

2024 Customer Satisfaction Onboard Survey

Key Findings

**Citizens Advisory Committee
December 18, 2024
Agenda Item 8**



Methodology

Timeline

- July 10 – August 6
- Weekdays and weekends
- All fieldwork conducted before electrification

Survey Instrument

- Onboard paper survey (also available online)
- English, Spanish, and Chinese

Responses

- 2,524 completed surveys
- 79% response rate
- Systemwide MOE +/-1.95%

Overall Ratings

2024 Survey Findings Overview

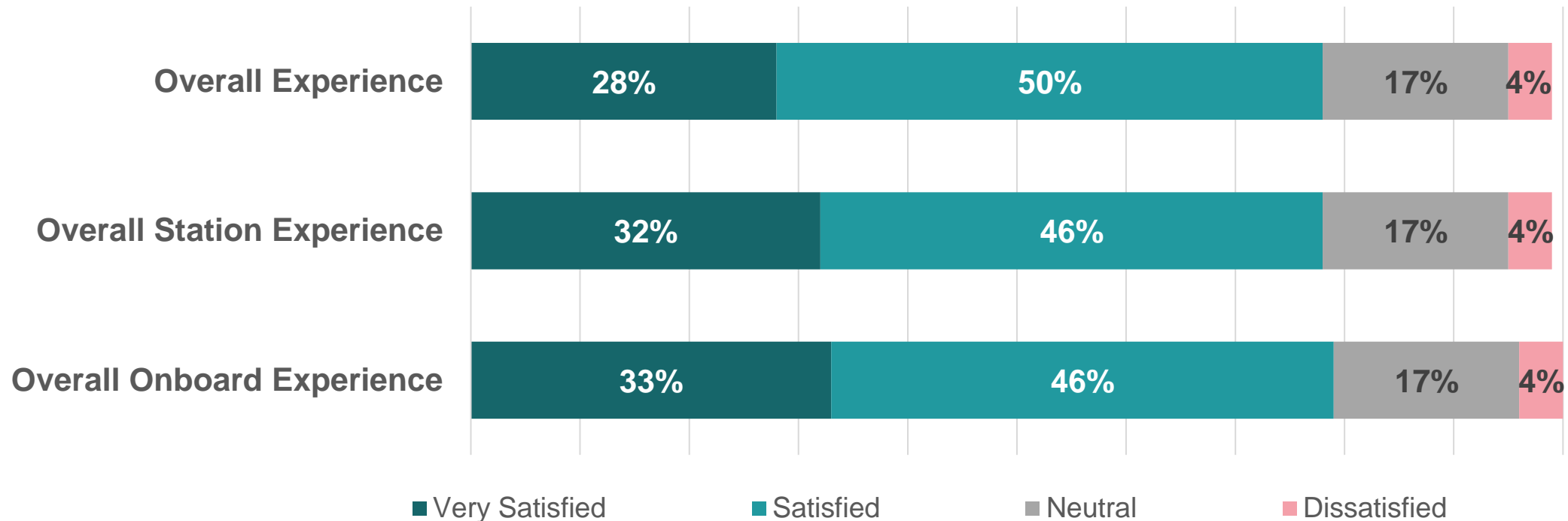
- **Caltrain riders are generally satisfied with Caltrain service rating it 4.02 out of 5 on average**
- **Overall station satisfaction rating rose from 4.00 in 2023 to 4.07 in 2024**
- **Overall onboard satisfaction increased slightly from 4.05 in 2023 to 4.08 in 2024**



(*All ratings mean averages; 1-5 scale; 1=Very Dissatisfied to 5=Very Satisfied)

Overall Ratings

➤ 78% of Caltrain Riders Satisfied with Overall Experience (Same as 2023)



