



2019 Customer Satisfaction Survey Key Findings

JPB Citizens Advisory Committee

February 19, 2020

Agenda Item #8

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Objectives

- Determine customer satisfaction levels
 - Performance measurement
 - Informs contract operator compensation
- Additional research questions
 - Fare media
 - Age
 - Boarding and alighting stations
 - Home ZIP Code

Methodology

- Onboard survey overview
 - May to June 2019
 - 45 trains
 - 37 weekday trains (peak & off-peak)
 - 8 Saturday trains
 - English and Spanish surveys available
 - Increased number of ratings
- Response
 - 3,070 completed surveys
 - 75% response rate
 - System-wide margin of error of +/- 1.63%

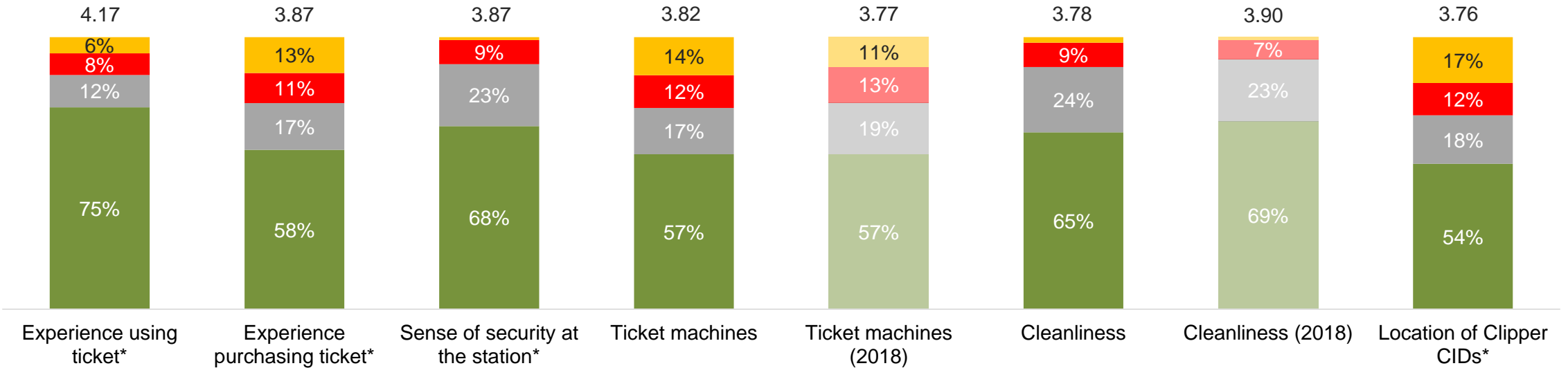
KEY FINDINGS

Station Ratings

- High ratings for purchasing and using ticket

5=Very Satisfied, 1= Very Dissatisfied

