

2022 Customer Satisfaction Survey Key Findings

**CITIZEN'S ADVISORY COMMITTEE
OCTOBER 19, 2022
AGENDA ITEM 11**



Objectives



Methodology

Timeline

- May 31-
June 30
- Weekdays
and
weekends

Survey Instrument

- Onboard
paper
survey
(available
online)
- English and
Spanish

Responses

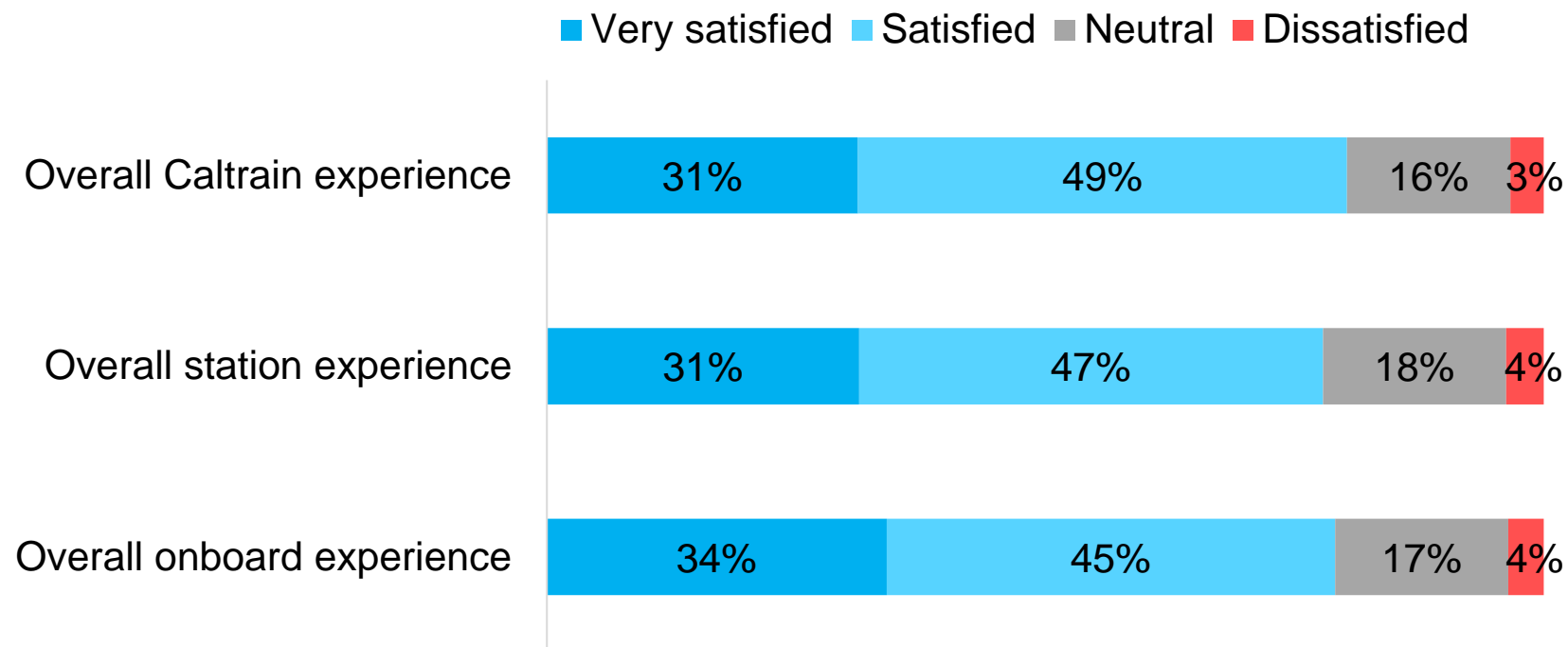
- 2,120
completed
surveys
- 67%
response
rate