Station Ratings

2024 Station Ratings Overview

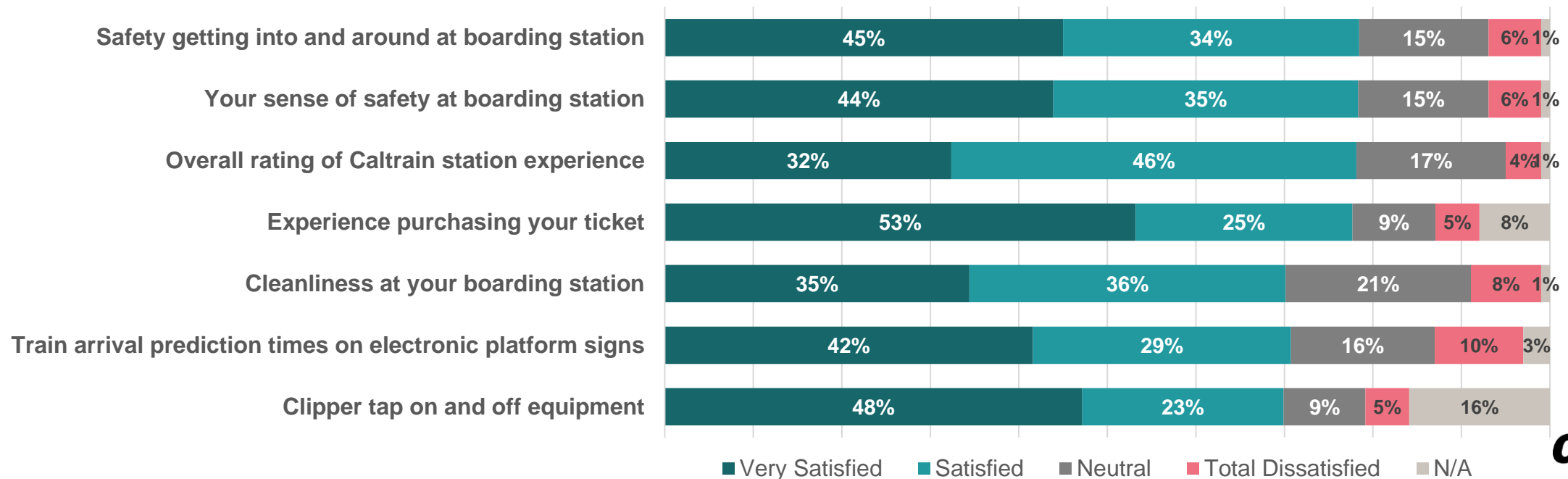
- The overall station satisfaction rating rose from 4.00 in 2023 to 4.07 in 2024
- Six station ratings show statistically significant increases: Cleanliness at your boarding station; Adequacy of station announcements; Your sense of safety at the boarding station; Experience purchasing your ticket; Clipper tap on and off equipment; and Train arrival prediction times on electronic platform signs
- Safety getting into and around at boarding station was not previously asked, but overall respondents rated this quite highly at 4.18
- One attribute showed a statistically insignificant decrease – Frequency of station announcements (from 3.92 in 2023 to 3.89 in 2024)



(*All ratings mean averages; 1-5 scale; 1=Very Dissatisfied to 5=Very Satisfied)