■ Satisfied ■ Neutral ■ Dissatisfied ■ NA



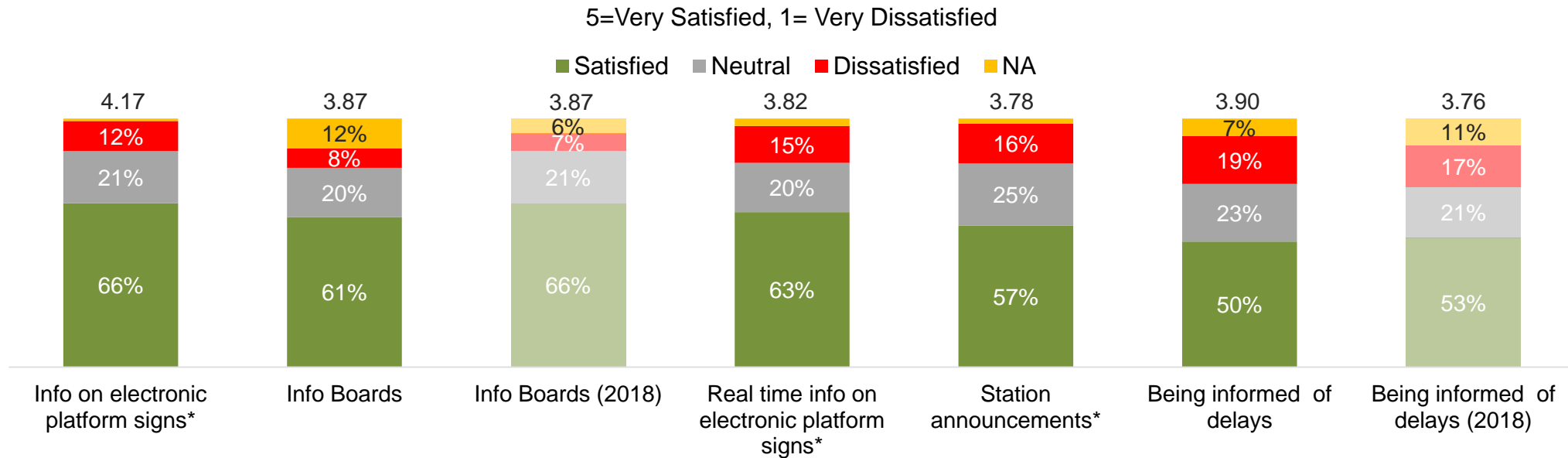
N=3,070

*Rating not asked in 2018



Station: Communication Ratings

- High rating for info on electronic platform signs



N=3,070

*Rating not asked in 2018

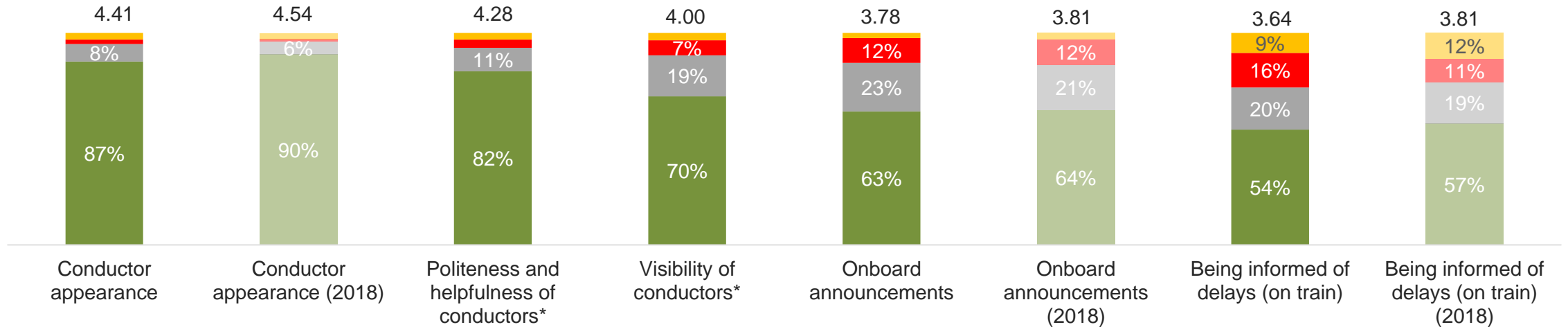


Onboard: Conductor and Communication Ratings

■ High Ratings for Conductors

5=Very Satisfied, 1= Very Dissatisfied

■ Satisfied ■ Neutral ■ Dissatisfied ■ NA



N=3,070