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

Overall Ratings

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



General Compliments

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

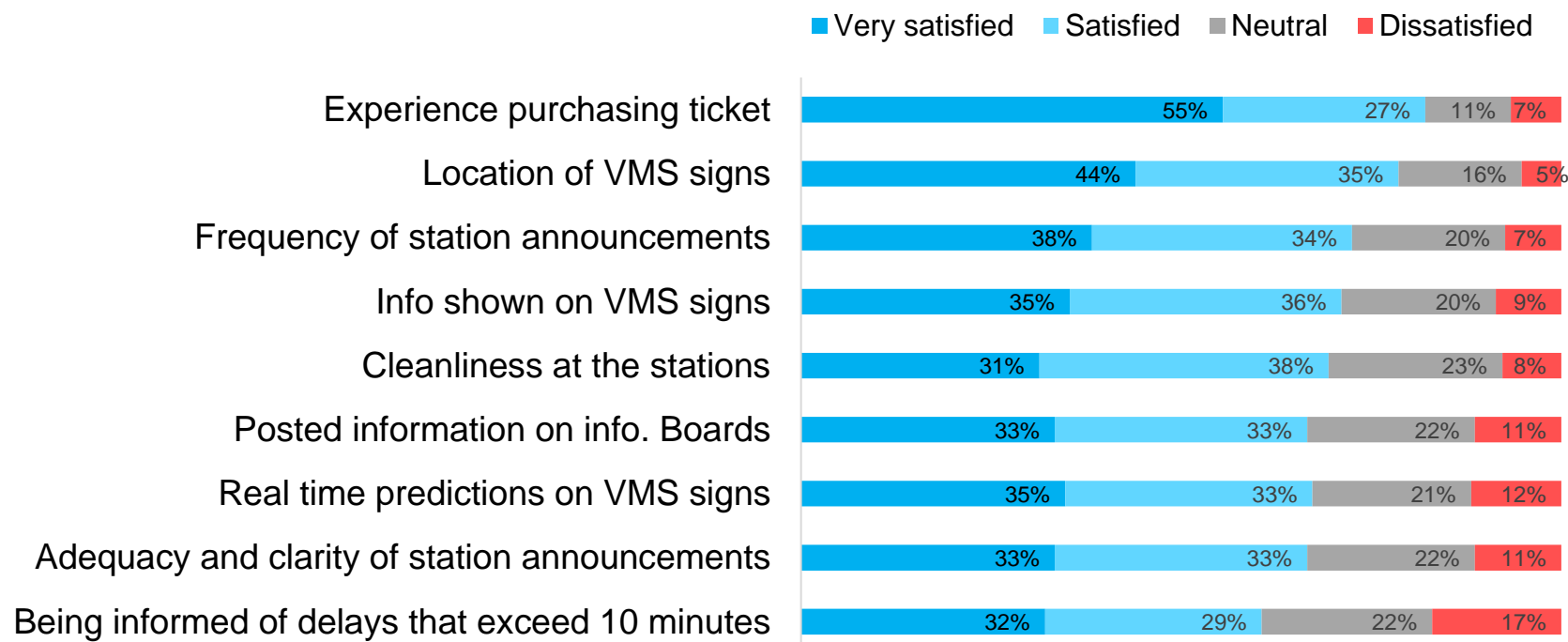
“My mental health has improved [since] commuting via bike and train!”

“Keep up [the] Good work! Love Caltrain!”

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

Station Ratings

- Highest rating for experience purchasing ticket



Station Suggestions

“Sometimes display boards will be off at certain stations”