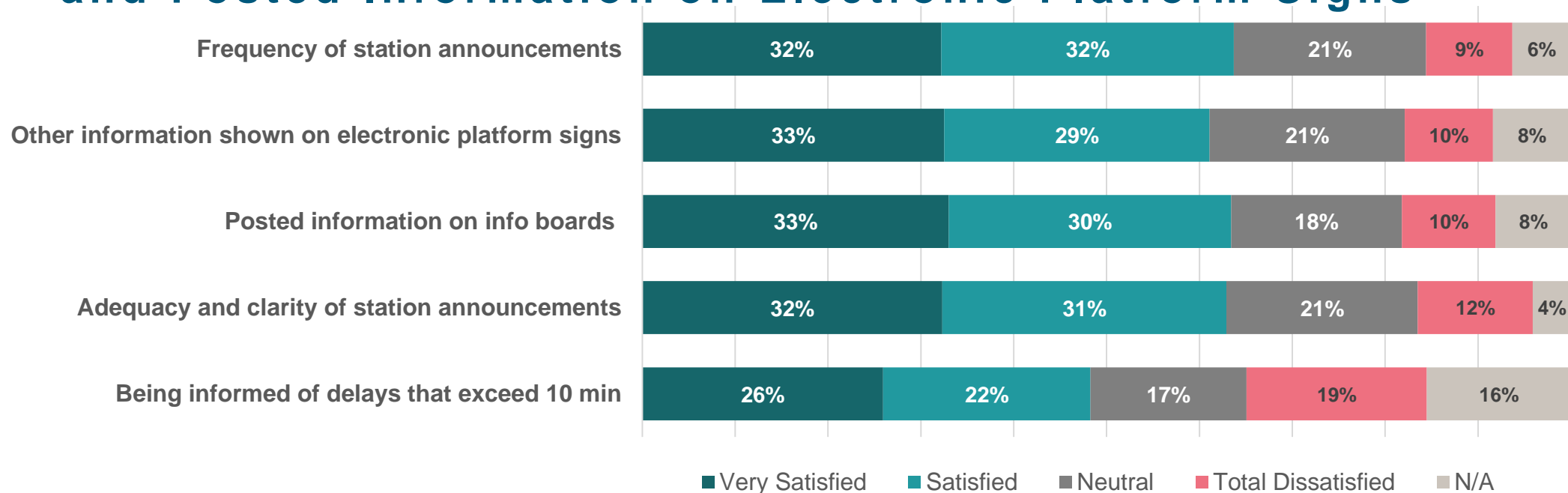
7 Highest Rated Station Attributes

- Highest rated station attributes for 2024 are both safety related: Safety Getting Around/Into Station and Safety At Station



5 Lowest Rated Station Attributes

- **Lowest rated station attributes for 2024 are Adequacy of Station Announcements, Being Informed of 10+ Minute Delays, and Posted Information on Electronic Platform Signs**



Feeling Safe At The Station

- **Cleanliness and Lighting are the two factors that most contribute to riders feeling safe at the station**

What contributes to your feeling of safety at the station? (Multiple responses accepted)	
Cleanliness (no graffiti, trash or bad odors)	72%
Lighting	62%
Caltrain staff	59%
Pedestrian walkways into and around the station	55%
Concession stands (cafes, stores, food trucks around the station)	21%
No homeless/Mentally ill in station/onboard	2%
