

Customer Experience Update

JPB BATAC Meeting
September 2026



Enhancing the Caltrain Cyclists Experience



To deliver exceptional customer service and drive meaningful improvements, we needed a user-friendly and accessible feedback platform.

Maybe you want to tell us about:

💬 A complaint | ★ A compliment | 💡 An idea | 🙋 A request

By making it easy for customers to share their input, we can quickly address issues, enhance the rider experience, and prioritize service improvements.

A strong feedback system also provides valuable data and analytics, empowering Caltrain and Shared Services to make informed decisions.

What Is Changing?

From multiple ways to report → To one easy place for feedback

BEFORE

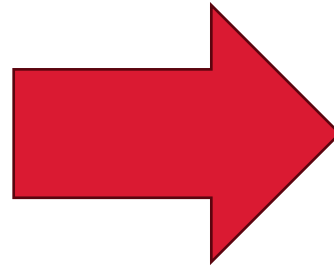
Multiple places to report

Multiple options to report

- General feedback form
- Separate "Bike Bump" form

Limited Visibility

- Another web page to find
- Submissions feed a spreadsheet
- Limited reporting and trend visibility



NOW

One Easy Form

All Caltrain feedback in one place

- Feedback
- Issues
- Compliments
- Bike Car Capacity

Better Trip Details

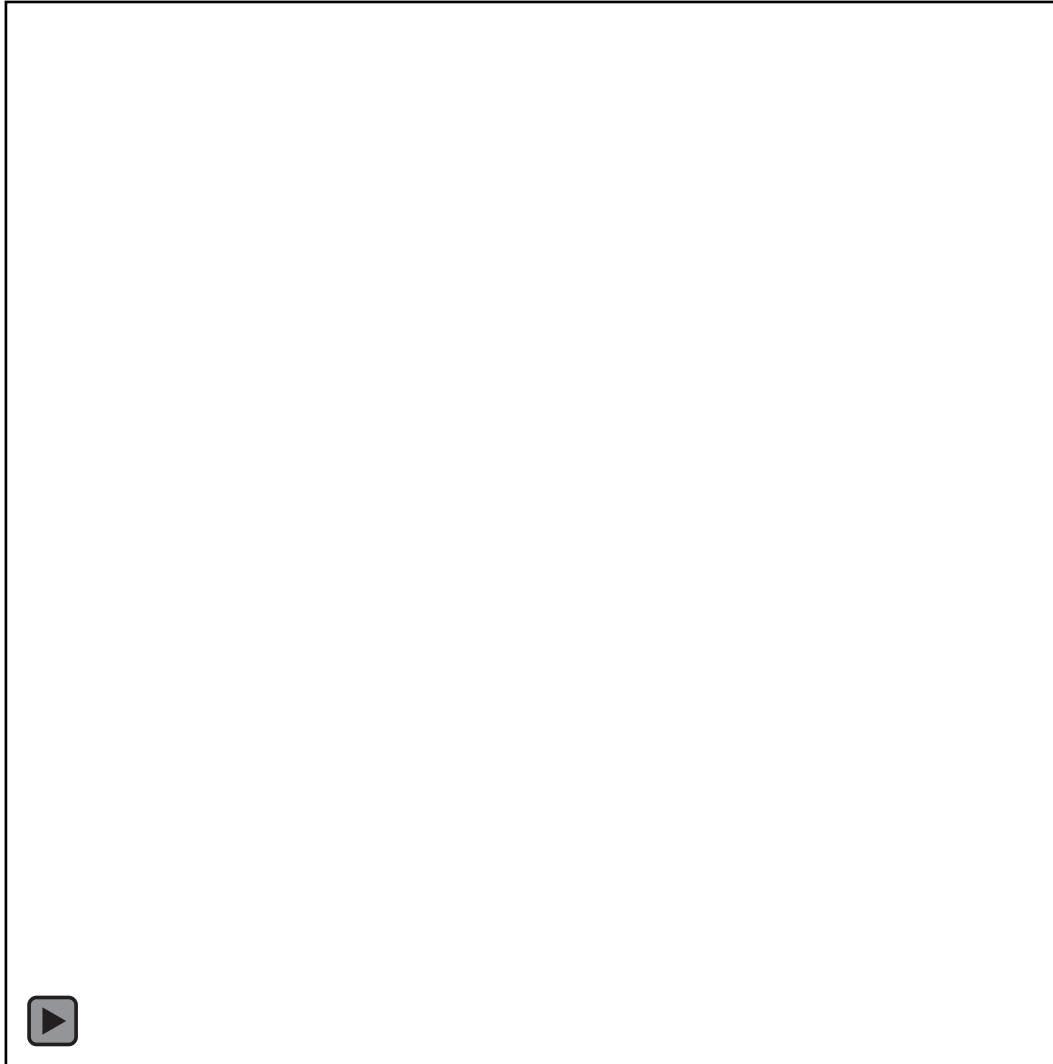
Station | Date | Time | Train Number

Better Insight

Categorize | Track | Spot Trends | Take Action

Reporting is Simple

One form captures the details Caltrain needs to understand what happened.



1

Open feedback form

Find it on Caltrain.com or scan a QR code on social media, flyers, or onboard.

2

Choose the topic

Select the feedback type and category. For bike topics, please pick “Bike & Scooter”.

3

Tell us where/when

Choose the station/train number. Add the date and time of the experience.

4

Add the details

Describe what happened. Attach a photo if helpful.

Better for Riders. Better for Caltrain.

FOR RIDERS

One place to report

No separate bike-only form to look for.

Mobile friendly

Report close to when it happens.

Better Prompts

Station, train, date and time add context.

Follow-up option

Riders note if they want a response.

FOR CALTRAIN

Consistent data

Bike topics easier to track and compare.

See patterns

Review trends by location, train, category.

Better visibility

Dashboards replace a spreadsheet.

Support decisions

Strong data helps identify recurring issues.



What Happens After You Submit?

Your report becomes part of Caltrain's customer feedback process.



Report

Submit bike or scooter feedback

Bike car at capacity? Tell us train, station, date, time

Review

Customer Service reviews the entry

Route and Share

Share to the right team

Bike capacity cases are shared with Rail Operations and Rail External Affairs

Act and Learn

Your feedback becomes part of the bigger picture

Reports are tracked to identify recurring capacity issues and trends

Follow Up

When requested, Customer Service responds with capacity information, confirms the report was shared with the appropriate teams, and provides bike storage options when available.

See the New Form



Questions?