*Rating not asked in 2018

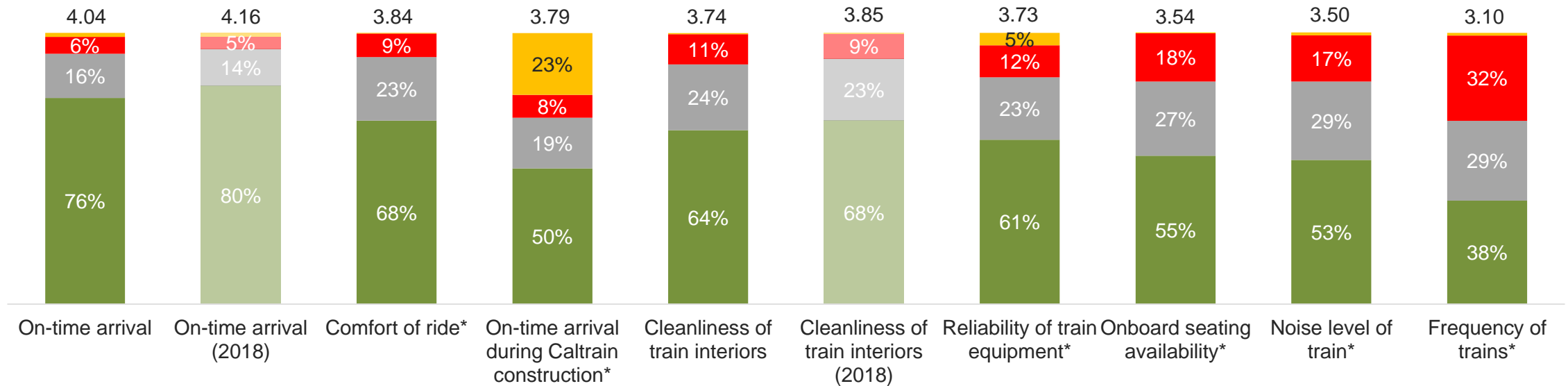


Performance and Train Equipment Ratings

■ High rating for On-Time Arrival

5=Very Satisfied, 1= Very Dissatisfied

■ Satisfied ■ Neutral ■ Dissatisfied ■ NA



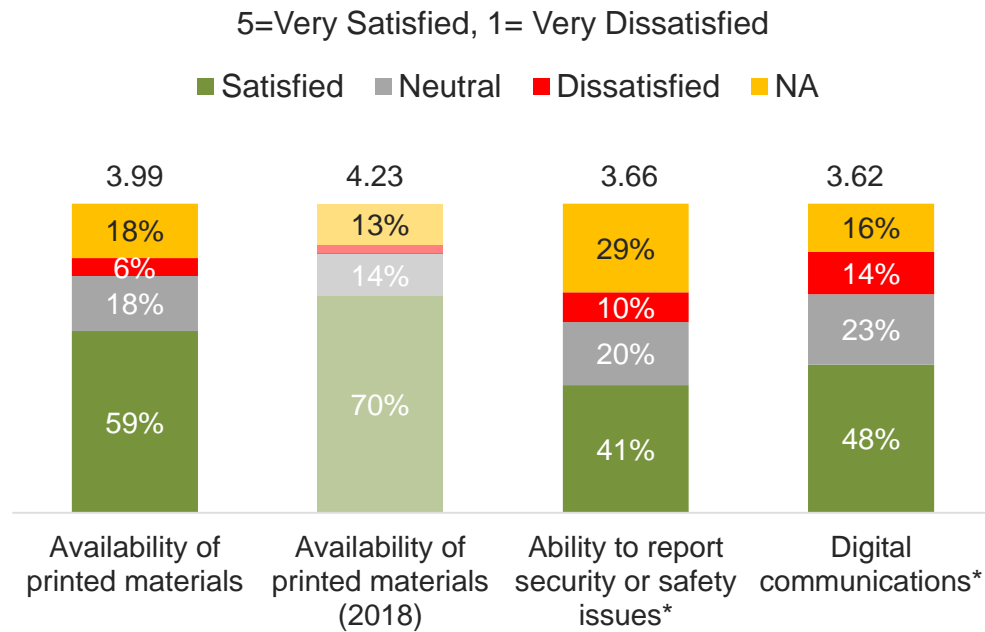
N=3,070

*Rating not asked in 2018



Onboard: Communication Ratings

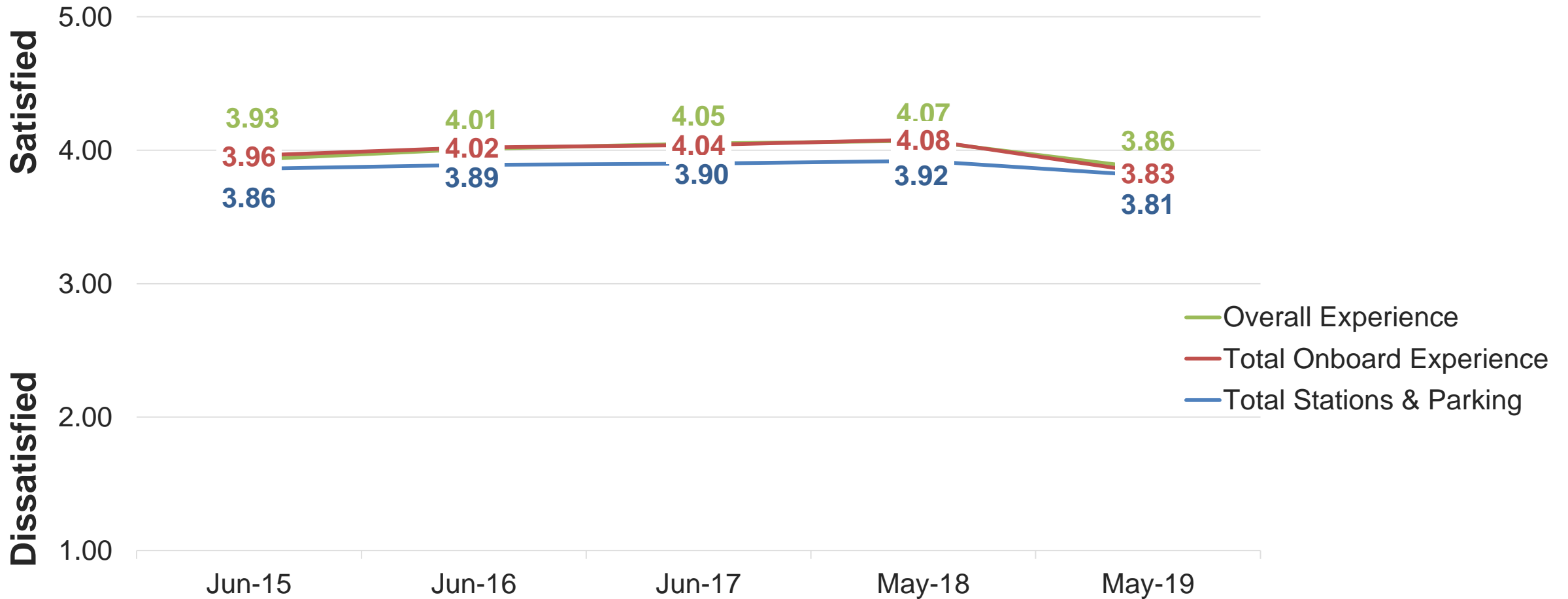
- Slight decline in rating for availability of printed materials