Full train/Other passengers present	1%
Other (Unspecified)	1%
Visible/accessible staff	1%
Visible rule enforcement	0%
Open/Clear lines of sight in station	0%

Onboard Ratings

2024 Onboard Ratings Overview

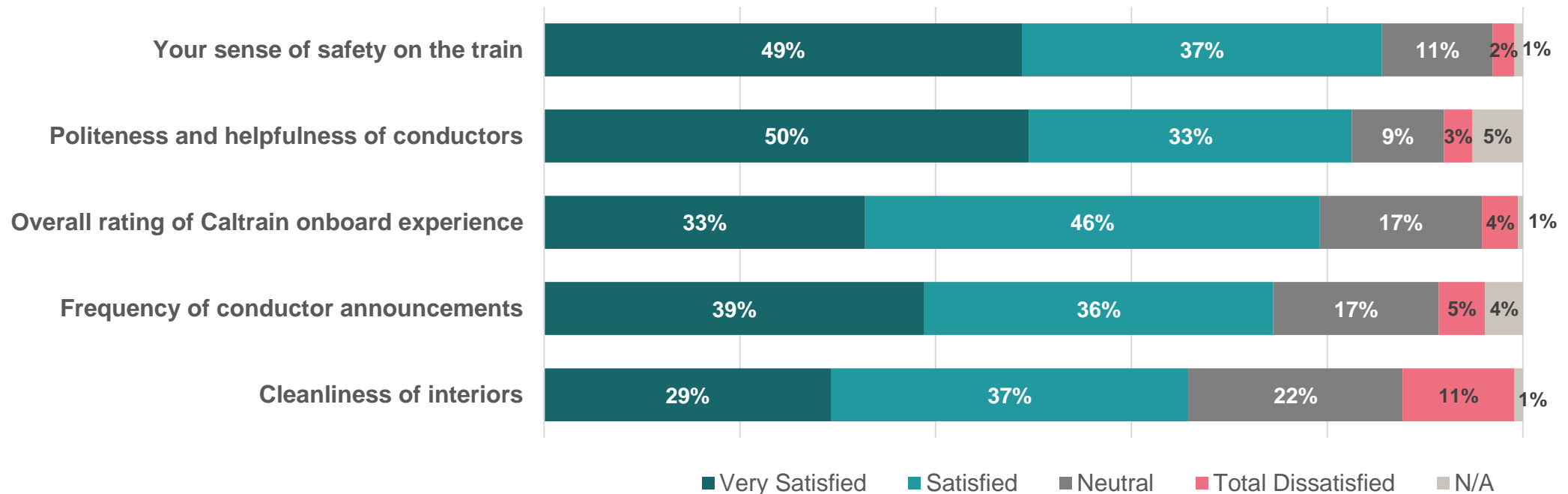
- All survey fieldwork took place in July/August 2024 before electrification. 2024 onboard ratings can be considered a snapshot of onboard satisfaction just before electrification
- Overall onboard satisfaction increased slightly from 4.05 in 2023 to 4.08 in 2024
- Five onboard attributes had statistically significant increases from 2023 to 2024: Availability of printed materials; Your sense of safety on the train; Cleanliness of train interiors; Frequency of conductor announcements; and, Information shown on 3rd party apps
- One attribute – Politeness and helpfulness of conductors – had a statistically significant decrease (from 4.41 to 4.35, mean)



