



Customer Satisfaction Survey Key Findings

Bicycle Advisory Committee

November 15, 2018

Agenda Item #X

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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**



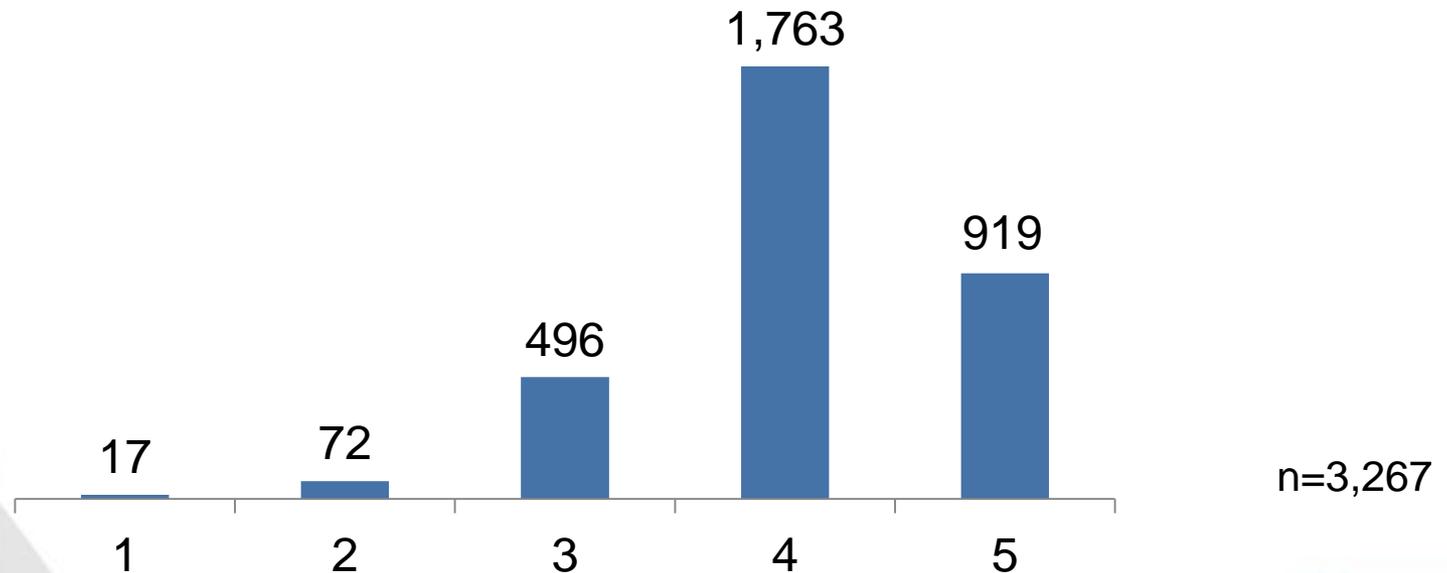
Results

[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%]