N=3,070

*Rating not asked in 2018

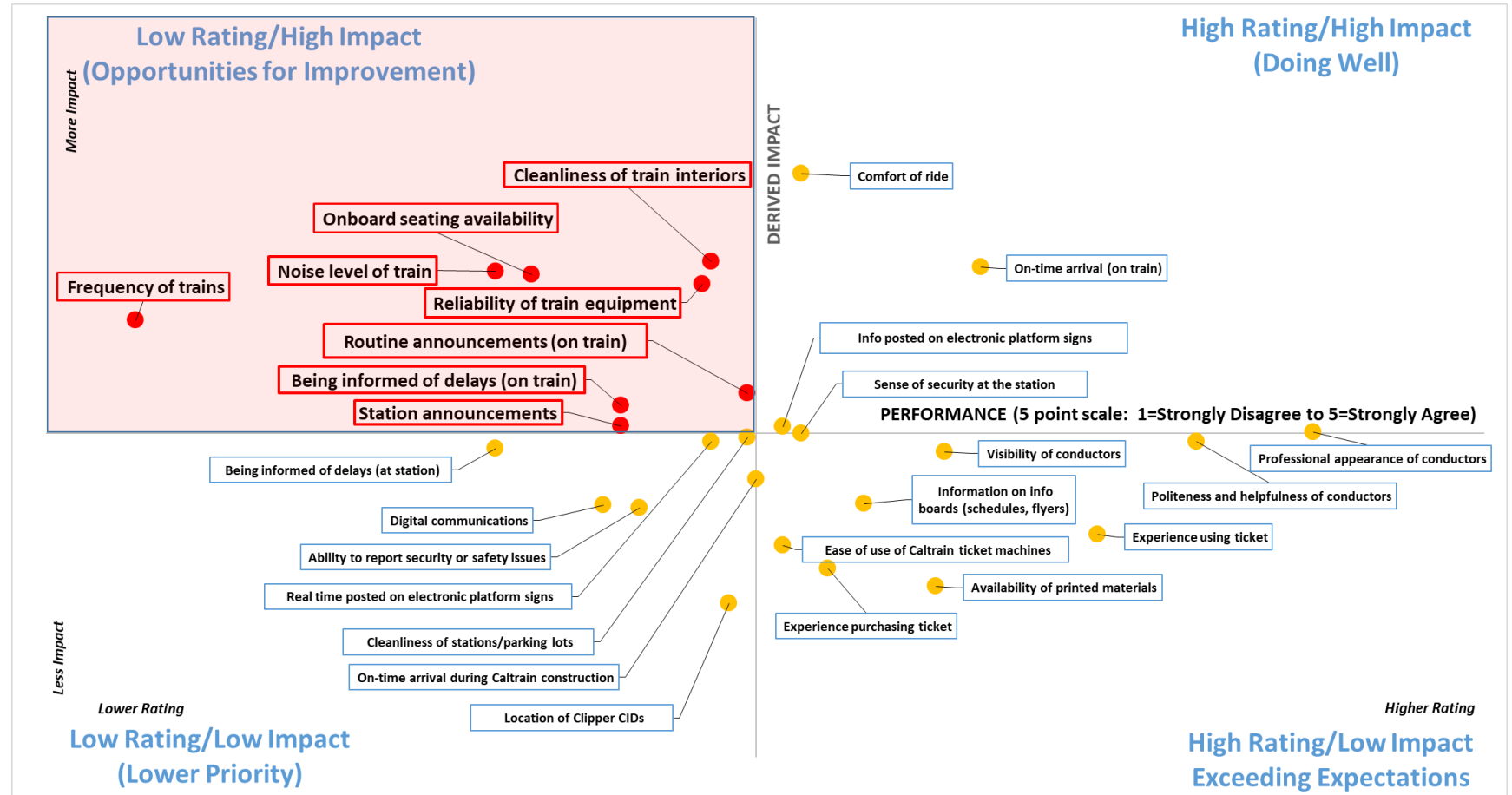
2015-2019 Overall Scores



Impact of Ratings on Overall Satisfaction

High Impact Areas

- Cleanliness of train interiors
- Onboard seating availability
- Noise level of train
- Reliability of train equipment
- Frequency of trains
- Routine announcements
- Being informed of delays (on train)
- Station announcements



Comments

- Provided by 47% of respondents
- Top themes
 1. Schedules/frequency – 25%
 2. Delay Information/Service Announcements/Updates – 13%
 3. Fares/fare policy/ticket validation procedures – 12%
 4. Train/car condition/comfort of ride – 11%

N=1,227

Rider Comments

“Increase frequency at least every 30 minutes on a given day.”

“Would appreciate better communications of a major delay especially at stations.”

“I always forgot to tap off clipper!”

“Need new trains and clean bathrooms. Trains are getting outdated.”

Survey Deliverables

- Summary Report
- Cross tables of Survey Data
- Raw Data

Questions?

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