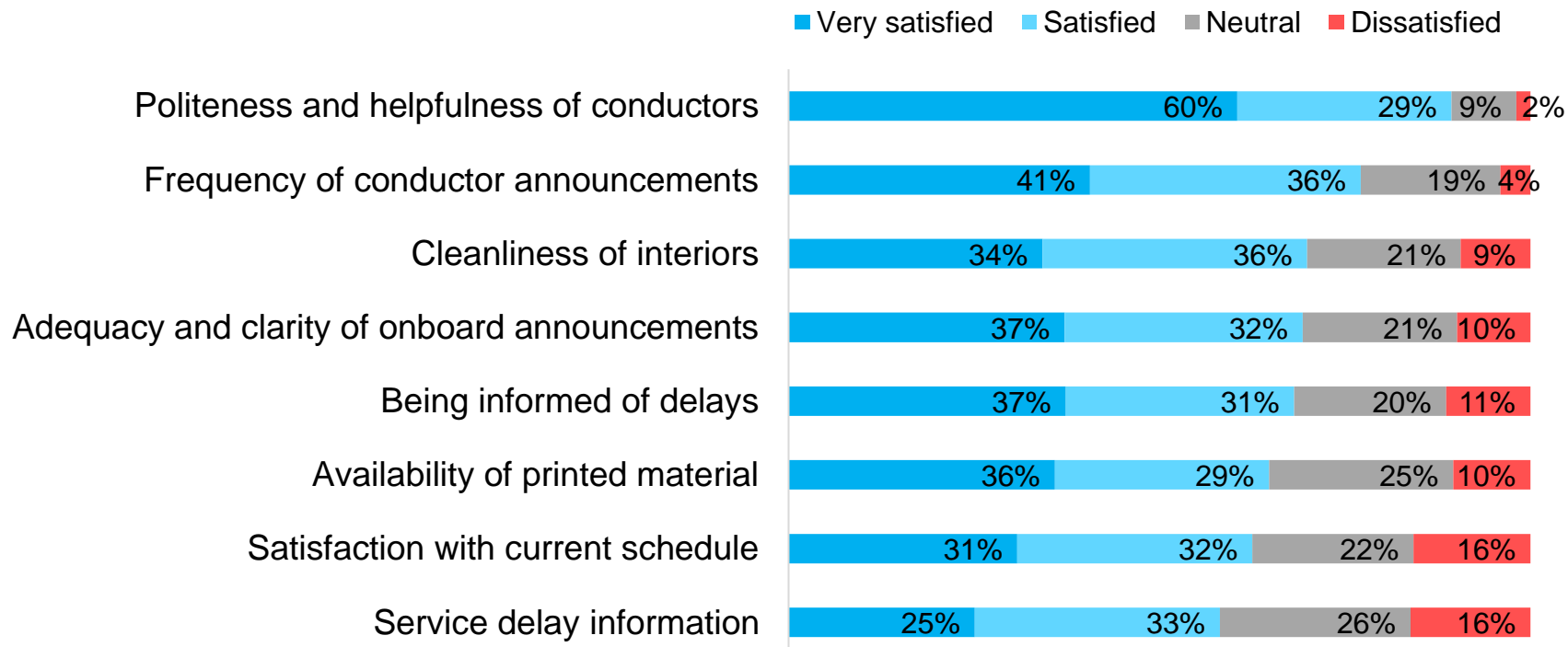
“More clipper card stations at various stations”

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

“Stations have lots of trash”

Onboard Ratings