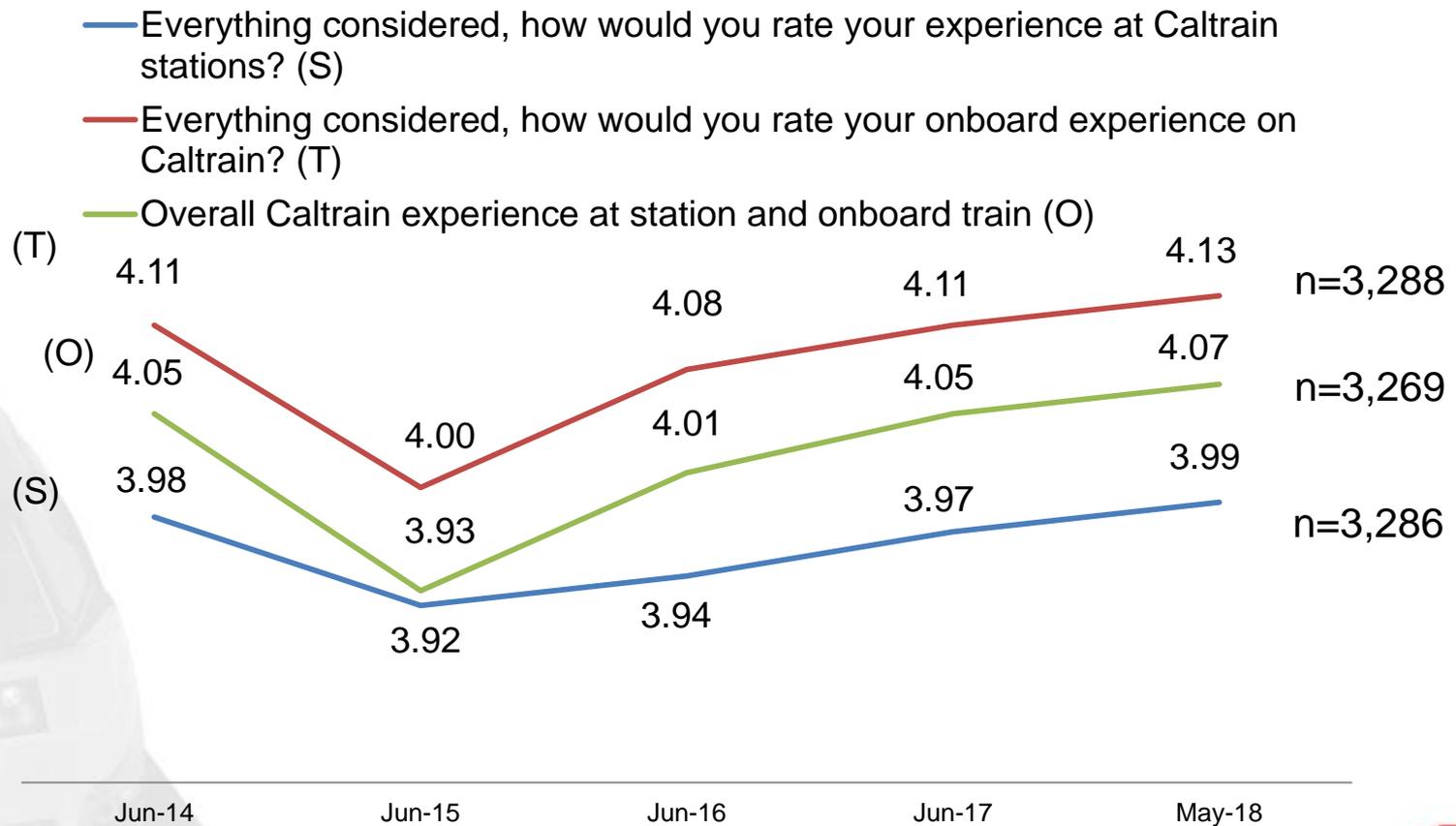


At Stations vs. Onboard

- **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



At Stations

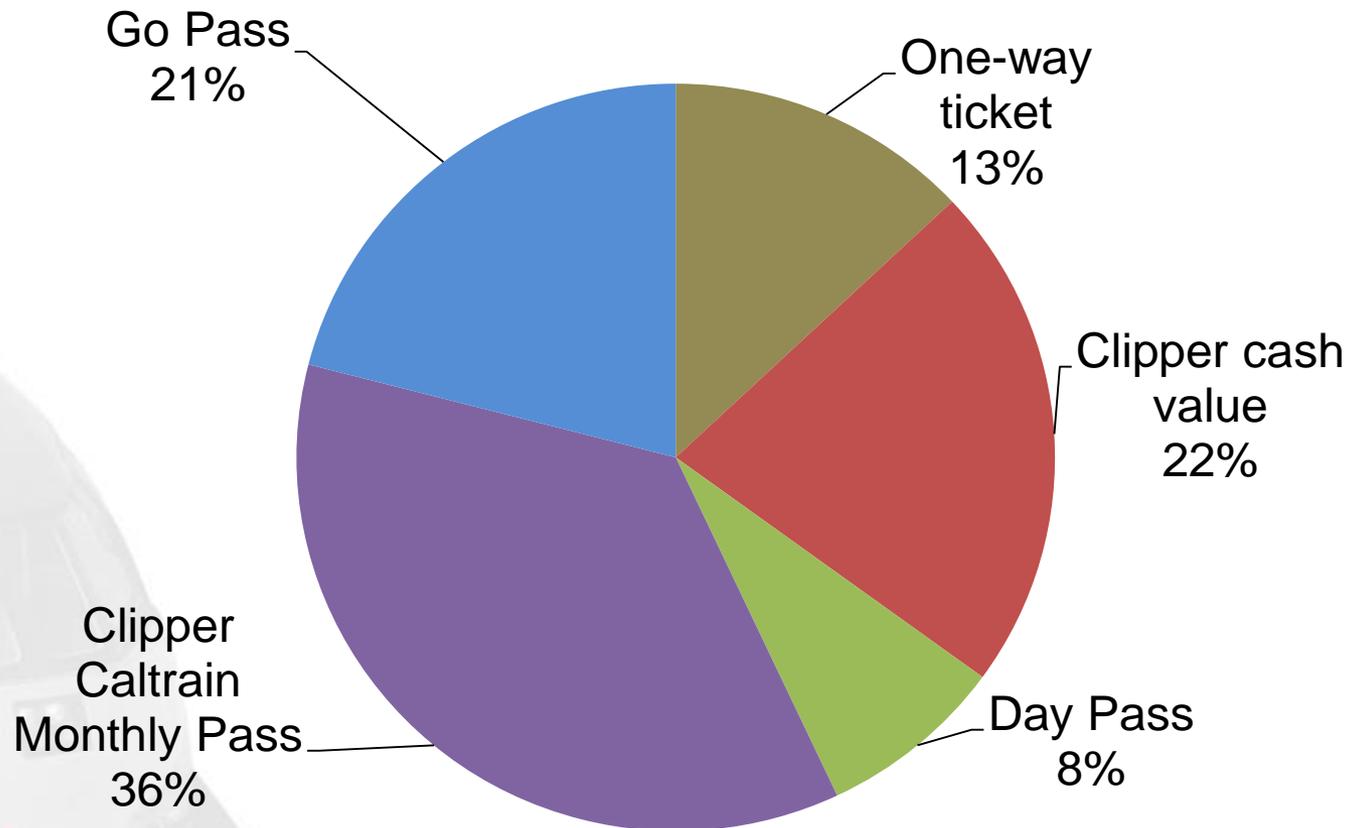
- **Cleanliness of stations & parking lots – 3.90 [3.99]**
- **Functioning of lights – 4.26 [4.28]**
- **Information boards – 3.96 [3.93]**
- **Ease of use of TVMs – 3.77 [3.73]**
- **Being informed of delays – 3.61 [3.51]**

