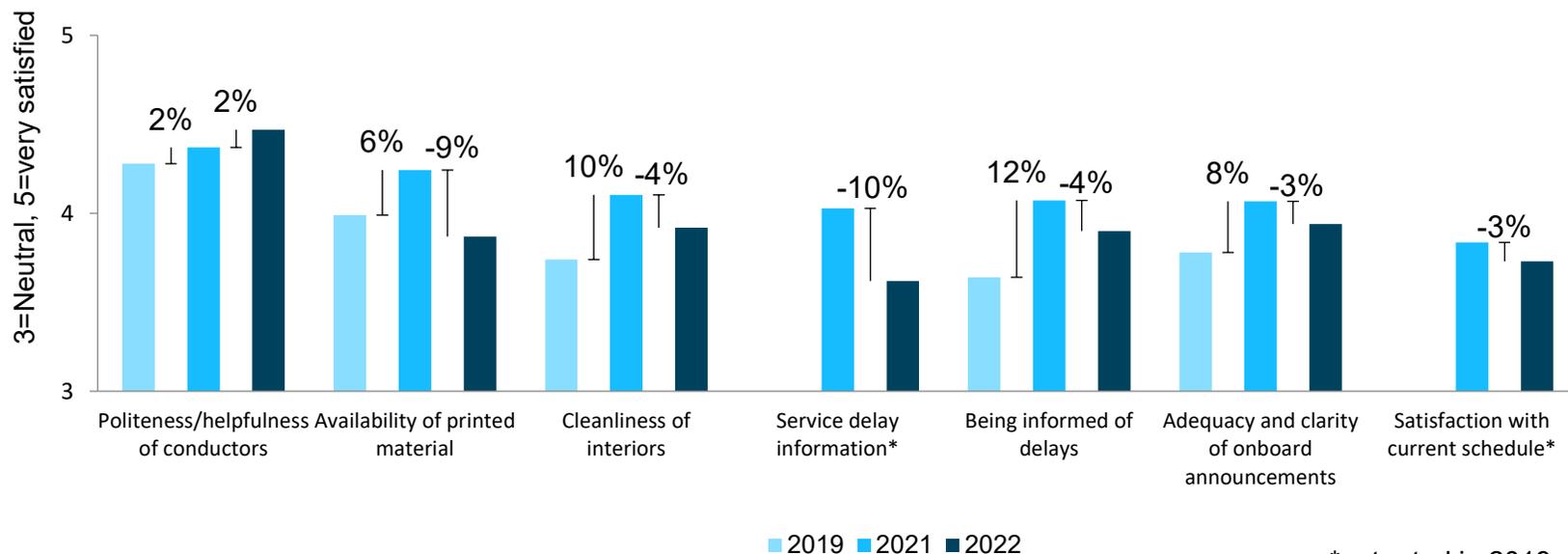

Year-on-Year % increase/decrease

*not rated in 2019

Onboard Ratings: Three Year Trend

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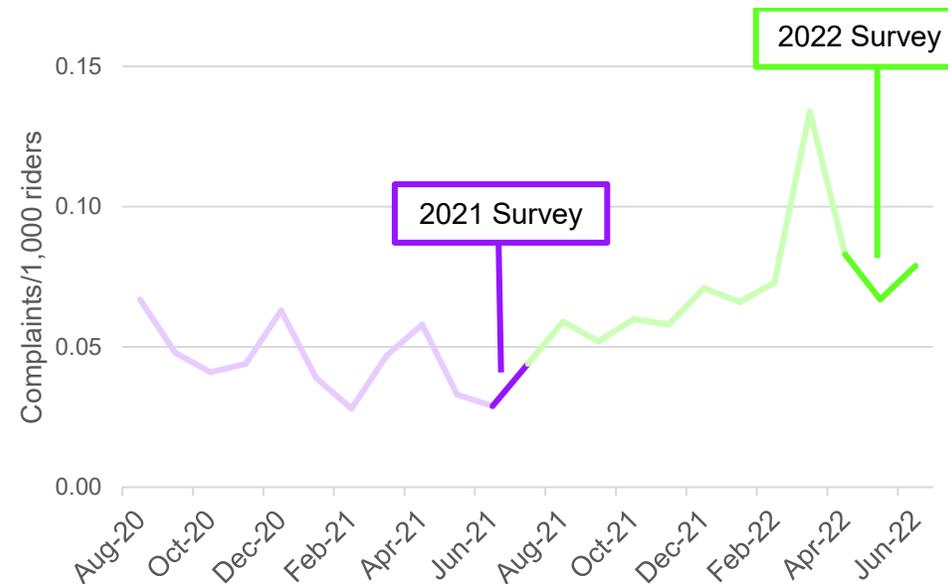Year-on-Year % increase/decrease