- Highest ratings for conductors



Onboard/Service Suggestions

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

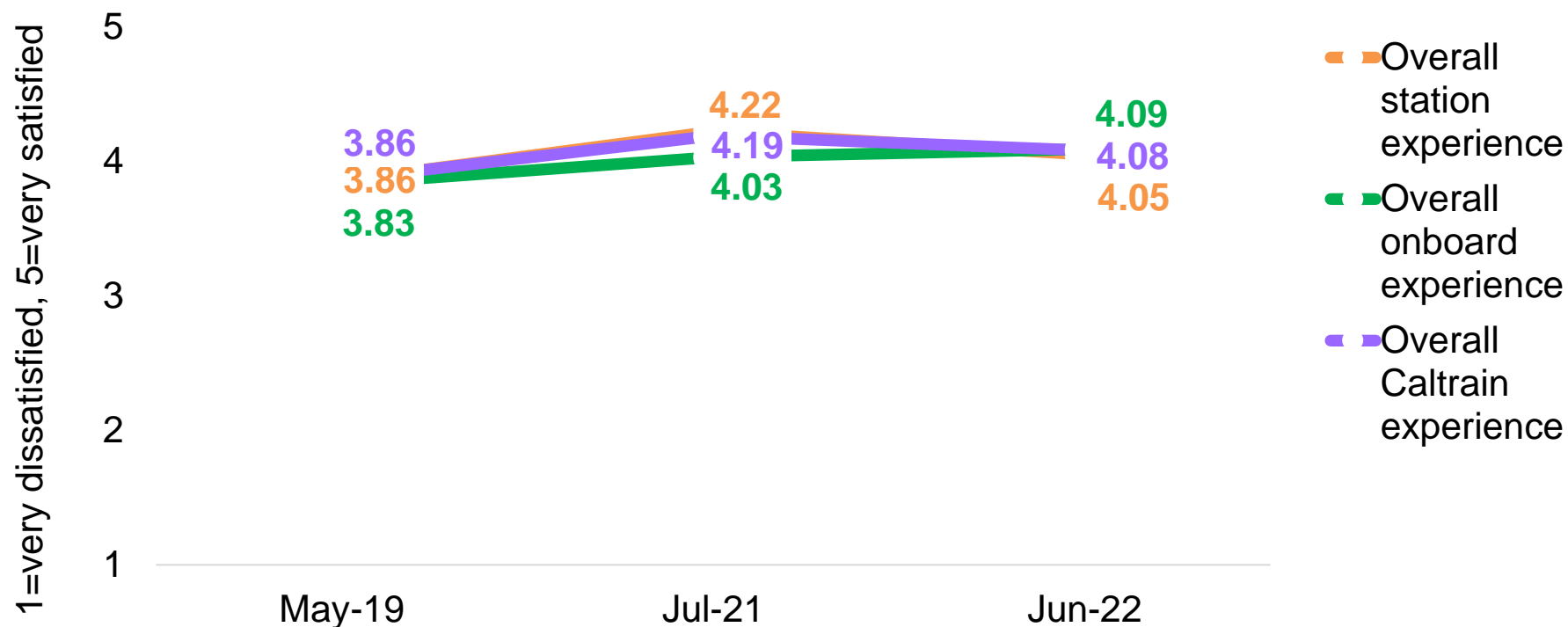
“Please electrify the system asap”