(*All ratings mean averages; 1-5 scale; 1=Very Dissatisfied to 5=Very Satisfied)

5 Highest Rated Onboard Attributes

➤ Highest onboard ratings for Sense of Safety on the Train and Politeness and Helpfulness of Conductors



5 Lowest Rated Onboard Attributes

- **Lowest onboard ratings are mostly communications oriented—Being Informed of Delays, Info on Shown on 3rd Party Apps, and Availability of Printed Materials**



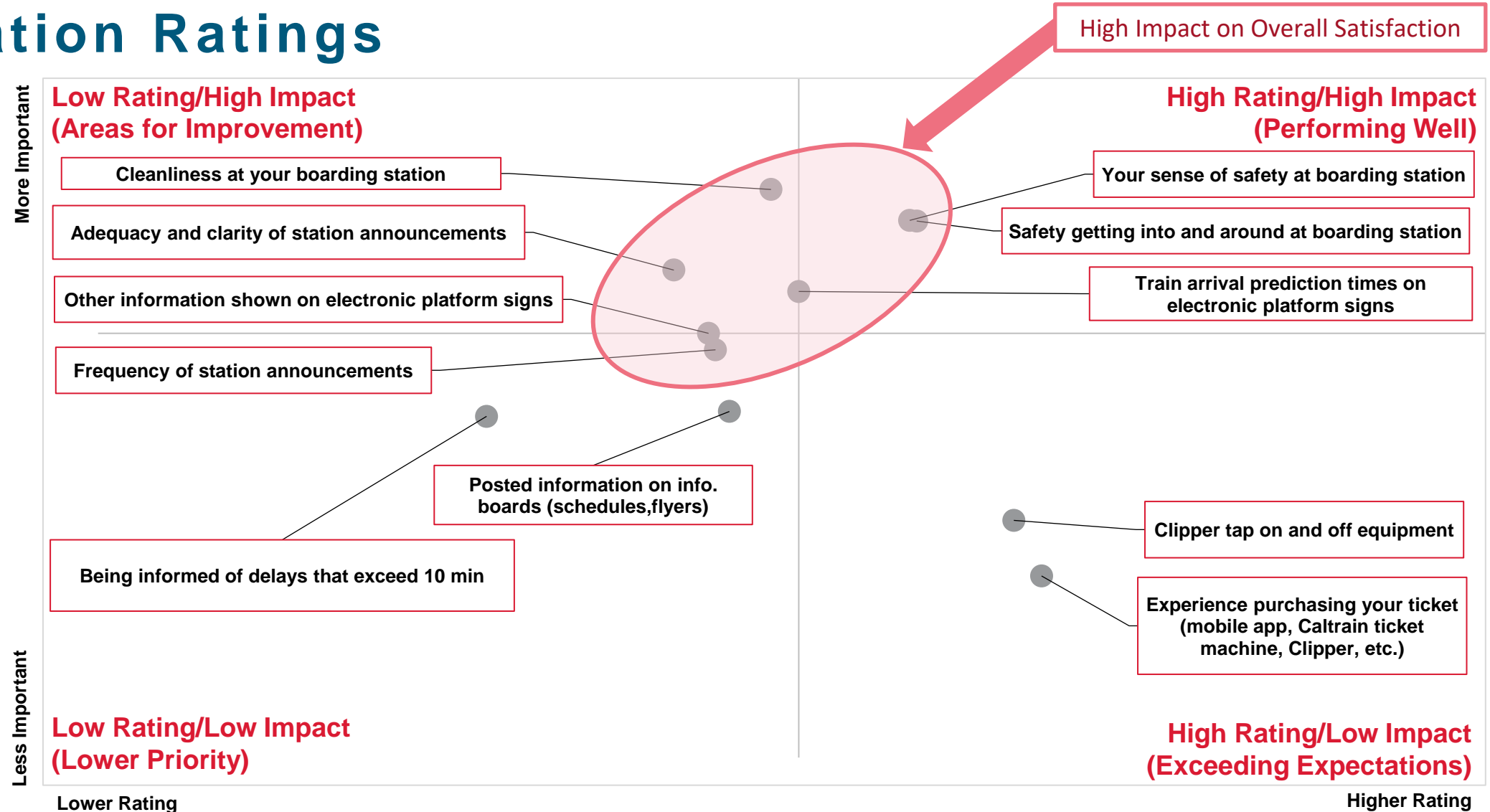
Key Drivers of Overall Satisfaction

Key Drivers of Satisfaction Overview

- The following Station and Onboard 'Key Drivers of Overall Satisfaction' Quadrant Analyses use a correlation analysis of the data to determine how closely ratings of each attribute correlate with overall satisfaction with the Caltrain system
 - The higher an attribute places vertically on the chart indicates the attribute more closely correlates with overall satisfaction with the Caltrain system in the 2024 survey
 - The farther to the right an attribute places on the chart indicates how satisfied Caltrain riders were with that attribute in the 2024 survey