2019 2021 2022
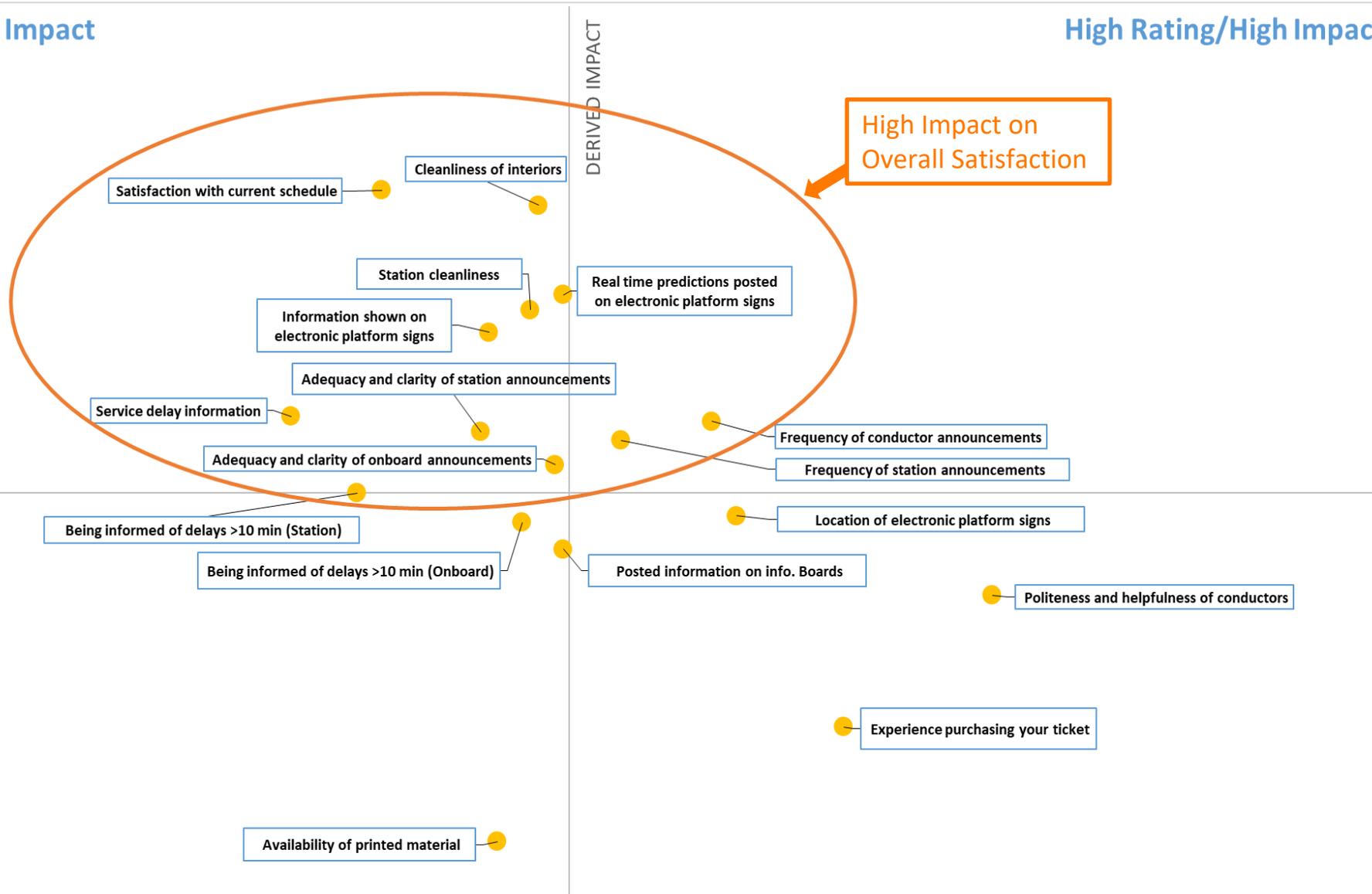
*not rated in 2019

Customer Complaints

- **Increase in 2022 customer complaints mirrors drop in 2022 survey ratings**

Key Drivers of Overall Satisfaction

**Low Rating/High Impact**

High Rating/High Impact

DERIVED IMPACT

High Impact on Overall Satisfaction

Cleanliness of interiors

Satisfaction with current schedule

Station cleanliness

Real time predictions posted on electronic platform signs

Information shown on electronic platform signs

Adequacy and clarity of station announcements

Service delay information

Frequency of conductor announcements

Adequacy and clarity of onboard announcements

Frequency of station announcements

Being informed of delays >10 min (Station)

Location of electronic platform signs

Being informed of delays >10 min (Onboard)

Posted information on info. Boards

Politeness and helpfulness of conductors

Experience purchasing your ticket

Availability of printed material

Low Rating/Low Impact

PERFORMANCE (5 point scale: 1=Strongly Disagree to 5=Strongly Agree)

High Rating/Low Impact

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Bike Usage

- **Most riders who use a bike bring it onboard**

Do you usually ride a bike when you use Caltrain?