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

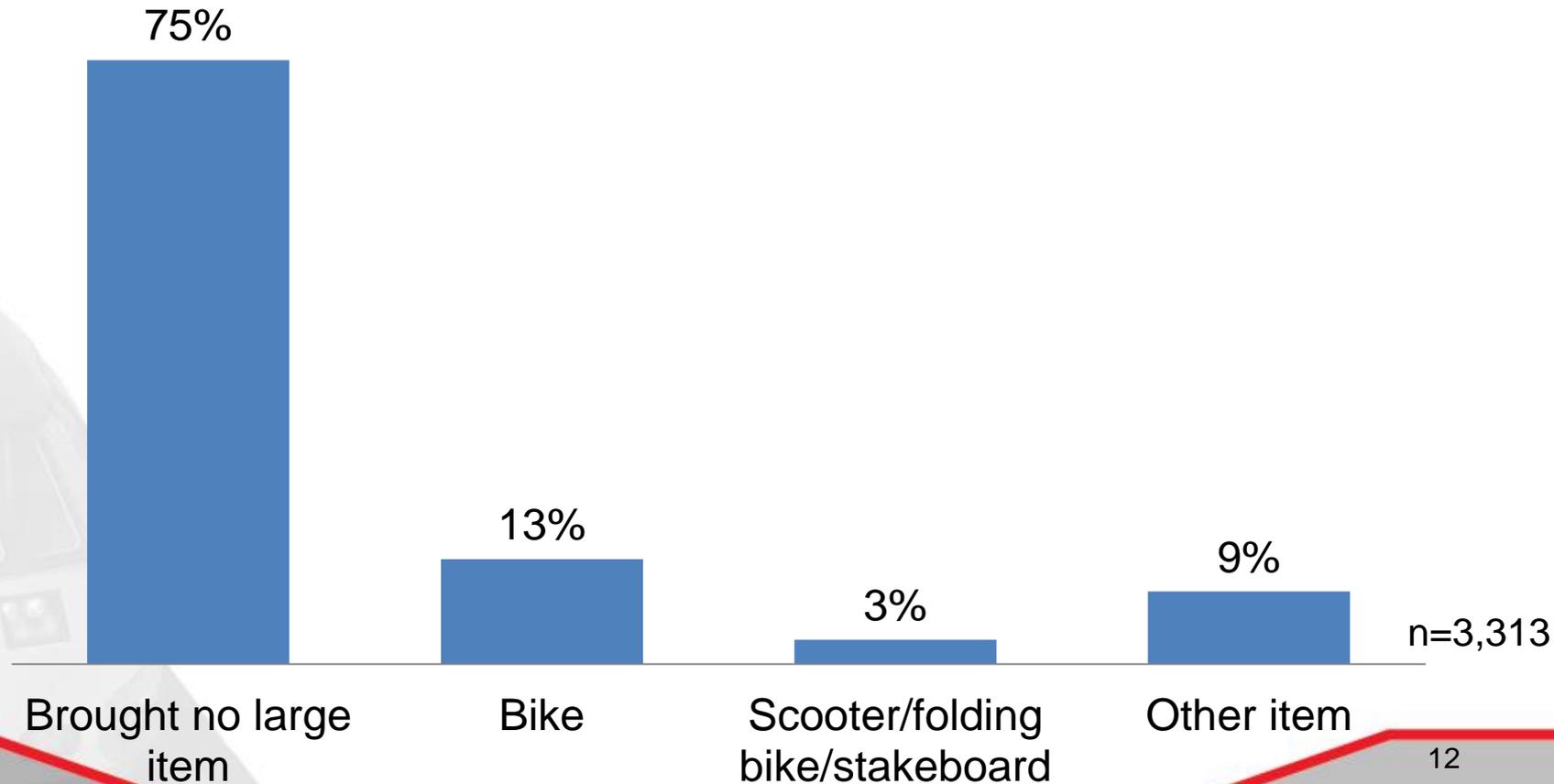
How did you pay for this train trip (today)?



n=3,282

Large items on Caltrain

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



Sense of Security While on the Train

	Base	Dissatisfied (1-2)	3	Satisfied (4-5)
Bike	426	3%	9%	88%
Folding bike/Skateboard/Scooter	90	0%	10%	89%
Other	306	5%	8%	85%
Nothing	2491	2%	11%	86%

Conductor Courtesy

	Base	Dissatisfied (1-2)	3	Satisfied (4-5)
Bike	426	4%	10%	85%
Folding bike/Skateboard/Scooter	90	0%	14%	84%
Other	306	5%	8%	82%
Nothing	2491	2%	8%	86%

Overall Caltrain Experience

	Base	Dissatisfied (1-2)	3	Satisfied (4-5)
Bike	426	4%	13%	83%
Folding bike/Skateboard/Scooter	90	2%	13%	81%
Other	306	3%	12%	84%
Nothing	2491	3%	16%	80%

Overall Station Experience

	Base	Dissatisfied (1-2)	3	Satisfied (4-5)
Bike	426	2%	17%	80%
Folding bike/Skateboard/Scooter	90	2%	18%	80%
Other	306	2%	17%	79%
Nothing	2491	3%	21%	75%

Overall Onboard Experience

	Base	Dissatisfied (1-2)	3	Satisfied (4-5)
Bike	426	2%	11%	87%
Folding bike/Skateboard/Scooter	90	1%	16%	83%
Other	306	1%	12%	86%
Nothing	2491	2%	14%	83%

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%**



Report

www.caltrain.com/surveys

Thank you!
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