“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”

Overall Ratings: Three Year Trend

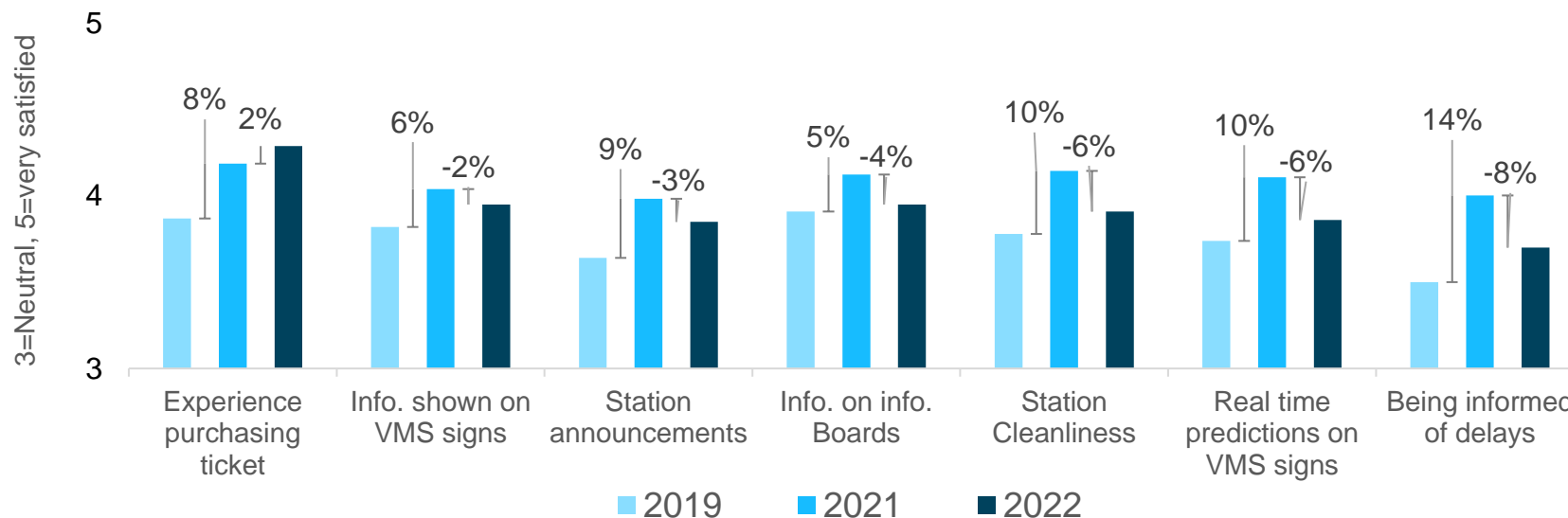
Consistently high ratings



Station Ratings: Three Year Trend

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