77%   78%   79%

No

Yes - bring bike
onboard

Yes - leave bike at
station*

13%   19%   19%
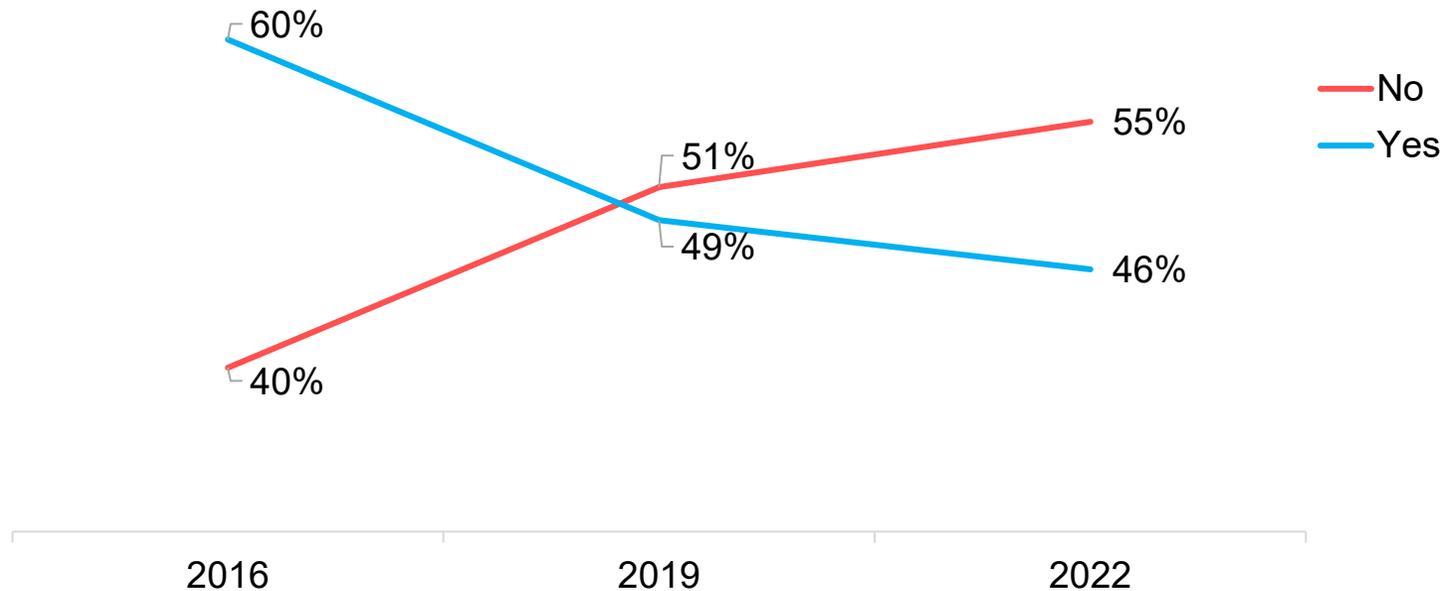
2%   2%
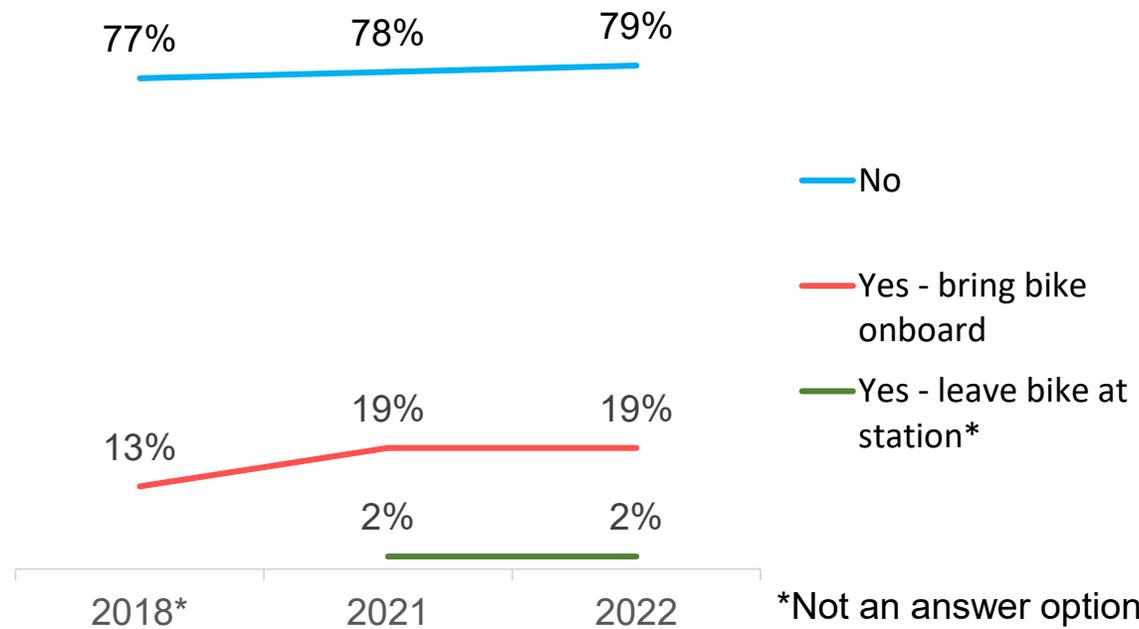
2018*   2021   2022   *Not an answer option
for 2018

Access to a Car

- **Increase in transit dependent riders**

Did you have access to a car for this particular trip?

No
Yes

60%
55%
51%
49%
46%
40%

2016   2019   2022

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Next Steps

- Internal use of survey data to inform planning decisions
- Upcoming research: Caltrain Triennial Customer Survey

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Comments, questions?

Julian Jest, Manager - Market Research

jestj@samtrans.com