Key Drivers of Overall Satisfaction: Station

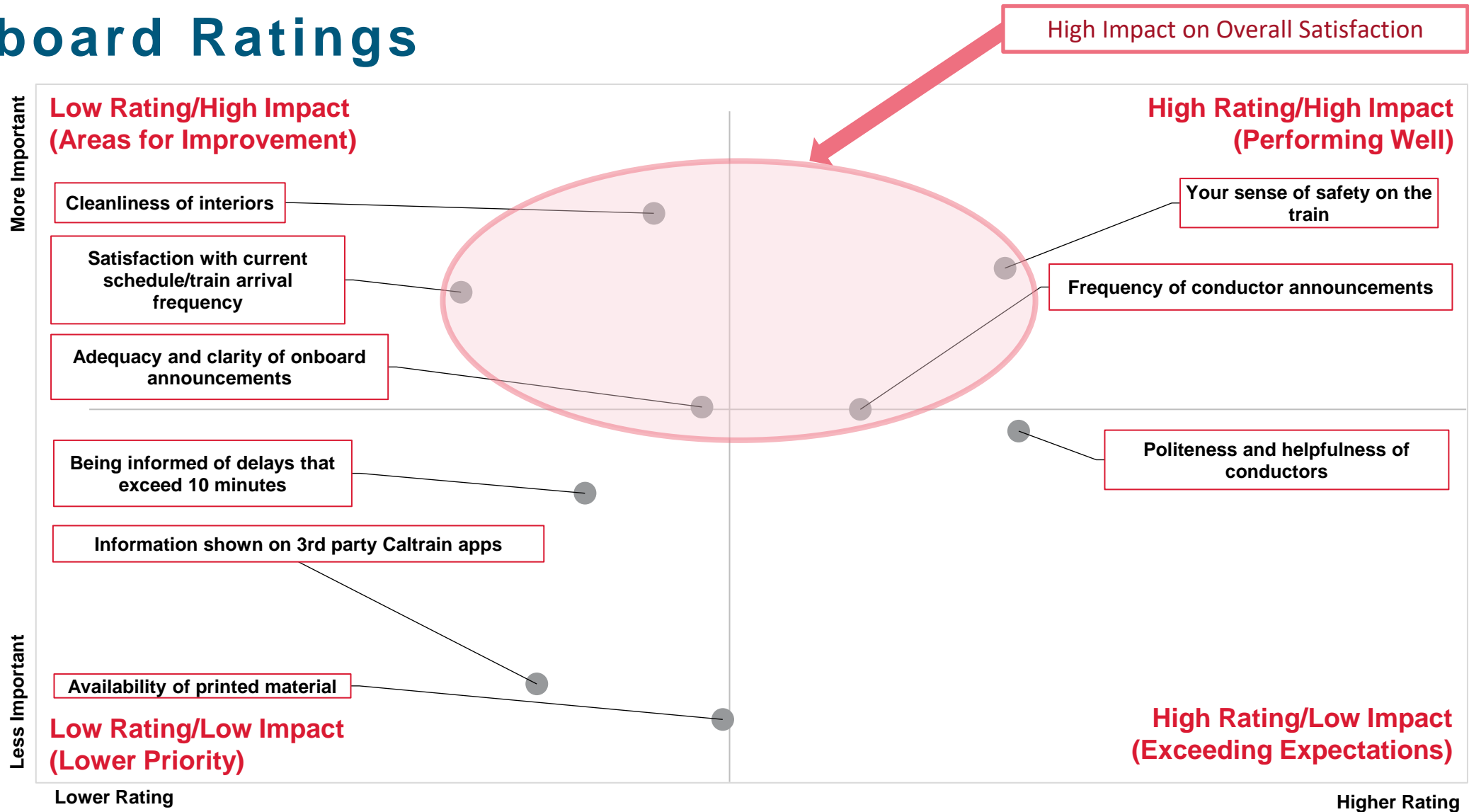
Station Ratings



PERFORMANCE (5-point scale): 1=Very Dissatisfied to 5=Very Satisfied

Key Drivers of Overall Satisfaction: Onboard

Onboard Ratings



PERFORMANCE (5-point scale): 1=Very Dissatisfied to 5=Very Satisfied



Rider Findings

2024 Rider Findings Overview

- More than two thirds of respondents (68%) paid their fare using Clipper, while 15% still used some form of paper ticket, narrowly ahead of the 12% who paid their fare using the mobile app
- Overall, 9% of respondents interviewed were taking their first trip on Caltrain. 17% of respondents interviewed on weekends were taking their first Caltrain trip
- The average rider takes Caltrain 2.4 days per week. Weekday peak riders use Caltrain about 3 days per week; weekday off-peak riders use Caltrain about 2 days per week; and weekend riders use Caltrain about 1 day per week. The average rider has been using Caltrain for about 4 years
- 18% of respondents interviewed ride a bike or scooter to Caltrain. ~90% of bike/scooter riders bring their bike or scooter onboard the train with them and the remaining ~10% leave their bike/scooter at the station