Year-on-Year % increase/decrease



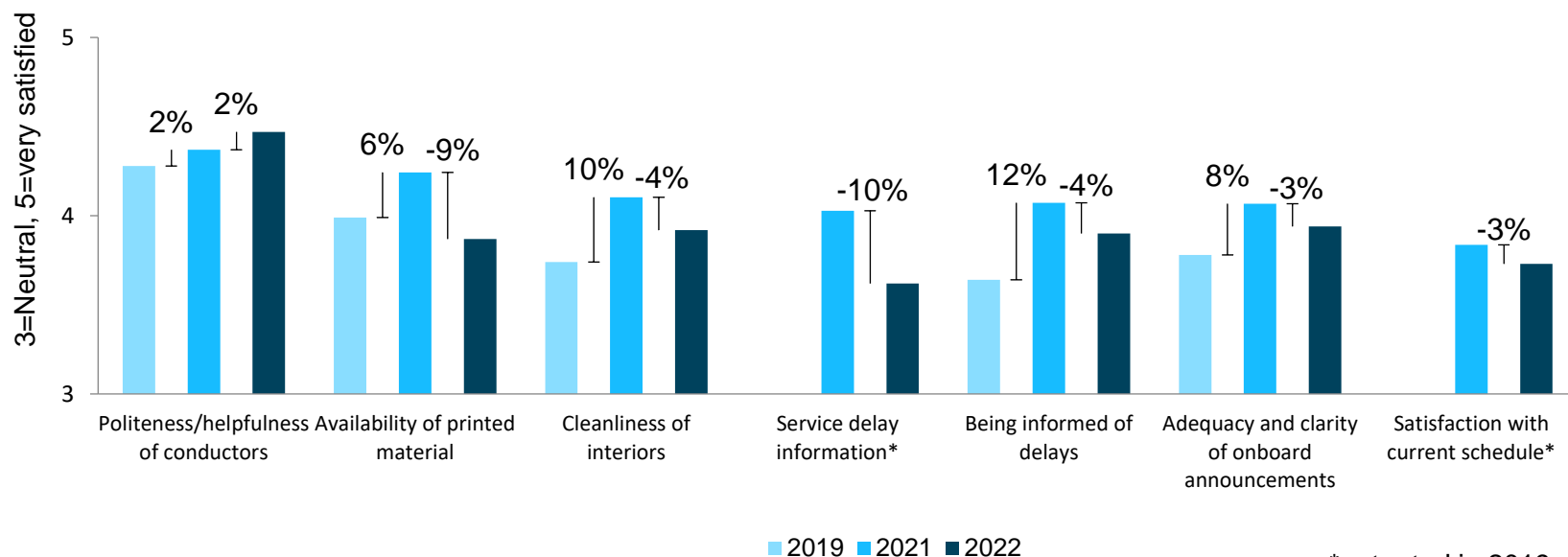
*not rated in 2019



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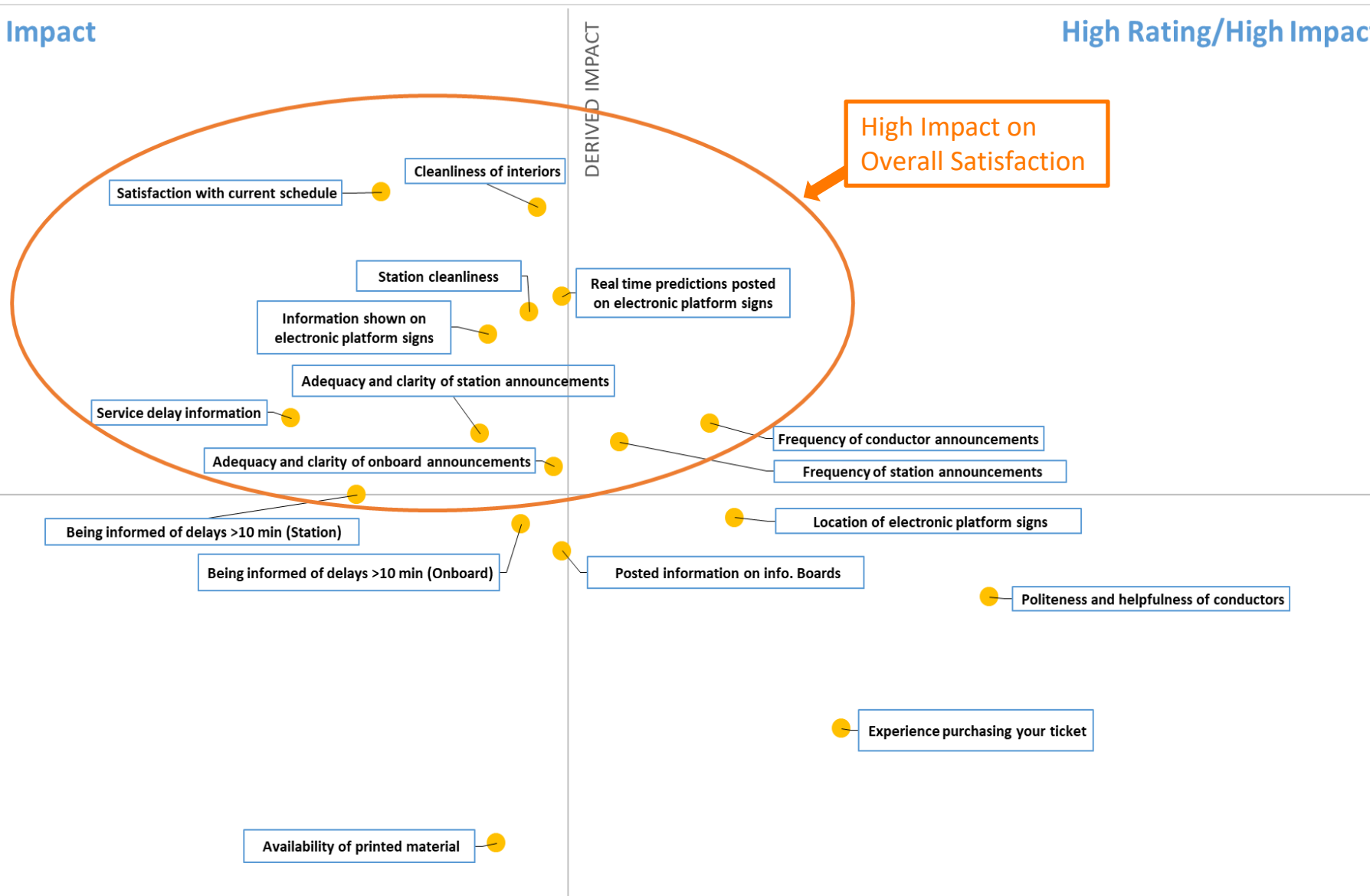
*not rated in 2019



Key Drivers of Overall Satisfaction

Low Rating/High Impact

High Rating/High Impact



Low Rating/Low Impact

High Rating/Low Impact



Target Area: Schedule

June 2022

Highest ever levels of service

Electrification and other construction disruptions

Service levels may still change

Fall 2022

Increased service at South San Francisco

Improved BART connection at Millbrae

Target Area: Service Delay Info

June 2022

Current system limitations

Single tracking + service delays

Fall 2022

New VMS infrastructure

24/7 Twitter delay info

Target Area: Printed Materials

June 2022

Paused printing at the start of the Pandemic

Frequent change in schedule

Increase in printing costs

Fall 2022

The latest timetables are onboard

New mobile friendly website

Target Area: Cleanliness

June 2022

Cleaning at 2021 levels
but with higher ridership

Higher service levels =
less time to clean onboard

Fall 2022

Additional level of
train car inspection

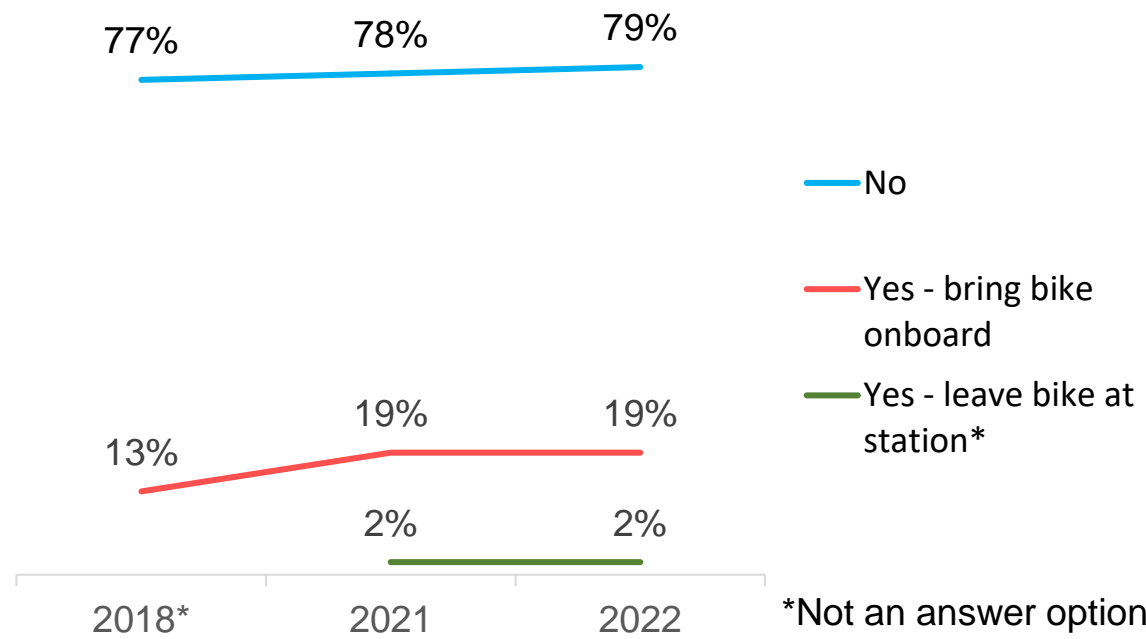
Increase cleaning at
Millbrae

Systemwide review
of cleaning practices

Bike Usage

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

Do you usually ride a bike when you use Caltrain?



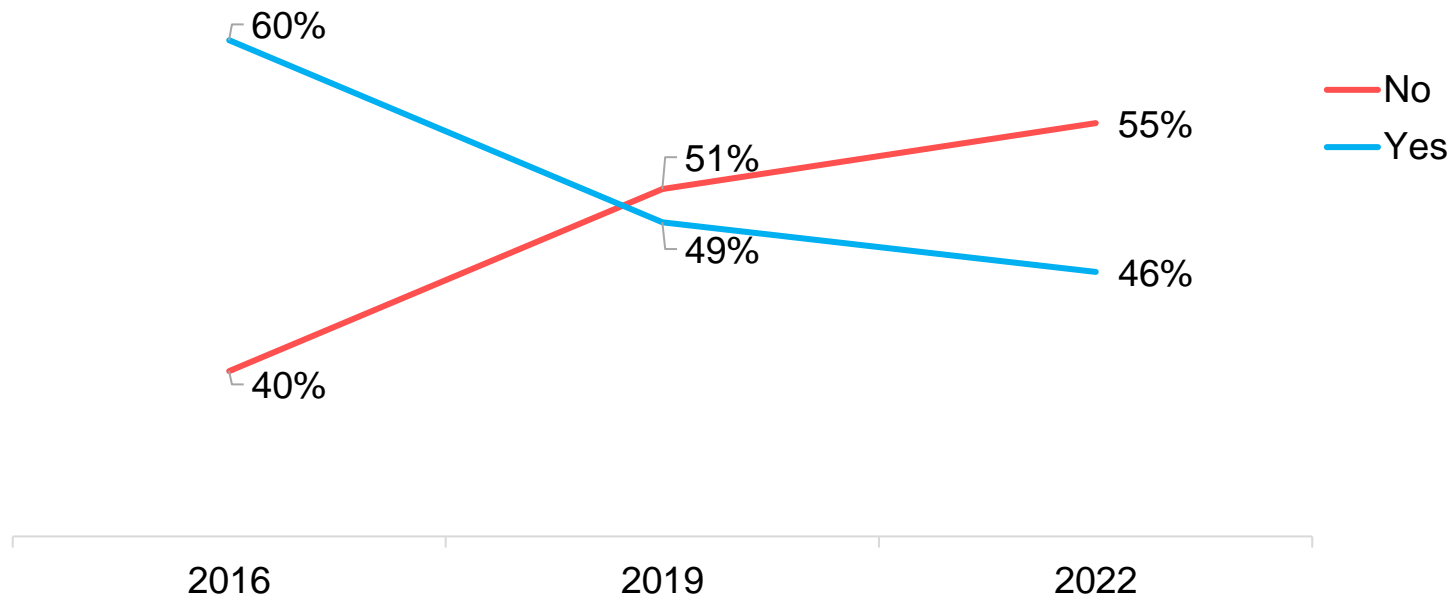
*Not an answer option for 2018



Access to a Car

- **Increase in transit dependent riders**

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



Comments, questions?

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