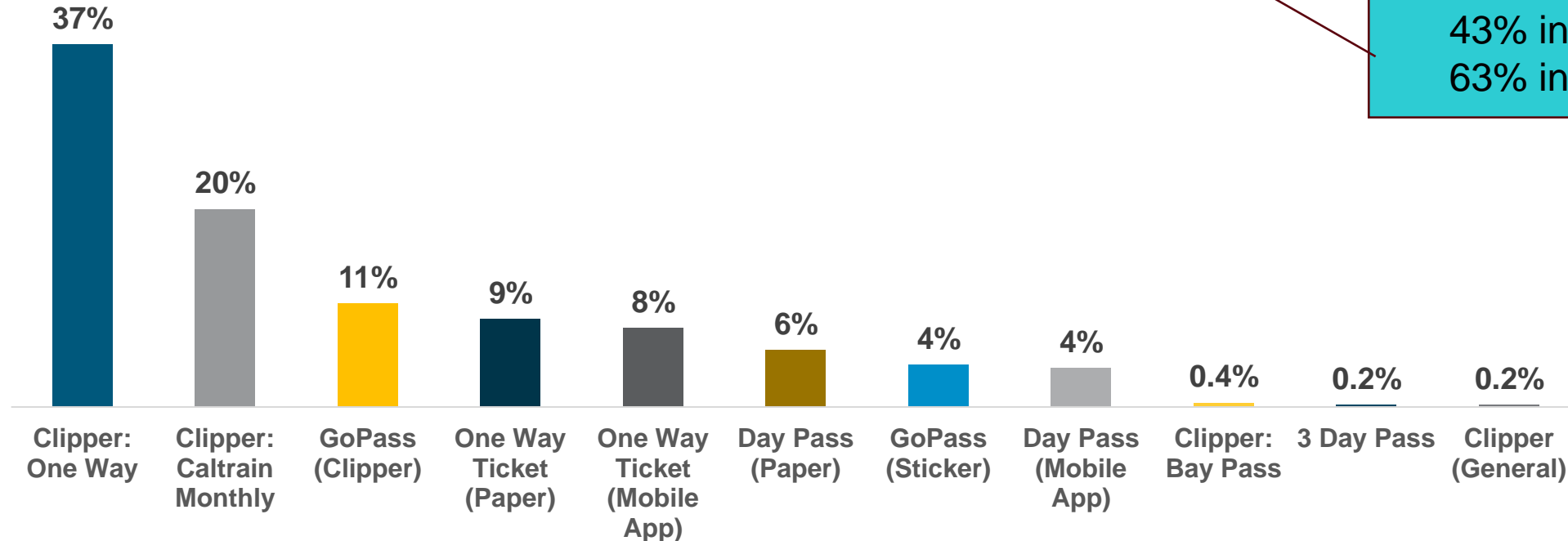
Almost 2 out of 5 Caltrain riders have been riding Caltrain for less than 1 year

- Up from 37% of total riders under 1 year in 2022, and 31% of total riders under 1 year in 2019
- The biggest share of the most intensive Caltrain riders (those using Caltrain 5 or more times per week) are those newest to the system

Time as a Caltrain Rider	Overall	5+ Days Per Week	3-4 Days Per Week	1-2 Days Per Weeks	Less than 1 Day Per Week
Less than 1 Year	39%	39%	33%	38%	43%
1-4 Years	26%	28%	34%	28%	18%
More than 4 Years	35%	32%	34%	33%	39%

Fare Media Usage

- Almost two-thirds (64%) of riders using single ride or day pass



Fare Media Used by Youth Riders

- High use of one-way and day pass tickets by youth riders – could be using \$1 youth pass instead

Frequency	2024 (Overall)	2024 (Youth)
One-way ticket (paper/mobile app)	17%	43%
Day pass (paper/mobile app)	10%	23%
Clipper: One way	37%	19%
Clipper: Monthly	20%	12%
Other	16%	4%

Next Steps

Addressing Rider Priorities: Current Station Projects

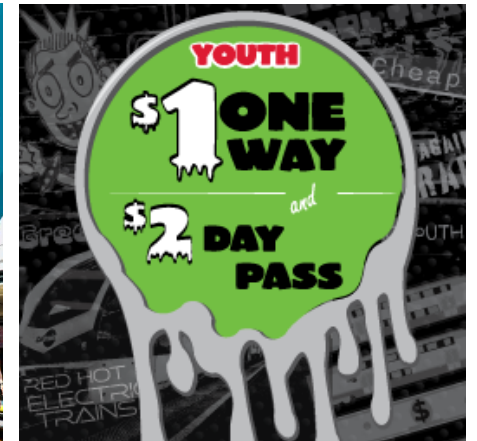
- New electronic platform signs installed
- Predictive Arrival/Departure System (PADS) replacement
- Text alerts system for train arrivals launched
- CCTV repairs/replacements at stations
- Grade crossing safety enhancements
- "How to Buy" stickers for ticket machines
- Piloting "Bikes Board Here" wayfinding on platforms

Addressing Rider Priorities: Current Onboard Projects

- **Electric trains will address the following rider priorities:**
 - Onboard cleanliness
 - Onboard communications
 - New schedule with faster and more frequent service
- **Improved wayfinding onboard the train**

Marketing Initiatives

- Go Caltrain electrification launch
- \$1 youth fare promotion
- Holiday travel
- Billie Train
- San Jose Sharks ticket bundle
- Promoting fun destinations along the Caltrain corridor
- Ridership Growth Taskforce



Comments, questions?

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